

# Snell & Wilmer

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RECEIVED

JUL 26 2021

CONSUMER PROTECTION

July 23, 2021

**VIA CERTIFIED MAIL**  
**RETURN RECEIPT REQUESTED**

Office of the Attorney General  
Consumer Protection and Antitrust Bureau  
33 Capitol Street  
Concord, NH 03301

Re: Notice of Savory Spice Data Security Incident

To Whom it May Concern:

This law firm represents Savory Spice. Savory Spice is a retail business based and headquartered in Denver, Colorado.

In compliance with N.H. Rev. Stat. Ann. §§ 359-C:19 *et seq.*, Savory Spice is notifying the New Hampshire Attorney General regarding a data breach involving approximately 311 New Hampshire residents.

Specifically, on or about October 8, 2020, Savory Spice learned that an unauthorized third-party had attacked Savory Spice's computer network. In response, Savory Spice immediately initiated an investigation to determine the nature and scope of the incident. Upon further investigation, Savory Spice discovered that a malicious code had been inserted into its retail website's checkout page. During that investigation, Savory Spice discovered additional customer purchase information that may have been exposed. Accordingly, Savory Spice investigated further. On or about July 14, 2021, Savory Spice concluded its investigation and determined that between April 5, 2018 and March 27, 2021, unauthorized parties may have gained access to customer purchase information.

Savory Spice began providing notice to New Hampshire residents on or about July 23, 2021, so that New Hampshire residents have the information and tools necessary to help detect and prevent any potential misuse of their personal information. A copy of the notification sent to New Hampshire residents is attached.

# Snell & Wilmer

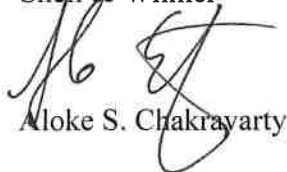
July 23, 2021

Page 2

If you have any questions regarding this notification, please contact me at (302) 634-2121 or at [achakravarty@swlaw.com](mailto:achakravarty@swlaw.com).

Very truly yours,

Snell & Wilmer

A handwritten signature in black ink, appearing to read 'Alope S. Chakravarty', written over the printed name.

Alope S. Chakravarty

ASC:/cl

Enclosure



<<MemberFirstName>> <<MemberLastName>>

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

<<Address1>>

<<Address2>>

<<City>>, <<State>> <<Zip Code>>

### Notice of Data Security Incident

Dear <<MemberFirstName>> <<MemberLastName>>,

We are writing to tell you about a data security incident that may have exposed some of your personal identifiable information ("PII") used in connection with Savory Spice's retail sales website. We take the protection and proper use of your information seriously. For this reason, we are contacting you directly to explain the circumstances of the incident.

On or about October 8, 2020, we learned that an unauthorized third-party had attacked Savory Spice's computer network. In response, Savory Spice immediately initiated an investigation to determine the nature and scope of the incident. Upon further investigation, we determined what information may have been accessed and which customers may have been affected. On or about July 14, 2021, we concluded our investigation and determined that between April 5, 2018 and March 27, 2021 unauthorized parties may have gained access to customer purchase information.

The personal information acquired may have included your first and last name, credit and/or debit card number, expiration date, and security code.

Savory Spice deeply regrets that this incident occurred. After learning of the data security incident, Savory Spice engaged a third-party forensics and information technology service provider to investigate the incident. Following the incident, we promptly implemented new security measures consistent with the third-party forensics service provider's recommendations to further enhance payment security on our website.

We encourage you to remain vigilant and regularly review your account statements and credit report for any incidents of fraud, identity theft, or unauthorized activity. Please review the enclosed "Additional Resources" section included with this letter. This section describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

If you have questions, please call 1-855-654-0862, Monday through Friday between 9:00 a.m. and 9:00 p.m., Eastern Time.

Sincerely,

Savory Spice  
1805 E. 58<sup>th</sup> Ave. Unit C  
Denver, CO 80216

## ADDITIONAL RESOURCES

### Contact information for the Nationwide Credit Reporting Agencies:

**Equifax**

PO Box 740241  
Atlanta GA, 30374  
1-800-685-1111  
www.equifax.com

**Experian**

PO Box 2104  
Allen, TX 75013  
1-888-397-3742  
www.experian.com

**TransUnion**

PO Box 2000  
Chester, PA 119016  
1-800-888-4213  
www.transunion.com

**Free Credit Report:** You may obtain a free copy of your credit report, once every 12 months from each of the three nationwide credit reporting agencies. You may request a report online at [www.annualcreditreport.com](http://www.annualcreditreport.com) or by calling toll free 1-877-322-8228. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov)) to **Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.**

**Fraud Alerts:** There are two types of 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 free of charge 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 at least one year. You may have an extended alert placed on your credit report if you have already been a victim of identity theft and you have the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies.

**Security Freeze:** You can place a security freeze, also known as a credit freeze, on your credit report free of charge. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you may use an online process, an automated telephone line, or submit a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that, if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past 5 years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, and display your name, current mailing address, and the date of issue.

**Federal Trade Commission and State Attorneys General Offices.** 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 ("FTC") and/or the Attorney General's office in your home state. The FTC and your State Attorney General's Office can provide you with more information about preventing identity theft, fraud alerts, and security freezes. You can contact the FTC at:

**Federal Trade Commission**  
Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-IDTHEFT (438-4338)  
[www.identitytheft.gov](http://www.identitytheft.gov)

**For District of Columbia Residents:** You may contact the Office of the Attorney General, Office of Consumer Protection, 400 6th Street, NW, Washington DC, 2001, (202) 442-9829, [consumer.protection@dc.gov](mailto:consumer.protection@dc.gov).

**For Iowa Residents:** You may report suspected incidents of identity theft to local law enforcement or the Iowa Attorney General. You may contact the Office of the Iowa Attorney General, Hoover State Office Building, 1305 E. Walnut Street, Des Moines, IA 50319, [www.iowaattorneygeneral.gov](http://www.iowaattorneygeneral.gov), 1-888-777-4590.

**For Maryland Residents:** You may contact the Office of the Maryland Attorney General, 200 St. Paul Place,

Baltimore, MD 21202, [www.marylandattorneygeneral.gov](http://www.marylandattorneygeneral.gov), 1-888-743-0023

**For New York Residents:** For more information on identity theft, you can contact the following state agencies: The Office of the New York Office of the Attorney General, The Capitol, Albany NY 12224-0341, <https://www.ag.ny.gov/>, 1-800-771-7755 or The New York Department of State Division of Consumer Protection, Assistance Unit 99 Washington Avenue Albany, New York 12231-[www.dos.ny.gov/consumerprotection/](http://www.dos.ny.gov/consumerprotection/), 1-800-697-1220.

**For North Carolina Residents:** You may contact the North Carolina Office of the Attorney General, 9001 Mail Service Center, Raleigh, NC 27699-9001, <http://www.ncdoj.gov>, 1-877-566-7226.

**For Connecticut residents:** You may contact the Connecticut Office of the Attorney General, 165 Capitol Avenue, Hartford, CT 06106, [www.ct.gov/ag](http://www.ct.gov/ag), 1-860-808-5318,

**Reporting of identity theft and obtaining a police report.**

**For Iowa residents:** You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

**For Oregon residents:** You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.

**Rights under the Fair Credit Reporting Act, 15 U.S.C. 1681a.**

**For New Mexico Residents:** You have rights under the Fair Credit Reporting Act, such as the right to be told information in your credit files has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. The consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information, consumer reporting agencies may not report outdated negative information. You may have additional rights under the Fair Credit Reporting Act not summarized here. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting <https://www.consumerfinance.gov/consumer-tools/credit-reports-and-scores>.