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COUGHLIN<sub>LLC</sub>  
ATTORNEYS AT LAW

STATE OF NH  
DEPT OF JUSTICE

2020 NOV 23 PM 3:07

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426 W. Lancaster Avenue, Suite 200  
Devon, PA 19333

November 12, 2020

**VIA U.S. MAIL**

Consumer Protection Bureau  
Office of the New Hampshire Attorney General  
33 Capitol Street  
Concord, NH 03301

**Re: Notice of Data Event**

Dear Sir or Madam:

We represent SeaChange International, Inc. ("SeaChange") located at 500 Totten Pond Road, Suite 400, Waltham, MA 02451, and are writing to notify your Office of an incident that may affect the privacy of personal information related to certain New Hampshire residents. This notice may be supplemented with any new significant facts learned subsequent to this submission. By providing this notice, SeaChange does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

**Nature of the Data Event**

On April 20, 2020, SeaChange discovered certain data on its systems was encrypted due to a malware infection. SeaChange immediately worked to restore its systems and launched an investigation, with assistance from third-party computer forensics specialists, to determine the nature and scope of the incident. The investigation determined that certain SeaChange information was subject to unauthorized access between April 17, 2020 and April 20, 2020. Therefore, SeaChange conducted a comprehensive programmatic and manual review of the potentially impacted information to determine the type of information and to whom it related. On September 18, 2020, SeaChange confirmed personal information was potentially impacted and began obtaining contact information to notify potentially impacted individuals about this event. SeaChange also worked to engage additional services and resources for these individuals. Although SeaChange is unaware of any actual or attempted misuse of personal information, SeaChange provided notice to individuals out of an abundance of caution.

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The types of personal information potentially impacted vary by individual but include name and the following: Social Security Numbers, financial account information, a passport number, biometric information, payment card information, and U.S. Alien registration numbers.

### **Notice to New Hampshire Residents**

On November 12, 2020, SeaChange began providing written notice of this incident to affected individuals, which include two hundred eight (208) New Hampshire residents. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

### **Other Steps Taken and To Be Taken**

Upon learning of this incident, SeaChange moved quickly to investigate and response to this incident, assess the security of its systems, restore functionality to its environment, and notify potentially affected individuals. While its investigation was ongoing, on April 27, 2020, SeaChange provided preliminary notice of the incident to its employees via email, which included complimentary identity protection and credit monitoring services. As part of its ongoing commitment to the security of information, SeaChange notified federal law enforcement and is reviewing and enhancing existing policies and procedures to reduce the likelihood of a similar future event.

As an added precaution, SeaChange is offering impacted New Hampshire residents access to twelve (12) months of free credit monitoring and identity protection services through Experian. SeaChange is also providing impacted New Hampshire residents with guidance on how to better protect against identity theft and fraud. Such guidance includes information on how to place a fraud alert and security freeze on one's credit file, contact details for the national consumer reporting agencies, information on how to obtain a free credit report, reminders to remain vigilant for incidents of identity theft and fraud by reviewing account statements and monitoring free credit reports, and recommendations regarding how to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud.

### **Contact Information**

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4815.

Very truly yours,



Michael J. Bonner of  
MULLEN COUGHLIN LLC

MJB/amw  
Enclosure

# **EXHIBIT A**

# SeaChange™

Return Mail Processing  
PO Box 589  
Claysburg, PA 16625-0589

November 12, 2020



F9472-L03-0000003 T00001 \*\*\*\*\*OEL LINE  
SAMPLE A SAMPLE - STANDARD L03  
APT #123  
123 ANY ST  
ANYTOWN, US 12345-6789



## Re: Notice of Data breach

Dear Sample A Sample:

SeaChange International, Inc. (“SeaChange”) writes to notify you of an incident that may affect the privacy of some of your personal information. While, to date, we have no evidence of actual or attempted misuse of personal information potentially affected by this incident, this letter provides details of the incident, our response, and steps you may take to protect your information from possible misuse, should you feel it necessary to do so.

**What Happened?** On April 20, 2020, SeaChange discovered certain data on its systems was encrypted due to a malware infection. We immediately worked to restore our systems and launched an investigation, with assistance from third-party computer forensics specialists, to determine the nature and scope of the incident. Our investigation determined that certain SeaChange information was subject to unauthorized access during the incident. Therefore, we conducted a comprehensive programmatic and manual review of the potentially impacted information to determine the type of information and to whom it related. On September 18, 2020, we completed the review and began obtaining contact information to notify potentially impacted individuals about this event. We also worked to engage additional services and resources for these individuals. Although we are unaware of any actual or attempted misuse of your personal information, we are providing you this notice out of an abundance of caution.

**What Information was Involved?** The investigation determined that the type of information potentially impacted by this incident includes your name and the following data element(s): DATA ELEMENTS ITEM1, ITEM2, ITEM3, ITEM4, AND ETC.

**What We Are Doing.** The security of personal information within our care is among our highest priorities. Upon discovering this incident, we diligently worked to securely restore our systems, investigate, and notify potentially affected individuals. As part of our ongoing commitment to the security of information, we also notified law enforcement and are reviewing and enhancing existing policies and procedures to reduce the likelihood of a similar future event. We are notifying potentially affected individuals, including you, so you may take further steps to best protect your personal information, should you feel it is appropriate to do so.



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***What You Can Do.*** Although we have no evidence of actional or attempted misuse of information as a result of this incident, we arranged to have Experian provide credit monitoring and identity protection services to you for twelve (12) months at no cost to you as an added precaution. Please review the enclosed *Steps You Can Take to Protect Your Information* for instructions on how to enroll in these services.

***For More Information.*** We understand you may have questions that are not answered in this letter. If you have questions or concern regarding this incident, please call our dedicated assistance line at (833) 256-3155, Monday – Friday from 6:00 a.m. to 8:00 p.m. PST and Saturday/Sunday from 8:00 a.m. to 5:00 p.m. PST.

We sincerely regret any inconvenience this incident may cause you. SeaChange remains committed to safeguarding information in our care, and we will continue to take proactive steps to enhance the security of our systems.

Sincerely,

*Michael D. Prinn*

Michael D. Prinn  
Chief Financial Officer  
SeaChange International, Inc.

## *Steps You Can Take to Protect Your Information*

### **Enroll in Identity Monitoring**

To help protect your identity, we are offering a complimentary 12 months membership of Experian's® IdentityWorks<sup>SM</sup>. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: January 31, 2021** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code: ABCDEFGHI**

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 [\(833\) 256-3155](tel:8332563155) by **January 31, 2021**. Be prepared to provide engagement number ENGAGE# as proof of eligibility for the identity restoration services by Experian.

### **ADDITIONAL DETAILS REGARDING YOUR 12 MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:**

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

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **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 file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at [\(833\) 256-3155](tel:8332563155). If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

\* 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 jurisdictions.

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## **Monitor Your Accounts**

In addition to enrolling in the above offered services, we encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

You have the right to place a “security freeze” on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

### **Experian**

P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com/freeze/center.html](http://www.experian.com/freeze/center.html)

### **TransUnion**

P.O. Box 160  
Woodlyn, PA 19016  
1-888-909-8872  
[www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)

### **Equifax**

P.O. Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111  
[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver’s license or ID card, military identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

As an alternative to a security freeze, you have the right to place an initial or extended “fraud alert” on your file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert display on a consumer’s credit file, a business is required to take steps to verify the consumer’s identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

### **Experian**

P.O. Box 2002  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com/fraud/center.html](http://www.experian.com/fraud/center.html)

### **TransUnion**

P.O. Box 2000  
Chester, PA 19106  
1-800-680-7289  
[www.transunion.com/fraud-victim-resource/place-fraud-alert](http://www.transunion.com/fraud-victim-resource/place-fraud-alert)

### **Equifax**

P.O. Box 105069  
Atlanta, GA 30348  
1-888-766-0008  
[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)



You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself, by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, [www.identitytheft.gov](http://www.identitytheft.gov), 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

*For Maryland residents*, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, 1-410-528-8662, [www.oag.state.md.us](http://www.oag.state.md.us).

*For North Carolina residents*, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-566-7226 or 1-919-716-6000, [www.ncdoj.gov](http://www.ncdoj.gov). You can obtain information from the Attorney General or the Federal Trade Commission about preventing identity theft.

*For Rhode Island residents*, the Rhode Island Attorney General can be reached at: 150 South Main Street, Providence, Rhode Island 02903; [www.riag.ri.gov](http://www.riag.ri.gov), 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are eleven Rhode Island residents impacted by this incident.

*For New Mexico residents*, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file 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. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; and you may seek damages from violators. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

*For New York residents*, the Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.





