



LEWIS BRISBOIS BISGAARD & SMITH LLP

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September 9, 2020

VIA E-MAIL

Attorney General Gordon MacDonald
Office of the Attorney General
Consumer Protection Bureau
33 Capitol Street
Concord, NH 03301
Phone: (603) 271-3643
Fax: (603) 271-2110
Email: DOJ-CPB@doj.nh.gov

Re: Notice of Data Security Incident

Dear Attorney General MacDonald:

We represent SalonBiz, an organization located in Hammond, Louisiana that provides a spa and salon software platform. This letter is being sent because the personal information of certain New Hampshire residents may have been affected by a recent data security incident experienced by SalonBiz. The incident may have involved unauthorized access to such residents' names, address, date of birth, Social Security number, driver's license number, online credentials, payment card information, financial account number, and / or routing number.

On May 29, 2020, SalonBiz detected unusual activity within one SalonBiz employee email account. Upon discovering this activity, SalonBiz immediately took steps to secure the account and launched an investigation with the assistance of a leading, independent forensics firm engaged to determine what happened and whether sensitive information was accessed or acquired without authorization as a result. As a result of this investigation, SalonBiz received confirmation that the employee email account was accessed without authorization. SalonBiz then engaged a document review vendor to conduct a review of the contents of the impacted email account and, on August 7, 2020, learned that the email account contained information belonging to New Hampshire residents. SalonBiz then worked diligently to identify current addresses required to provide notification to potentially impacted individuals.

SalonBiz notified 5 potentially impacted New Hampshire residents of this incident via the attached sample letter on September 9, 2020. In so doing, SalonBiz offered notified individuals complimentary credit monitoring and identity theft restoration services through ID Experts.

Please contact me should you have any questions.

Sincerely,

A handwritten signature in black ink that reads 'Julie A. Keersmaekers'.

Julie A. Keersmaekers of
LEWIS BRISBOIS BISGAARD & SMITH LLP



C/O ID Experts
10300 SW Greenburg Rd. Suite 570
Portland, OR 97223

To Enroll, Please Call:
1-800-939-4170
Or Visit:
<https://app.myidcare.com/account-creation/protect>
Enrollment Code:
<<XXXXXXXXXX>>

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

September 9, 2020

Re: Notification of Data Security Incident

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

We are writing to inform you of a data security incident experienced by SalonBiz that may have affected your personal information. The privacy and security of your personal information is extremely important to SalonBiz. That is why we are writing to notify you of this incident, to offer you complimentary credit monitoring and identity theft restoration services, and to inform you about steps that can be taken to help protect your personal information.

What Happened? On May 29, 2020, we detected unusual activity within one SalonBiz employee email account. Upon discovering this activity, we immediately took steps to secure the account and launched an investigation. In connection therewith, we engaged a leading, independent forensics firm to determine what happened and whether sensitive information was accessed or acquired without authorization as a result. As a result of this investigation, we received confirmation that one SalonBiz employee email account was accessed without authorization. We then engaged a document review vendor to conduct a review of the contents of that account and, on August 7, 2020, we learned that the SalonBiz employee email account contained some of your personal information which may have been accessed by an unauthorized actor. We then worked diligently to identify current address information required to provide notification.

Please note that this incident was limited to information transmitted via email to / from the one SalonBiz employee whose email account was subject to unauthorized access, did not affect any other SalonBiz information systems, and did not affect any SalonBiz application instances or any customer information stored in or processed via a SalonBiz account. In addition, SalonBiz is not aware of the misuse of any potentially impacted information.

What Information Was Involved? The following information may have been contained within the accessed email account: name, address, date of birth, online credentials, driver's license number or other state identification number, payment card information, financial account number, or routing number. Your Social Security number was not impacted in connection with this incident.

What We Are Doing. As soon as we discovered this incident, we took the steps referenced above. In addition, because we take the confidentiality of all information within our possession very seriously, we took steps to enhance the security of our email environment in order to minimize the likelihood of similar incidents occurring in the future. We also reported this matter to the Federal Bureau of Investigation (FBI) for further investigation. Finally, out of an abundance of caution, we are now offering you complimentary credit monitoring and identity theft restoration services through ID Experts, a data breach and recovery services expert. These services include credit and dark web Monitoring, an insurance reimbursement policy, and fully managed identity theft recovery services. ID Experts will provide you with information regarding how to help you protect your personal information and will help to resolve issues in the unlikely event that your identity is compromised.

To receive these services, you must be over the age of 18, have established credit in the United States, have a Social Security number in your name, and have a United States residential address associated with your credit file. The deadline to enroll in the complimentary ID Experts being provided services is December 9, 2020.

What You Can Do. We strongly encourage you to activate your complimentary ID Experts services by calling (800) 939-4170 or by going to <https://app.myidcare.com/account-creation/protect> and using the Enrollment Code provided above. ID Experts representatives are available to assist you Monday through Friday from 8:00 a.m. to 8:00 p.m. Central Standard Time. We also recommend that you review the guidance included with this letter about how to help protect your personal information.

For More Information. If you have questions or need assistance, please contact ID Experts at (800) 939-4170, Monday through Friday from 8:00 a.m. to 8:00 p.m. Central Standard Time. ID Experts representatives are fully versed on this incident and can answer any questions you may have regarding the protection of your personal information.

Please accept our sincere apologies and know that we deeply regret any worry or inconvenience that this may cause you.
Sincerely,

A handwritten signature in black ink, appearing to read "Gennifer Ricks". The signature is fluid and cursive, with a large initial "G" and a stylized "R".

Gennifer Ricks
VP Information Systems and Operations
SalonBiz

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 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 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 www.transunion.com	Experian P.O. Box 9532 Allen, TX 75013 1-888-397-3742 www.experian.com	Equifax P.O. Box 105851 Atlanta, GA 30348 1-800-525-6285 www.equifax.com	Free Annual Report P.O. Box 105281 Atlanta, GA 30348 1-877-322-8228 www.annualcreditreport.com
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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 the creditor 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 www.annualcreditreport.com.

Security Freeze: You have the right to put a security freeze on your credit file. 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. There is no charge to place, lift or remove the security freeze. 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 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, and Washington, DC 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, and www.ftc.gov/idtheft 1-877-438-4338	Maryland Attorney General 200 St. Paul Place Baltimore, MD 21202 https://oag.state.md.us 1-888-743-0023	North Carolina Attorney General 9001 Mail Service Center Raleigh, NC 27699 https://ncdoj.gov 1-877-566-7226	Rhode Island Attorney General 150 South Main Street Providence, RI 02903 http://www.riag.ri.gov 401-274-4400	Washington D.C. Attorney General 441 4th Street, NW Washington, DC 20001 https://oag.dc.gov/ 202-727-3400
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You also have certain rights under the Fair Credit Reporting Act (FCRA), including: 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 files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf.



MyIDCare™ Enrollment

Website and Enrollment. Please visit <https://app.myidcare.com/account-creation/protect> and follow the instructions for enrollment using your Enrollment Code included with this letter.

Activate the monitoring provided as part of your MyIDCare™ membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, MyIDCare™ will be able to assist you.

Telephone. Contact MyIDCare™ at (800) 939-4170 to speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

This MyIDCare™ enrollment will include enrollment into:

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

CYBERSCAN™ MONITORING - 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 members for expenses associated with restoring their identity should they become a victim of identity theft. If a member's 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/or exclusions of the policy.

FULLY-MANAGED IDENTITY RECOVERY- ID Experts' fully-managed recovery service provides restoration for identity theft issues such as (but not limited to): account creation, criminal identity theft, medical identity theft, account takeover, rental application, tax fraud, benefits fraud, and utility creation. This service includes a complete triage process for affected individuals who report suspicious activity, a personally assigned IDCare Specialist to fully manage restoration of each case, and expert guidance for those with questions about identity theft and protective measures.