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May 3, 2016

VIA OVERNIGHT MAIL

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

Re: Incident Notification

Dear Attorney General Foster:

Our client, Sanctuary Clothing LLC (“Sanctuary” or the “Company”), understands the importance of protecting the personal information provided by its customers. On March 22, 2015, Sanctuary was advised by the company that maintains its e-commerce website that it had identified and removed a suspicious file. Sanctuary quickly began an investigation and hired a third-part cybersecurity firm to assist in the investigation.

Findings from the investigation show that if a visitor attempted to or did place an order on Sanctuary’s website, www.sanctuaryclothing.com, from December 30, 2015 to March 22, 2016, information associated with the order being placed, including name, address, email address, payment card number, expiration date and security code (CVV), and, for customers who have a Sanctuaryclothing.com account, the username and password for their account, may have been obtained by an unauthorized third-party.

As part of its efforts to address this issue, Sanctuary is requiring all customers that have a Sanctuaryclothing.com account to change their password. If such customers use the same username and password for any other account, Sanctuary is recommending that the customers change their password there as well. In addition, Sanctuary has provided a toll-free number that potentially affected customers can call with questions regarding the incident.

Sanctuary will be providing written notification via U.S. Mail today to two (2) New Hampshire residents in accordance with N.H. Rev. Stat. Ann. § 359-C:20 in substantially the

Atlanta Chicago Cincinnati Cleveland Columbus Costa Mesa Denver
Houston Los Angeles New York Orlando Philadelphia Seattle Washington, DC

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same form as the document enclosed herewith. Notice is being provided in the most expedient time possible and without unreasonable delay.

To help prevent this from happening in the future, the company that maintains the Sanctuary website has remediated the website and implemented enhanced security measures to strengthen the security of our website.

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

Best regards,

A handwritten signature in black ink, appearing to read "William R. Daugherty", written in a cursive style.

William R. Daugherty
Counsel

Enclosure

Corporate Office

3611 No. San Fernando Blvd.
Burbank, California 91505

Ph: 818.505.0018

Fax: 818.505.0245

May 3, 2016

[first name][last name]

[address]

[city][state][zip]

Dear [first name][last name]:

Sanctuary Clothing values the relationship we have with our customers and understands the importance of protecting customer information. We are writing to inform you about an incident that may involve some of your information.

On March 22, 2016, we were advised by the company that maintains our e-commerce website that it had identified and removed a suspicious file. We quickly began an investigation and hired a third-party cybersecurity firm to assist us. Findings from the investigation show that if a visitor attempted to or did place an order on our website, www.sanctuaryclothing.com, from December 30, 2015 to March 22, 2016, information associated with the order being placed, including name, address, email address, payment card number, expiration date and security code (CVV), and, for customers who have a Sanctuaryclothing.com account, the username and password for their account, may have been obtained by an unauthorized third-party. We are notifying you because you placed or attempted to place an order during this time period.

If you have a Sanctuaryclothing.com account, for your security we have changed your password and you will need to reset it before you are able to use your account. Please visit <https://www.sanctuaryclothing.com/customer/account/forgotpassword/> and follow the password reset process. Also, if you use the same username and password for any other account, we recommend that you change your password there as well.

We encourage that you remain vigilant to the possibility of fraud and identity theft by reviewing your financial statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are timely reported. Additional information on ways you can protect yourself can be found in the attachment.

We apologize for any inconvenience or concern this may have caused. To prevent this from happening again, the company that maintains our website has remediated the website and implemented enhanced security measures to strengthen the security of our website.

If you have questions, please call 844-741-6246 from 9 a.m. to 5 p.m. PST.

Sincerely,



Ken Polanco
President

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and 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 740256, Atlanta, GA 30348, www.equifax.com, 1-800-685-1111

Experian, PO Box 4500, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-888-4213

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. 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

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.