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BakerHostetler

MAR 26 2021

CONSUMER PROTECTION

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March 25, 2021

VIA OVERNIGHT MAIL

Attorney General Gordon MacDonald
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

Re: Incident Notification

Dear Attorney General MacDonald:

We are writing on behalf of our client, Rosa Mexicano Company, to notify you of a security incident involving New Hampshire residents. Rosa Mexicano is restaurant providing contemporary Mexican cuisine. Rosa Mexicano's headquarters are located in New York, New York.

Rosa Mexicano recently concluded an investigation of an incident that involved unauthorized access to employees' email accounts. Upon first suspecting unauthorized access, Rosa Mexicano immediately secured the accounts and launched an investigation with assistance from a computer forensics firm.

In connection with that investigation, Rosa Mexicano learned that an unauthorized party gained access to the employees' email accounts between October 6, 2020 and November 4, 2020. The investigation was unable to determine whether the unauthorized party actually viewed any emails or attachments in the accounts. In an abundance of caution, Rosa Mexicano reviewed the emails and attachments contained in the email accounts to identify individuals whose information may have been accessible to the unauthorized party. On February 19, 2021, Rosa Mexicano determined that an email and/or attachment contained the name and one or more of the following data elements of 15 New Hampshire residents: Social Security number, driver's license number, financial account number, and/or payment card number.

Beginning on March 25, 2021, Rosa Mexicano is providing written notice via United States Postal Service mail to the New Hampshire residents whose information was potentially accessed by an

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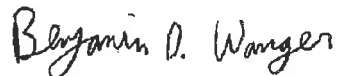
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unauthorized party.¹ A sample copy of the letter is enclosed. Rosa Mexicano is offering a complimentary one-year membership in credit monitoring and identity theft protection services through Experian to the New Hampshire residents whose Social Security number or driver's license number was involved. The notice letter also provides a dedicated telephone number that notice recipients can call with any questions they may have.

To help prevent a similar incident from occurring in the future, Rosa Mexicano is implementing additional policies and security features to enhance its security posture and increasing employee cybersecurity training.

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

Sincerely,

A handwritten signature in black ink that reads "Benjamin D. Wanger". The signature is written in a cursive style with a clear, legible font.

Benjamin D. Wanger
Counsel

¹ This notice does not waive Rosa Mexicano's objection that New Hampshire lacks personal jurisdiction over it regarding any claims related to this incident.

Rosa Mexicano

<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country >>

Dear <<first_name>>:

Rosa Mexicano understands the importance of protecting the information we maintain. We are writing to inform you about a data security incident that may have involved some of your information. This notice explains the incident, measures we have taken, and some steps you may consider taking.

Rosa Mexicano recently concluded an investigation of an incident that involved unauthorized access to employees' email accounts. Upon first suspecting unauthorized access, we immediately secured the accounts and launched an investigation with assistance from a computer forensics firm.

In connection with that investigation, we learned that an unauthorized party gained access to the employees' email accounts at various times between October 6, 2020 and November 4, 2020. Our investigation was unable to determine whether the unauthorized party actually viewed any emails or attachments in the accounts. In an abundance of caution, we reviewed the emails and attachments contained in the email accounts to identify individuals whose information may have been accessible to the unauthorized party. On February 19, 2021, we determined that the accounts included an email and/or attachment containing your <<b2b_text_1(ImpactedData)>>

To date, we are unaware of any misuse of any of the information in the employees' email accounts, nor do we have any evidence that any emails or attachments containing your information were actually viewed. However, we wanted to inform you of this event, assure you that we take this very seriously, and provide you with ways to protect your information. As a precaution, we have secured the services of Experian® to offer you a complimentary one-year membership in Experian's IdentityWorksSM. This product helps detect possible misuse of your information and provides you with identity protection support focused on immediate identification and resolution of identity theft. IdentityWorks is completely free and enrolling in this program will not hurt your credit score. **For more information on IdentityWorks, including instructions on how to activate your complimentary one-year membership, as well as some additional steps you can take to protect your information, please see the pages that follow this letter.** We encourage you to remain vigilant by reviewing your financial account statements for any unauthorized activity. If you see charges or activity you did not authorize, please contact your financial institution immediately.

We regret any concern this incident may cause you. To help prevent something like this from happening in the future, we are implementing additional policies and security features to enhance our security posture and increasing employee cybersecurity training. If you have any questions, please call 1-855-660-1529 Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time.

Sincerely,



Chris Westcott
Chief Executive Officer

EXPERIAN CREDIT MONITORING ENROLLMENT INSTRUCTIONS

To help protect your identity, we are offering a **complimentary** one-year membership of Experian IdentityWorksSM Credit 3B. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

Activate IdentityWorks Credit 3B Now in Three Easy Steps

1. ENROLL by: <<b2b_text_3(EnrollmentDeadline)>> (Your code will not work after this date.)
2. VISIT the **Experian IdentityWorks website** to enroll: <https://www.experianidworks.com/3bcredit>
3. PROVIDE the **Activation Code**: <<Member ID>>

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 877.288.8057. Be prepared to provide engagement number <<b2b_text_2(Engagement#)>> as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12 MONTH EXPERIAN IDENTITYWORKS CREDIT 3B MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorks Credit 3B.

You can contact Experian **immediately without needing to enroll in the product** regarding any fraud issues. Identity Restoration specialists are available to help you address credit and non-credit related fraud.

Once you enroll in Experian IdentityWorks, you will have access to the following additional features:

- **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.
- **Experian IdentityWorks ExtendCARETM:** 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.

Activate your membership today at <https://www.experianidworks.com/3bcredit> or call 877.288.8057 to register with the activation code above.

What you can do to protect your information: There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to www.ExperianIDWorks.com/restoration for this information. If you have any questions about IdentityWorks, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877.288.8057.

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

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdiction

ADDITIONAL STEPS YOU CAN TAKE

We remind you it is always advisable to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

- *Equifax*, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111
- *Experian*, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742
- *TransUnion*, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

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

Fraud Alerts: There are two types of general fraud alerts you can place on your credit report to put your creditors on notice that you may be a victim of fraud—an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years.

To place a fraud alert on your credit reports, contact one of the nationwide credit bureaus. A fraud alert is free. The credit bureau you contact must tell the other two, and all three will place an alert on their versions of your report.

For those in the military who want to protect their credit while deployed, an Active Duty Military Fraud Alert lasts for one year and can be renewed for the length of your deployment. The credit bureaus will also take you off their marketing lists for pre-screened credit card offers for two years, unless you ask them not to.

Credit or Security Freezes: You have the right to put a credit freeze, also known as a security freeze, on your credit file, free of charge, which makes it more difficult for identity thieves to open new accounts in your name. That's because most creditors need to see your credit report before they approve a new account. If they can't see your report, they may not extend the credit.

How do I place a freeze on my credit reports? There is no fee to place or lift a security freeze. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company. For information and instructions to place a security freeze, contact each of the credit reporting agencies at the addresses below:

- **Experian Security Freeze**, PO Box 9554, Allen, TX 75013, www.experian.com
- **TransUnion Security Freeze**, PO Box 2000, Chester, PA 19016, www.transunion.com
- **Equifax Security Freeze**, PO Box 105788, Atlanta, GA 30348, www.equifax.com

You'll need to supply your name, address, date of birth, Social Security number and other personal information.

After receiving your freeze request, each credit bureau will provide you with a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

How do I lift a freeze? A freeze remains in place until you ask the credit bureau to temporarily lift it or remove it altogether. If the request is made online or by phone, a credit bureau must lift a freeze within one hour. If the request is made by mail, then the bureau must lift the freeze no later than three business days after getting your request.

If you opt for a temporary lift because you are applying for credit or a job, and you can find out which credit bureau the business will contact for your file, you can save some time by lifting the freeze only at that particular credit bureau. Otherwise, you need to make the request with all three credit bureaus.

You may contact Rosa Mexicano Company via U.S. mail at 264 West 40th Street, 18th floor, New York, NY 10018 or via telephone at 212-397-0666.

Additional Information for Residents of the Following States

Maryland: You may contact and obtain information from your state attorney general at: Maryland Attorney General's Office, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023 / 1-410-576-6300, www.oag.state.md.us

New York: You may contact and obtain information from these state agencies:

- New York Department of State Division of Consumer Protection, One Commerce Plaza, 99 Washington Ave., Albany, NY 12231-0001, 518-474-8583 / 1-800-697-1220, <http://www.dos.ny.gov/consumerprotection>
- New York State Office of the Attorney General, The Capitol, Albany, NY 12224-0341, 1-800-771-7755, <https://ag.ny.gov>

North Carolina: You may contact and obtain information from your state attorney general at: North Carolina Attorney General's Office, 9001 Mail Service Centre, Raleigh, NC 27699, 1-919-716-6000 / 1-877-566-7226, www.ncdoj.gov

Rhode Island: This incident involves **four** individuals in Rhode Island. Under Rhode Island law, you have the right to file and obtain a copy of a police report. You also have the right to request a security freeze, as described above. You may contact and obtain information from your state attorney general at: Rhode Island Attorney General's Office, 150 South Main Street, Providence, RI 02903, 1-401-274-4400, www.riag.ri.gov