

June 21, 2018

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+1 312 609 7865  
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**VIA E-MAIL (ATTORNEYGENERAL@DOJ.NH.GOV)**

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

**Re: Notification of a Potential Breach of Security Pursuant to N.H. Rev. Stat. § 359-C:20**

Dear Madam/Sir:

We represent RevUp Group, LLC d/b/a RevUp Sports (“RevUp”), in connection with a recent intrusion into RevUp’s computer system that may have impacted the security of certain personal information of 18 New Hampshire residents. RevUp is reporting a potential breach of the security of its system pursuant to N.H. Rev. Stat. § 359-C:20.

The investigation of this incident is ongoing, and this notice will be supplemented, if necessary, with any new significant facts discovered after its submission. By providing this notice, RevUp does not waive any rights or defenses regarding applicability of New Hampshire law or personal jurisdiction in connection with this incident.

**Background of the Incident**

RevUp is a retailer of sports, fitness, and athletic apparel and equipment. RevUp operates the Web site [www.revupsports.com](http://www.revupsports.com).

On May 31, 2018, RevUp became aware that the personal information of certain customers may have been affected when an external actor or actors placed hidden files on RevUp’s computer system (the “Incident”). The files may have collected certain personal information of customers who made credit card purchases via the RevUp Web site, including those customers’ first and last names, billing or mailing addresses, e-mail addresses and credit card information (card holder names, credit card account numbers, expiration months and years, and card security codes).

At this point, RevUp is not aware of any fraud or identity theft to any individual as a result of this Incident and does not know if any information was actually viewed or obtained by an unauthorized party. Nevertheless, RevUp is sending notice to all potentially impacted customers who may have provided RevUp with personally identifiable information.

**Notice to New Hampshire Residents**

It was determined that 18 New Hampshire residents may have been impacted by this incident. RevUp mailed notice to the potentially impacted individuals on June 21, 2018. Enclosed is a copy of the notice that was sent.

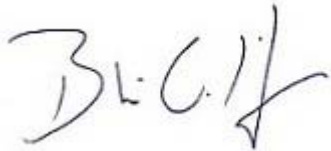
**Steps Taken Relating to the Incident**

RevUp has already begun taking several actions to help prevent this type of incident from occurring in the future. These actions include evaluating ways to best strengthen its systems and changing access credentials.

**Contact Information**

Please contact me if you have any questions or if I can provide you with any further information concerning this matter. Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "Blaine C. Kimrey". The signature is stylized and cursive.

Blaine C. Kimrey

Enclosure



3757 Powers Ct  
Chattanooga, TN 37416

June 21, 2018

##D8301-L01-0123456 0001 00000001 \*\*\*\*\*9-OELZZ 123



SAMPLE A SAMPLE  
APT # ABC  
123 ANY ST  
ANYTOWN, US 12345-6789



Dear Sample A Sample,

RevUp Group, LLC d/b/a RevUp Sports (“RevUp”) is committed to the privacy of our customers and the security of their information. As part of that commitment, we’re providing you this notice regarding an information security incident that may affect you.

**What Happened**

On or about May 31, 2018, RevUp became aware that an intrusion of its computer systems could potentially impact your personal information. An unauthorized user or users gained access to RevUp’s system and installed one more files that intercepted and stored our customer’s data. At this time, RevUp has not discovered any evidence indicating that the affected information was downloaded or exfiltrated from RevUp’s network. But RevUp has been unable to definitively rule out any unauthorized acquisition of data, and RevUp therefore provides this notice out of an abundance of caution.

**What Information Was Involved**

The data at issue may have included certain RevUp customers’ names, postal mailing addresses, email addresses, credit card numbers, credit card CVV numbers, and credit card expiration dates that were used during checkout for goods purchased through RevUp’s Web site.

**What We Are Doing**

**Investigation.** RevUp conducted an investigation regarding the scope of the affected information and the potentially responsible parties.

**Mitigation.** RevUp hired Experian to provide, at no cost to you, credit monitoring services. The details for opting in to those services are set forth below.

**Protection Against Further Harm.** RevUp performed a security scan and removed all potentially malicious files from its computer system. At this time, we are not aware of any further threat to our customers’ information.

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## What You Can Do

Although we do not have any evidence that your information was accessed or misused as a result of this computer security incident, your information may be at risk. To help protect you, we have partnered with Experian to provide its IdentityWorks™ identity theft protection product for one year at no charge to you. 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. 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 offer is available to you for one year 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.

While Identity Restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorksSM as a complimentary one-year membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: MM/DD/YYYY** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll:  
**<https://www.experianidworks.com/3bcredit>**
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with identity restoration that arose as a result of this incident 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, 2018. Be prepared to provide engagement number **ENGAGEMENT** as proof of eligibility for the identity restoration services by Experian.

### **Additional details regarding your membership:**

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, Equifax and Transunion files for indicators of fraud.
- ◆ **Identity Restoration:** Identity Restoration specialists 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.
- ◆ **\$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

We recommend that you remain vigilant for any unauthorized use of your credit card information. We suggest that you review your credit card account statements and monitor your credit reports, which you can obtain for free from the three credit reporting agencies listed below. If you feel your credit card information may have been compromised, consider contacting your credit card company and having them cancel your current card and issue a new card. If you suspect incidents of identity theft, you should notify local law enforcement and/or your state attorney general.

Equifax  
P.O. Box 105788  
Atlanta, GA 30348  
(800) 525-6285  
www.equifax.com

Experian  
P.O. Box 9554  
Allen, TX 75013  
(888) 397-3742  
www.experian.com

TransUnion  
Fraud Victim Asst. Div.  
P.O. Box 6790  
Fullerton, CA 92834  
(800) 680-7289  
www.transunion.com

### **For More Information**

If you have questions or concerns, please contact our toll free number, 855-558-2999, between the hours of 9 a.m. to 9 p.m. Monday through Friday, and 11 a.m. to 8 p.m. Saturday through Sunday Eastern Time. Additionally, for more information about avoiding identity theft, you can contact the Federal Trade Commission at 600 Pennsylvania Ave. N.W., Washington, D.C. 20580, 1-877-ID-THEFT, [consumer.ftc.gov](http://consumer.ftc.gov). Residents of Maryland may also obtain information about avoiding identity theft from the Maryland Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, [www.oag.state.md.us](http://www.oag.state.md.us). Residents of North Carolina may also obtain information about avoiding identity theft from the North Carolina Attorney General's Office, 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, [www.ncdoj.gov](http://www.ncdoj.gov).

Sincerely,



Nathan Templeton  
Owner Operator, RevUp Sports

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

\*\* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions