



VIA EMAIL: DOJ-CPB@DOJ.NH.GOV

The Honorable Gordon J. MacDonald
Office of the Attorney General
State of New Hampshire
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301

October 2, 2020

Re: Security Incident Notification

Dear Attorney General MacDonald:

PupBox, a business unit of Petco Animal Supplies Stores, Inc. (“PupBox”, “we”, “our”), is writing to provide you with notice, pursuant to N.H. Rev. Stat. Ann. § 359-C:20, of a potential security incident involving 145 New Hampshire residents. The incident at issue involves the PupBox website (www.pupbox.com). We notified affected New Hampshire residents via US mail on October 2, 2020. A sample of the notification letter sent to affected New Hampshire residents is enclosed.

Please contact me at (858) 677-1418 or Andrew.Serwin@us.dlapiper.com if you have any questions or need additional information.

Respectfully submitted,

DLA Piper LLP (US)

A handwritten signature in blue ink that reads "Andrew Serwin".

Andrew Serwin

One of its attorneys



Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

October 2, 2020

F8590-L01-0000001 T00001 *****OEL LINE
SAMPLE A SAMPLE - L01 GENERAL
APT #123
123 ANY ST
ANYTOWN, US 12345-6789



RE: Important Security Notification
Please read this entire letter.

Dear Sample A Sample,

We are writing to inform you that on September 2, 2020, PupBox (a business unit of Petco Animal Supplies Stores, Inc.) became aware of a security incident which affected the PupBox website and may have resulted in a breach of your personal information. On August 7, 2020, we received a notification that fraudulent activities may have occurred on credit cards that were used on the PupBox website between February 26, 2020 and July 21, 2020. We promptly launched an investigation with the assistance of a leading cybersecurity firm, which revealed an unauthorized plugin on the PupBox website. The plugin allowed personal information to be captured and shared with a third-party server between February 11, 2020 and August 9, 2020. The personal information exposed in this incident may include your name, email address, address, credit card number, credit card expiration date, credit card CVV code, and your Pupbox.com password. The investigation confirmed that there was no further sensitive information involved in this incident, such as Social Security Numbers.

As soon we became aware of this intrusion, we shut down the impacted systems to prevent unauthorized access to customer data and partnered with cybersecurity experts to investigate the issue. We have resolved the incident and are taking steps to prevent an attack in the future and are making additional improvements to strengthen PupBox's cybersecurity protections.

What You Can Do

We have established a toll-free number you may call if you have any questions. For more information, call [\(855\) 223-4413](tel:8552234413) between M-F 6 am – 8 pm PST; Sat-Sun 8 am - 5 pm PST. When calling the toll-free number, please provide the following engagement number: B004725. We take protecting your personal information very seriously, and apologize for any inconvenience this incident may have caused.

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The Federal Trade Commission (FTC) recommends that you remain vigilant by checking your credit reports periodically. Checking your credit reports periodically can help you spot problems and address them quickly. You can also order free copies of your annual reports through www.annualcreditreport.com. You should also monitor your financial accounts for any suspicious activity. For more information about steps you can take to reduce the likelihood of identity theft or fraud, call 1-877-ID-THEFT (877-438-4338), visit the FTC's websites at www.consumer.ftc.gov/topics/identity-theft or www.identitytheft.gov, or write to: Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. If you believe you are the victim of identity theft, you should immediately contact your local law enforcement agency, your state attorney general, or the FTC.

Contact Information for Consumer Reporting Agencies and Information on Credit Report Fraud Alerts

You may place a fraud alert on your credit file free of charge. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. You can call any one of the three major credit bureaus at the contact information below or place fraud alerts online at the websites below. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts.

	Experian	Equifax	TransUnion
Phone	1-888-397-3742	1-800-525-6285 or 1-888-766-0008	1-800-680-7289
Address	Experian Fraud Division P.O. Box 9554 Allen, TX 75013	Equifax Consumer Fraud Division PO Box 740256 Atlanta, GA 30374	TransUnion LLC P.O. Box 2000 Chester, PA 19016
Online Credit Report Fraud Alert Form	https://www.experian.com/fraud/center.html	https://www.equifax.com/personal/credit-report-services/	https://fraud.transunion.com/fa/fraudAlert/landingPage.jsp

Information on Security Freezes

In addition to a fraud alert, you may place a security freeze on your credit file. A security freeze will block a credit bureau from releasing information from your credit report without your prior written authorization. Please be aware that it may delay, interfere with, or prevent the timely approval of any requests you make for new loans, mortgages, employment, housing or other services. The fees for placing a security freeze vary by state, and a consumer reporting agency may charge a fee of up to \$10.00 to place a freeze or lift or remove a freeze.

To place a security freeze on your credit report, you may send a written request to **each** of the major consumer reporting agencies by regular, certified, or overnight mail. You can also place security freezes online by visiting **each** consumer reporting agency online.

	Experian	Equifax	TransUnion
Address	Experian Security Freeze P.O. Box 9554 Allen, TX 75013	Equifax Security Freeze P.O. Box 105788 Atlanta, Georgia 30348	TransUnion LLC P.O. Box 2000 Chester, PA 19016
Online Security Freeze	https://www.experian.com/freeze/center.html	https://www.equifax.com/personal/credit-report-services	https://www.transunion.com/credit-freeze

Questions?

You may further obtain information from the FTC and the credit reporting agencies about fraud alerts and security freezes.

We value you as a customer and Pet Parent. We respect your privacy rights and we sincerely regret that this incident occurred. If you have any questions, please feel free to contact us at [\(855\) 223-4413](tel:8552234413) between M-F 6 am – 8 pm PST; Sat-Sun 8 am - 5 pm PST. When calling the toll-free number, please provide the following engagement number: B004725.

Sincerely,

Ben Zvaifler
PupBox



State-Specific Information

If you are a resident of the following states, the following information applies to you.

For residents of Maryland, New York, North Carolina, Rhode Island, the District of Columbia: For information on how to avoid identity theft or to contact your state’s attorney general, please use the below information.

Maryland Attorney General	North Carolina Attorney General	Rhode Island Attorney General
1 (888) 743-0023 https://www.oag.state.md.us/	1-877-566-7226 http://www.ncdoj.gov	(401) 274-4400 http://www.riag.ri.gov/
Attorney General of Maryland 200 St. Paul Place Baltimore, MD 21202	Attorney General’s Office 9001 Mail Service Center Raleigh, NC 27699-9001	Rhode Island Office of the Attorney General 150 South Main Street Providence, RI 02903
District of Columbia Attorney General	New York Attorney General	
(202) 727-3400 https://oag.dc.gov	1-800-771-7755 https://ag.ny.gov/	
Office of the Attorney General for the District of Columbia 441 4th St. NW Washington, DC 20001	Office of the Attorney General The Capitol Albany, NY 12224-0341	

For residents of New Mexico: You have rights under the federal Fair Credit Reporting Act (FCRA). These include: the right to access information in your consumer file at a consumer reporting agency; to dispute incomplete or inaccurate information in your consumer file at a consumer reporting agency; to have consumer reporting agencies correct or delete inaccurate information in your consumer file; the right to block information in your consumer file that is the result of identity theft; and the right to have a fraud alert placed on your consumer file (as described above). For more information, please visit <https://www.consumer.ftc.gov/> or <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.

For residents of Rhode Island: Under Rhode Island law, you have the right to obtain a police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

Based on our investigation to date, we believe this incident affected approximately 30,673 individuals.