



HUNTON & WILLIAMS LLP  
200 PARK AVENUE  
NEW YORK, NY 10166-0005

TEL 212 • 309 • 1000  
FAX 212 • 309 • 1100

LISA J. SOTTO  
DIRECT DIAL: 212 • 309 • 1223  
EMAIL: lsotto@hunton.com

May 17, 2017

**RECEIVED**

**Via Certified Mail**

**MAY 23 2017**

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

**CONSUMER PROTECTION**

*Re: Incident Notification*

Dear Attorney General Foster:

In accordance with N.H. Rev. Stat. Ann. § 359-C:20, I am writing to notify you regarding the nature and circumstances of a recent data security issue affecting our client, Rite Aid Online Store, Inc. ("Rite Aid Online Store").

Rite Aid Online Store recently learned that unauthorized third parties accessed its e-commerce platform and acquired certain personal information of customers who manually entered their payment card details at the online store between January 30, 2017 and April 11, 2017. The personal information that may have been affected includes name, address, email address, and payment card data, including credit card number, expiration date, and card verification number. Promptly after learning of the issue, Rite Aid Online Store retained a leading security firm to help the company understand the nature and scope of the matter. Rite Aid Online Store is also working with law enforcement and the payment card brands to assist in their investigation of the issue.

There are approximately 262 New Hampshire residents affected by this issue. Enclosed for your reference is a copy of the notice being sent to affected individuals beginning May 17, 2017. Rite Aid Online Store has arranged with Kroll to provide affected individuals with a year of identity monitoring services at no cost to them.

Please do not hesitate to contact me if you have any questions.

Very truly yours,

Lisa J. Sotto

Enclosure



<<MemberFirstName>> <<MemberMiddleName>> <<MemberLastName>> <<Date>> (Format: Month Day, Year)  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<ZipCode>>

### **NOTICE OF DATA BREACH**

Dear <<MemberFirstName>> <<MemberLastName>>,

We are writing to notify you about an issue that may have affected certain personal information.

#### **What Happened?**

We recently learned that unauthorized third parties accessed Rite Aid Online Store's e-commerce platform and acquired certain personal information of customers who manually entered their payment card details at the online store between January 30, 2017 and April 11, 2017.

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

The personal information that may have been affected includes your name, address, email address, and payment card data, including credit card number, expiration date, and card verification number.

#### **What We Are Doing**

Promptly after learning of the issue, we retained a leading security firm to help us understand the nature and scope of the matter. We are working with the payment card brands to assist in their investigation of the issue.

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

We regret that this issue may affect you. We take our obligation to safeguard personal information very seriously and are alerting you about this issue so you can take steps to help protect yourself. You are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free at 1-877-322-8228. We encourage you to remain vigilant by reviewing your account statements and monitoring your free credit reports. The enclosed Reference Guide provides recommendations by the U.S. Federal Trade Commission on the protection of personal information.

In addition, we have arranged with Kroll, a global leader in risk mitigation and response, to provide identity monitoring services at no cost to you for a year. The attached Reference Guide provides information on activating your identity monitoring services and recommendations on the protection of personal information.

#### **For More Information**

We hope this information is useful to you. If you have any questions regarding this issue, please call 1-866-739-0728 Monday through Friday from 8:00 am to 5:00 pm Central Time.

Again, we regret any inconvenience this issue may cause you.

Sincerely,

Andy Palmer  
Vice President, Compliance Monitoring and Privacy Officer  
Rite Aid Corporation

## Reference Guide

We encourage you to take the following steps to protect your personal information:

- **Order Your Free Credit Report.** To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com), call toll-free at 1-877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov) and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three consumer reporting agencies provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you have not requested credit. Some companies bill under names other than their store or commercial names. The consumer reporting agency will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the consumer reporting agencies of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate consumer reporting agency by telephone and in writing. Consumer reporting agency staff will review your report with you. If the information cannot be explained, then you will need to call the creditors involved. Information that cannot be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

- **Activate Kroll's Identity Monitoring Services.** We have arranged with Kroll to provide Identity Monitoring services at no cost to you for a year. Visit [kroll.idmonitoringservice.com](http://kroll.idmonitoringservice.com) to activate your Identity Monitoring services. You will need to provide your Membership Number: <<Member ID>>. The deadline to activate your services is September 14, 2017. If you have questions about the services or need assistance with a fraud or identity theft-related issue, please call Kroll at 1-866-739-0728, Monday through Friday, from 8:00 am to 5:00 pm Central Time. Please have your Membership Number ready.

Your Identity Monitoring services include:

- **Single Bureau Credit Monitoring:** You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who can help you determine if it's an indicator of identity theft. To receive credit monitoring service through the mail, you may call 1-866-739-0728. To receive credit monitoring, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.
  - **Fraud Consultation:** You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing ways to protect your identity, explaining your rights and protections under the law, assisting with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.
  - **Identity Theft Restoration:** If you become a victim of identity theft, a Kroll licensed investigator will work on your behalf to help resolve related issues.
- **Report Incidents.** If you detect any unauthorized transactions in a financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to law enforcement, the FTC and your state Attorney General. If you believe your identity has been stolen, the FTC recommends that you take these steps:
    - Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. Use the FTC's ID Theft Affidavit (available at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)) when you dispute new unauthorized accounts.
    - File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft and how to repair identity theft:

Federal Trade Commission  
Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

1-877-IDTHEFT (438-4338)  
www.ftc.gov/idtheft/

- **Consider Placing a Fraud Alert on Your Credit File.** To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three consumer reporting agencies. For more information on fraud alerts, you also may contact the FTC as described above.

Equifax	Equifax Credit Information Services, Inc. P.O. Box 740241 Atlanta, GA 30374	1-800-525-6285	www.equifax.com
Experian	Experian Inc. P.O. Box 9554 Allen, TX 75013	1-888-397-3742	www.experian.com
TransUnion	TransUnion LLC P.O. Box 2000 Chester, PA 19022-2000	1-800-680-7289	www.transunion.com

- **Consider Placing a Security Freeze on Your Credit File.** You may wish to place a "security freeze" (also known as a "credit freeze") on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the consumer reporting agencies without your consent. There may be fees for placing, lifting, and/or removing a security freeze, which generally range from \$5-\$20 per action. *Unlike a fraud alert, you must place a security freeze on your credit file at each consumer reporting agency individually.* For more information on security freezes, you may contact the three nationwide consumer reporting agencies or the FTC as described above. As the instructions for establishing a security freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information.

The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
  - Your Social Security number
  - Your date of birth
  - Addresses where you have lived over the past five years
  - A legible copy of a government-issued identification card (e.g., a state driver's license or military ID card)
  - Proof of your current residential address (such as a current utility bill or account statement)
- **For Maryland Residents.** You may obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General at:  
Maryland Office of the Attorney General, Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
(888) 743-0023 (toll-free in Maryland)  
(410) 576-6300  
www.oag.state.md.us
  - **For Massachusetts Residents.** You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may charge you a fee of up to \$5 to place a security freeze on your account, and may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request. There is no charge, however, to place, lift or remove a security freeze if you have been a victim of identity theft and you provide the consumer reporting agencies with a valid police report.

- **For North Carolina Residents.** You may obtain information about preventing and avoiding identity theft from the North Carolina Office of the Attorney General at:  
North Carolina Office of the Attorney General  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
(877) 566-7226 (toll-free in North Carolina)  
(919) 716-6400  
[www.ncdoj.gov](http://www.ncdoj.gov)
- **For Oregon Residents.** We encourage you to report suspected identity theft to the Oregon Office of the Attorney General at:  
Oregon Department of Justice  
1162 Court Street NE  
Salem, OR 97301-4096  
(877) 877-9392 (toll-free in Oregon)  
(503) 378-4400  
<http://www.doj.state.or.us>
- **For Rhode Island Residents.** You may obtain information about preventing and avoiding identity theft from the Rhode Island Office of the Attorney General at:  
Rhode Island Office of the Attorney General  
Consumer Protection Unit  
150 South Main Street  
Providence, RI 02903  
(401)-274-4400  
<http://www.riag.ri.gov>

You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may charge you a fee of up to \$10 to place a security freeze on your account, and may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request for a security freeze. There is no charge, however, to place, lift or remove a security freeze if you have been a victim of identity theft and you provide the consumer reporting agencies with a valid police report.

Hunton & Williams  
Lisa Sotto  
200 Park Ave 52nd Floor

New York NY 10166

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USPS CERTIFIED MAIL™



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Office of the New Hampshire Attorney General  
AG Joseph Foster  
33 Capitol Street

Concord NH 03301-6310