

June 7, 2017

DIRECT DIAL 216.696.5787 | paul.janowicz@tuckerellis.com

Attorney General Gordon J. MacDonald
New Hampshire Department of Justice
Attn: Data Security Breach
33 Capitol Street
Concord, NH 03301

Re: *Suspected Data Security Breach Notification – Guardian Technologies, LLC*

Dear Mr. MacDonald:

We are writing in connection with N.H. Rev. STAT. § 359-C:20 on behalf of our firm's client, RJD, LLC d/b/a Guardian Technologies, LLC ("Guardian"). It is our understanding that on April 26, 2017, Guardian learned it may have been the victim of a cyber-attack. Specifically, VividFront, LLC ("VividFront"), which designed and manages Guardian's website,¹ informed Guardian that it had discovered that an unauthorized party had compromised a portion of Guardian's website's code so certain customer information was transmitted to unknown parties while online transactions were being processed. While our investigation is still on-going, it is our present understanding that the unauthorized code may have affected customers who made purchases on Guardian Technologies' website from April 18, 2017 to April 26, 2017. The potentially compromised information includes customer names, e-mail addresses, mailing addresses, and payment information, including credit card information.

Since learning of the compromised code, Guardian has been working with VividFront to gather information, ensure the malware is removed, and strengthen the security on Guardian's website. Guardian has also retained an independent forensic expert to assist with the investigation and will continue to take all necessary steps to investigate and address this incident.

In light of the potential disclosure of customer information, a copy of the attached notice will be mailed to all potentially affected New Hampshire residents on June 9, 2017. Based on our investigation, we believe that two (2) New Hampshire residents who provided Guardian with confidential information were potentially affected.

As you will see, Guardian is offering a year of credit monitoring services to all potentially affected individuals, has opened a call center to answer any questions those individuals may have,

¹ The website address is <https://www.guardiantechnologies.com/>.

and has advised consumers on additional steps they may take to protect themselves from potential identity theft.

If you have any questions, please do not hesitate to contact us.

Sincerely,

TUCKER ELLIS LLP

A handwritten signature in blue ink, appearing to be a combination of initials and names, likely representing Paul L. Janowicz and Joseph A. Dickinson.

Paul L. Janowicz
Joseph A. Dickinson



Return Mail Processing Center
PO Box 6336
Portland, OR 97228-6336

<<Mail ID>>
<<Name>>
<<Address1>>
<<Address2>>
<<City>>, <<State>><<Zip>>

<<Date>>

Dear <<First Name>>:

We are writing to notify you that information you previously provided to Guardian Technologies while shopping on our website may have been acquired by a currently unknown third-party without permission. The company that manages our website informed us on April 26, 2017 that portions of the code on Guardian Technologies' website had been modified so certain customer information was transmitted to unknown parties while online transactions were being processed. While our investigation is still on-going, it is our present understanding that the unauthorized code may have affected customers who made purchases on Guardian Technologies' website from April 18, 2017 to April 26, 2017. The information potentially disclosed includes customer names, e-mail addresses, mailing addresses, and payment information, including credit card information.

Since learning of the issue with our website, Guardian Technologies has been working with our outside website manager to gather facts, prevent any further disclosures of customer information, and strengthen our website's security. We have also retained an independent information technology expert to assist with the investigation and will continue to take all necessary steps to investigate and address this incident.

If you have any questions regarding the incident, please call 1-844-749-5103.

We also want to make you aware of important steps you can take to protect yourself against identify theft and fraud.

First, securing your personal information is important to us. As a precautionary measure to safeguard your information from potential misuse, we have partnered with Equifax® to provide its Credit Watch™ Gold identity theft protection product for one year at no charge to you. A description of this product is provided in the attached material, which also contains instructions about how to enroll (including your personal activation code). If you choose to take advantage of this product, it will provide you with a notification of any changes to your credit information, up to \$25,000 Identity Theft Insurance Coverage and access to your credit report. You must complete the enrollment process by September 1, 2017. We urge you to consider enrolling in this product, at our expense, and review the Additional Resources enclosed with this letter.

Second, we recommend that you regularly review your credit and debit card account statements to determine if there has been any unauthorized activity. If you notice any unusual activity, you should contact the bank that issued the debit or credit card immediately.

In addition, you are entitled to obtain a free copy of your credit report once a year. A credit report contains important information about your credit history and the status of your credit accounts. You can obtain a copy of your credit report by contacting one of the following national consumer reporting agencies:

Equifax
P.O. Box 740241
Atlanta, GA 30374-0241
800-525-6285
www.equifax.com

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

TransUnion
P.O. Box 6790
Fullerton, CA 92834
800-680-7289
www.transunion.com

Guardian Technologies LLC
26251 Bluestone Blvd
Euclid, OH 44132

In order to further protect yourself, you may also want to consider placing either a fraud alert or security freeze on your credit file. A **FRAUD ALERT** indicates to anyone requesting your credit file that you suspect you are a victim of fraud. A fraud alert does not affect your ability to get a loan or credit. Instead, it alerts a business that your personal information might have been compromised and requires the business to verify your identity before issuing you credit. Although this may cause a short delay if you are the one applying for credit, it can help protect against someone else obtaining credit in your name. A **SECURITY FREEZE** prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. Please be aware, however, that placing a security freeze on your credit report may delay, interfere with or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services. You can obtain additional information about fraud alerts and security freezes, including any fees you may be required to pay in order to place a fraud alert or security freeze on your credit file, by contacting the credit reporting agencies listed above or the Federal Trade Commission, whose contact information is listed below.

If you notice any suspicious activity with your accounts or suspect you are the victim of identity theft, you have the right to and should report the incident to your local law enforcement office, your state Attorney General, and/or the Federal Trade Commission. The contact information for the Federal Trade Commission is:

Federal Trade Commission
Bureau of Consumer Protection
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)
www.ftc.gov/idtheft

For Maryland residents: You may also 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, 16th Floor
Baltimore, MD 21202
1-888-743-0023
www.marylandattorneygeneral.gove

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

North Carolina Attorney General's Office
Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-566-7226
www.ncdoj.gov

For Rhode Island residents: You may also obtain information about preventing and avoiding identity theft from the Rhode Island Attorney General's Office at:

Office of the Attorney General
150 South Main Street
Providence, Rhode Island 02903
1-401-274-4400
www.riag.ri.gov

We sincerely apologize for any inconvenience you may experience as a result of this incident. We thank you in advance for your continued support and confidence in Guardian Technologies.

Sincerely,

Guardian Technologies

Guardian Technologies LLC
26251 Bluestone Blvd
Euclid, OH 44132
p | 866.603.5900 f | 216.289.6869



Activation Code: <<Activation Code>>

About the Equifax Credit Watch™ Gold identity theft protection product

Equifax Credit Watch will provide you with an “early warning system” to changes to your credit file. Note: You must be over age 18 with a credit file in order to take advantage of the product.

Equifax Credit Watch provides you with the following key features and benefits:

- Comprehensive credit file monitoring and automated alerts of key changes to your **Equifax** credit report
- Wireless alerts and customizable alerts available (available online only)
- Access to your Equifax Credit Report™
- Up to \$25,000 in identity theft insurance with \$0 deductible, at no additional cost to you †
- Live agent Customer Service 7 days a week from 8 a.m. to 3 a.m. to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance, and help initiate an investigation of inaccurate information.
- 90 day Fraud Alert placement with automatic renewal functionality* (available online only)

How to Enroll: You can sign up online or over the phone

To sign up online for **online delivery** go to www.myservices.equifax.com/gold

1. **Welcome Page:** Enter the Activation Code provided at the top of this page in the “Activation Code” box and click the “Submit” button.
2. **Register:** Complete the form with your contact information (name, gender, home address, date of birth, Social Security Number and telephone number) and click the “Continue” button.
3. **Create Account:** Complete the form with your email address, create a User Name and Password, check the box to accept the Terms of Use and click the “Continue” button.
4. **Verify ID:** The system will then ask you up to four security questions to verify your identity. Please answer the questions and click the “Submit Order” button.
5. **Order Confirmation:** This page shows you your completed enrollment. Please click the “View My Product” button to access the product features.

To sign up by phone for **US Mail delivery**, dial 1-866-937-8432 for access to the Equifax Credit Watch automated enrollment process. Note that all credit reports and alerts will be sent to you via US Mail only.

1. **Activation Code:** You will be asked to enter your enrollment code as provided at the top of this letter.
2. **Customer Information:** You will be asked to enter your home telephone number, home address, name, date of birth and Social Security Number.
3. **Permissible Purpose:** You will be asked to provide Equifax with your permission to access your credit file and to monitor your file. Without your agreement, Equifax cannot process your enrollment.
4. **Order Confirmation:** Equifax will provide a confirmation number with an explanation that you will receive your Fulfillment Kit via the US Mail (when Equifax is able to verify your identity) or a Customer Care letter with further instructions (if your identity can not be verified using the information provided). Please allow up to 10 business days to receive this information.

† Identity Theft Insurance underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. 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. This product is not intended for minors (under 18 years of age)

* The Automatic Fraud Alert feature made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC