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RECEIVED

MAY 07 2021

CONSUMER PROTECTION

May 5, 2021

VIA FEDEX

New Hampshire Department of Justice  
Consumer Protection Bureau  
33 Capitol Street  
Concord, NH 03301

RE: **NOTICE OF DATA SECURITY INCIDENT**

Dear Sir/Madam:

We write on behalf of P.K. Kinder Co, Inc. ("Kinder's") to notify you of a data security incident that Kinder's recently experienced. Specifically, Kinder's discovered that an unauthorized person gained access to email inboxes belonging to a small number of Kinder's employees and may have viewed certain personal information contained in emails in their inboxes.

Kinder's worked to determine the nature and scope of the information affected after discovering the incident. The information varies by individual but includes name, bank account number, government-issued identification numbers (e.g., driver's license number, passport number), tax identification number, health insurance information, and/or Social Security number. Kinder's determined who was potentially impacted on or about April 15, 2021 and identified one (1) New Hampshire resident in this group. Kinder's review determined that the earliest evidence of suspicious activity was in November 2020.

After becoming aware of the incident, Kinder's promptly corrected the vulnerability, engaged counsel, and initiated a review of its security controls. It also engaged a third party to help further harden its defenses against similar attacks in the future. Kinder's has no evidence that the information was viewed by the intruder, misused in any way, or that any individual has suffered from identity theft as a result of the incident.

Kinder's is taking action to assist the New Hampshire resident who may be impacted by this incident. It notified the resident and recommended actions the resident can take to protect themselves, such as monitoring account statements, obtaining credit reports, and monitoring emails for potential phishing attempts. Kinder's also is offering 24 months of identity protection services from Experian IdentityWorks, at no cost to the resident. A template copy of the notice sent to all individuals potentially impacted by the incident on April 30, 2021 is attached to this letter.

Thank you for your attention to this matter.

Sincerely,

*David Kantrowitz*  
David Kantrowitz

Enclosure

ACTIVE/109624780.1

**[DATE]**

**Name**

**Address**

**City, State, Zip**

### Notice of Data Security Incident

Dear <Name>,

We are contacting you because P.K. Kinder Co, Inc. ("Kinder's") recently experienced a data security incident that could affect some of your personal information. Please review this letter carefully to learn about the incident and about resources you can use to monitor your personal information and help protect against identity theft.

#### **What Happened?**

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On or around November 5, 2020, an unauthorized person gained access to email inboxes belonging to a small number of Kinder's employees. During this period, the intruder may have viewed certain personal information contained in emails in these employees' inboxes. After conducting a forensic investigation into what information may have been affected in the incident, Kinder's recently identified you as a potentially-affected individual.

#### **What Information Was Involved?**

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The information potentially accessed includes your name, bank account number, government-issued identification numbers (e.g., driver's license number, passport number), tax identification number, health insurance information, and/or Social Security number. While we do not know for a fact the intruder accessed or viewed this information, we are sending you this notice as a precaution and so you can take steps to protect your personal information. At this time, we do not have any evidence that any individual has suffered from identity theft as a result of the incident.

#### **What We are Doing**

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Kinder's takes this event very seriously. Since the incident occurred, we have shut down the unauthorized access and reset passwords for all users. We are reviewing our security controls broadly, and are engaging a third party to review our systems to help further harden our defenses against similar attacks in the future.

As an added precaution to help protect your identity, we are offering a complimentary two-year membership of Experian's® IdentityWorks<sup>SM</sup>. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information, please follow the steps below:

- **Ensure that you enroll by: July 31, 2021** (Your code will not work after this date.)
- **Visit the Experian IdentityWorks website** to enroll: <https://www.experianidworks.com/credit>
- **Provide your activation code: [code]**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **877.890.9332** by **July 31, 2021**. Be prepared to provide Kinder's engagement number **B012357** as proof of eligibility for the identity restoration services by Experian.

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.\*

- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at **877.890.9332**. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

**Please note that this Identity Restoration support is available to you for two years from the date of this letter and does not require any action on your part at this time.** The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

#### **What You Can Do**

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As always, we recommend that you remain vigilant for incidents of fraud and identity theft, including by regularly reviewing your account statements and monitoring your free credit reports. For more information on how you can help protect yourself, please review the enclosed *Steps You Can Take to Protect Yourself From Identity Theft*.

We regret any inconvenience this incident may cause you, and thank you for your understanding. If you have any further questions or concerns about this incident, feel free to contact Aleksandra Piotrowska by phone at 415-699-8332 or by email at [a.piotrowska@kinders.com](mailto:a.piotrowska@kinders.com).

Sincerely,

Kinder's

\* Offline members will be eligible to call for additional reports quarterly after enrolling

\*\* The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

## **Steps You Can Take to Protect Yourself From Identity Theft**

### **1. Review your account statements and credit reports and notify law enforcement and Kinder's of suspicious activity.**

Even if you do not feel the need to register for a credit monitoring service, as a precautionary measure, we recommend that you regularly review statements from your bank, credit card, and other accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at [www.annualcreditreport.com](http://www.annualcreditreport.com), by calling toll-free 1.877.322.8228, or by mailing an Annual Credit Report Request Form (available at [www.annualcreditreport.com](http://www.annualcreditreport.com)) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies:

#### **Equifax**

P.O. Box 740241  
Atlanta, GA 30374  
[www.equifax.com](http://www.equifax.com)  
1.888.766.0008

#### **Experian**

P.O. Box 9532  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)  
1.888.397.3742

#### **TransUnion**

P.O. Box 2000  
Chester, PA 19022-2000  
[www.transunion.com](http://www.transunion.com)  
1.800.680.7289

When you receive your credit reports, look them over carefully. Look for accounts that you did not open and/or inquiries from creditors that you did not initiate. Also check to see if your personal information on the credit report is accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

We recommend that you remain vigilant in your review of your account statements and credit reports. You should promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission.

### **2. Consider placing a fraud alert or a security freeze on your credit files.**

**Fraud Alerts:** There are two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may request that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national credit reporting agencies listed above.

**Security Freezes:** You may have the right to put a security freeze, also known as a credit freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A security freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a security freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Security freeze laws vary from state to state.

Keep in mind that when you place the freeze, you may not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. *Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company.* Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies at the numbers above to find out more information.

### **3. Learn more about how to protect yourself from identity theft.**

You may wish to review the Federal Trade Commission's guidance on how consumers can protect themselves against identity theft. For more information:

**Federal Trade Commission**  
600 Pennsylvania Avenue NW  
Washington, DC 20580  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)  
1.877.ID.THEFT (1.877.438.4338)

**For residents of North Carolina:** You may also obtain information about preventing and avoiding identity theft from the North Carolina Attorney General's Office:

**North Carolina Attorney General's Office**  
Consumer Protection Division  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
1-877-5-NO-SCAM  
[www.ncdoj.gov](http://www.ncdoj.gov)