

September 22, 2017

BY U.S. MAIL

Office of the Attorney General
33 Capitol Street
Concord, NH 03301

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SEP 25 2017
CONSUMER PROTECTION

To Whom It May Concern:

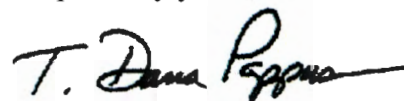
Consistent with N.H. Rev. Stat. Ann. § 359-C:20, this letter provides notice of a computer data security incident. Aptos, Inc. (“Aptos”) contracts with a number of online retailers, including Plow & Hearth, LLC (“Plow & Hearth”) who in turn do business with their Consumers (“Individual Consumers”). Aptos provides a digital commerce platform that functions as the back-end for Plow & Hearth’s online stores. As a result, Aptos holds the data of Individual Consumers associated with their transactions at online stores operated by Plow & Hearth.

On August 24, 2017, Aptos notified Plow & Hearth that there had been remote access intrusion to its systems that resulted in unauthorized access to information of Individual Consumers. For Plow & Hearth, the intrusion resulted in access to online transaction data including Individual Consumers’ first and last names, addresses, phone numbers, payment card numbers, expiration dates, and CVV codes. The number of Individual Consumers impacted in your state is listed on the attached schedule.

According to Aptos’ investigation, the intrusion began on approximately July 22, 2017 and ended on August 9, 2017. Aptos has informed us that they discovered indications of this intrusion in August 2017, and reported this matter to the FBI. Their investigation is ongoing, and they will update Plow & Hearth as more information becomes available.

Plow & Hearth is committed to full cooperation in answering any questions that your office may have. Please feel free to contact me with any questions at dpappas@plowandhearth.com.

Respectfully yours,



Dana Pappas
Chief Financial Officer

Enclosures

Schedule

Retailer Name	Plow and Hearth, LLC
Contact Information	7021 Wolfstown-Hood Road Madison, VA 22727 Leslie Newton, COO 540-948-2272 lnewton@plowandhearth.com
Number of Individual Consumers Notified in This Jurisdiction	116 [Retailer notes that based upon communications from Aptos, no SSN data for its customers was exposed]
Date Individual Consumers Notified	Between 9/25/2017 and 9/29/2017
Form of Individual Consumer Notification	Email