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March 23, 2020

File No. 34181.347

VIA EMAIL

Office of the Attorney General
New Hampshire Department of Justice
33 Capitol Street, Concord, NH 03301
Email: doj.cpb@doj.nh.gov

Re: Notification of Data Security Incident

Dear Attorney General:

We represent The Roasterie, Inc. ("The Roasterie"), a coffee roaster and retailer located at 1204 W 27th Street, Kansas City, Missouri, in connection with a recent data security incident described below.

I. Nature of Security Incident

The Roasterie recently learned that the security of its e-commerce website, TheRoasterie.com, may have been compromised. Upon learning the site might have a problem, The Roasterie immediately launched an investigation and engaged an independent digital forensics firm to determine what happened and what information may have been accessed. In January 2020, the investigative firm told us that customers who made purchases through TheRoasterie.com between June 2019 and November 2019 may have had their payment card data compromised, including name, address, card number, expiration date, and card verification value (CVV) number.

II. Number of New Hampshire Residents Affected

The Roasterie has notified five New Hampshire residents regarding this incident. Notification letters were mailed via first class U.S. mail on February 20, 2020. A sample copy of that notification letter is enclosed. The Roasterie has also notified all nationwide credit reporting agencies of this incident.

III. Actions Taken in Response to the Incident

The Roasterie takes the security of its customers' information very seriously. As soon as The Roasterie discovered the incident, it launched an investigation and took steps to stop any continued exposure of sensitive information. It engaged a digital forensics firm to perform a

comprehensive investigation and assist The Roasterie in remediating any security issues related to its e-commerce site.

The Roasterie is also providing affected consumers with complimentary credit monitoring, identity monitoring, identity theft expense reimbursement insurance; and fraud prevention and resolution support.

IV. Contact Information

The Roasterie is dedicated to protecting its customers' personal information. If you have any questions or need additional information, please do not hesitate to contact me at (215) 977-4060 or Richard.Goldberg@lewisbrisbois.com.

Very truly yours,

/s Richard W. Goldberg

Richard W. Goldberg of
LEWIS BRISBOIS BISGAARD & SMITH LLP

EAS

Encl.



C/O ID Experts
PO Box 4219
Everett, WA 98204

To Enroll, Please Call:
(833) 554-0512
Or Visit:
<https://ide.myidcare.com/roasterie>
Enrollment Code: <<XXXXXXXXXX>>

F3355-L01-0000001 P001 T00001 *****ALL FOR **** ###



<<First Name>> <<Last Name>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>



February 20, 2020

Re: Notice of Data Security Incident

Dear <<First Name>> <<Last Name>>,

I am writing to inform you of a data security incident that may have involved your personal information. At The Roasterie, Inc. (“The Roasterie”), we take the privacy and security of our customers’ information very seriously. This is why we are notifying you of the incident, offering you credit monitoring and identity monitoring services, and informing you about steps you can take to help protect your personal information.

What Happened? The Roasterie recently learned that the security of its website, TheRoasterie.com, may have been compromised. Upon learning the site might have a problem, The Roasterie immediately launched an investigation and engaged an independent digital forensics firm to determine what happened and what information may have been accessed. In January 2020, the investigative firm told us that customers who made purchases through TheRoasterie.com between June 2019 and November 2019 may have had their payment card data compromised.

What Information Was Involved? The information involved in this incident may have included your name, address, payment card number, expiration date, and card verification value (CVV) number.

What Are We Doing? As described above, as soon as we learned there was a problem, we hired an independent investigator to find out what happened and took steps to stop any continued exposure of sensitive information. Once we learned in January that some of our customers’ information may have been exposed, we worked to determine who those customers were and to notify them as quickly as possible. Whether or not your information was compromised during the relevant period of time, we also want to provide you with security safeguards for your identity and credit.

As you will see below, we are providing you with information about steps that you can take to help protect your personal information and offering you complimentary credit monitoring, identity monitoring, identity theft expense reimbursement insurance; and fraud prevention and resolution support.

We have also adopted enhanced security measures to prevent similar incidents in the future.

What You Can Do: We strongly encourage you to enroll in the credit monitoring and identity monitoring services we are offering through IDExperts to protect your personal information. Activation instructions and a description of the services being provided are included with this letter. To enroll, please visit <https://ide.myidcare.com/roasterie> or call (833) 554-0512 and provide the enrollment code found above. Your 12 months of services will include the following:

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SINGLE BUREAU CREDIT MONITORING: Monitoring of credit bureau for changes to your credit file, such as new credit inquiries, new accounts opened, delinquent payments, improvements in your credit report, bankruptcies, court judgments and tax liens, new addresses, new employers, and other activities that affect your credit record.

CYBERSCAN™: Dark Web monitoring of underground websites, chat rooms, and malware, 24/7, to identify trading or selling of personal information like SSNs, bank accounts, email addresses, medical ID numbers, driver's license numbers, passport numbers, credit and debit cards, phone numbers, and other unique identifiers.

IDENTITY THEFT INSURANCE: Identity theft insurance will reimburse you for expenses associated with restoring your identity should you become a victim of identity theft. If your identity is compromised, the policy provides coverage for up to \$1,000,000, with no deductible, from an A.M. Best A-rated carrier. Coverage is subject to the terms, limits, and exclusions of the policy.

FULLY-MANAGED IDENTITY RECOVERY: ID Experts' fully-managed recovery service provides restoration for identity theft issues such as: account creation, criminal identity theft, medical identity theft, account takeover, rental applications, tax fraud, benefits fraud, and utility creation. This service includes a complete triage process, a personally assigned IDCare Specialist to fully manage restoration, and expert guidance for your questions about identity theft and protective measures.

To receive credit services, you must be over the age of 18, 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.

Please note you must enroll by May 20, 2020. If you have questions or need assistance, please call IDExperts at (833) 554-0512.

We also recommend that you.

- Close any potentially affected financial accounts;
- Review your account statements for discrepancies, and report any discrepancies to your bank;
- Place a fraud alert on your credit report; and
- Place a security freeze on your credit file.

For More Information: Further information about how to protect your personal information appears on the following page. If you have questions concerning this incident, please call (833) 554-0512, Monday-Friday (excluding holidays), 6 am-6 pm PST.

We take your trust in us seriously, and we deeply regret any worry or inconvenience that this may cause you.

Sincerely,



Stacy Barter
General Manager
The Roasterie, Inc.

Steps You Can Take to Further Protect Your Information

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

Copy of Credit Report: You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting [annualcreditreport.com](https://www.annualcreditreport.com), calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to:

Annual Credit Report Request Service
P.O. Box 105281
Atlanta, GA 30348

You can print this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact one of the following three national credit reporting agencies:

TransUnion
P.O. Box 1000
Chester, PA 19016
1-800-916-8800
[transunion.com](https://www.transunion.com)

Experian
P.O. Box 9532
Allen, TX 75013
1-888-397-3742
[experian.com](https://www.experian.com)

Equifax
P.O. Box 105851
Atlanta, GA 30348
1-800-525-6285
[equifax.com](https://www.equifax.com)

Free Annual Report
P.O. Box 105281
Atlanta, GA 30348
1-877-322-8228
[annualcreditreport.com](https://www.annualcreditreport.com)

Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that creditors contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at [annualcreditreport.com](https://www.annualcreditreport.com).

Security Freeze: Under U.S. law, you have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.



Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state. Residents of Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

**Federal Trade
Commission**

600 Pennsylvania Ave
NW
Washington, DC 20580
consumer.ftc.gov
ftc.gov/idtheft
1-877-438-4338

**Maryland Attorney
General**

200 St. Paul Place
Baltimore, MD 21202
oag.state.md.us
1-888-743-0023

**North Carolina
Attorney General**

9001 Mail Service
Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

**Rhode Island Attorney
General**

150 South Main Street
Providence, RI 02903
riag.ri.gov
401-274-4400

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information, as well as others. For more information about the FCRA, and your rights pursuant to the FCRA, please visit:

http://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf