



MULLEN
COUGHLIN^{LLC}
ATTORNEYS AT LAW

RECEIVED

AUG 11 2017

CONSUMER PROTECTION

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1275 Drummers Lane, Suite 302
Wayne, PA 19087

August 8, 2017

VIA U.S. MAIL

Attorney General Joseph Foster
Office of the New Hampshire Attorney General
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301

Re: Notice of Data Event

Dear Attorney General Foster:

We represent Shoe Station, Inc., ("Shoe Station"), 720 Executive Park Drive, Mobile, AL 36606, and are writing to notify your office of an incident that may affect the security of personal information relating to 3 New Hampshire residents. The investigation into this event is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Shoe Station does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

Nature of the Data Event

On June 12, 2017, Shoe Station learned that malicious files had been detected on their e-commerce website, www.shoestation.com. Upon discovering the malicious files, Shoe Station quickly launched an investigation to determine the nature and scope of this event. A leading forensic investigation firm was retained to assist with these efforts. On July 28, 2017, the investigation confirmed that the malicious files on the e-commerce website, www.shoestation.com, captured customer payment card information from April 27, 2017 to June 9, 2017 and June 13, 2017 to June 16, 2017. This information may include the following: customer name, address, payment card number, card expiration date, and CVV number.

Notice to New Hampshire Residents

On August 8, 2017, Shoe Station began providing written notice of this incident to all affected individuals, which includes 3 New Hampshire residents. Written notice will be provided in substantially the same form as the letter attached here as *Exhibit A*.

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Attorney General Joseph Foster

August 7, 2017

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Other Steps Taken and To Be Taken

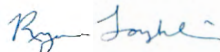
Upon discovering the unauthorized access to customer payment card information, Shoe Station moved quickly to identify those that may be affected, to put in place resources to assist them, and to provide them with notice of this incident. Shoe Station is also working to implement additional safeguards to protect the security of information in its system.

Shoe Station has established a dedicated hotline for potentially affected individuals to contact with questions or concerns regarding this incident. Additionally, Shoe Station is providing potentially impacted individuals with guidance on how to better protect against identity theft and fraud, including information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. Shoe Station is also providing written notice of this incident to other state regulators and the major consumer reporting agencies as necessary.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at 267-930-4786.

Very truly yours,



Ryan Loughlin of
MULLEN COUGHLIN LLC

Exhibit A

SHOE STATION

Mail Handling Services
777 E Park Dr
Harrisburg, PA 17111

August 8, 2017

A-2179

Re: Notice of Data Security Incident

Dear _____ :

Shoe Station, Inc., (“Shoe Station”), is writing to inform you of a recent incident that may impact the security of your payment card information. We recently learned that our online store, www.shoestation.com, was the target of a sophisticated cyber-attack. As such, we are providing you with information about the incident, steps we are taking in response, and steps you can take to protect against fraud should you feel it is necessary to do so.

What Happened? On June 12, 2017, Shoe Station learned that malicious files had been detected on our e-commerce website, www.shoestation.com. Upon discovering the malicious files, we quickly launched an investigation to determine the nature and scope of this event. A leading forensic investigation firm was retained to assist with these efforts. On July 28, 2017 the investigation confirmed that the malicious files on the e-commerce website captured customer payment card information from April 27, 2017 to June 9, 2017 and June 13, 2017 to June 16, 2017. Please note that only payment card information used at www.shoestation.com was accessed by the unauthorized actor. If you made a purchase on Shoe Station’s website using PayPal, or another form of payment, this information was not affected. This incident did not affect our brick and mortar stores.

What Information Was Involved? The investigation has determined certain payment card information related to you may have been accessed. This information may include the following: name, address, payment card number, card expiration date, and CVV number.

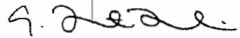
What We Are Doing. In addition to taking the steps detailed above and providing notice to you, we have implemented additional procedures to further protect the security of customer payment cards, including the removal of the malicious files at issue, to prevent any further unauthorized access to customer payment card information. We have also contacted our card processor, the card brands, and will be contacting the relevant state Attorneys General.

What You Can Do. You can review the enclosed “Steps You Can Take to Prevent Identity Theft and Fraud” for additional information on how to better protect yourself against fraud.

For More Information. We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please call our dedicated assistance line at 877-728-0077 (toll free), Monday through Friday, 8:00 a.m. to 5:00 p.m. ET.

Shoe Station takes the privacy and security of the personal information in our care seriously. We sincerely regret any inconvenience or concern this incident has caused you.

Sincerely,



Brent Barkin
President and CEO

STEPS YOU CAN TAKE TO PREVENT IDENTITY THEFT AND FRAUD

You may take direct action to further protect against possible identity theft or financial loss.

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports and explanation of benefits forms 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 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.

At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19106
800-680-7289
www.transunion.com

You may also place a security freeze on your credit reports. A security freeze prohibits a credit bureau from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. If you have been a victim of identity theft and you provide the credit bureau with a valid police report, it cannot charge you to place, lift, or remove a security freeze. In all other cases, a credit bureau may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place a freeze on all of your credit files. To find out more on how to place a security freeze, you can use the following contact information:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
1-800-685-1111
www.freeze.equifax.com

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze/

TransUnion
P.O. Box 2000
Chester, PA 19016
1-888-909-8872
www.transunion.com/

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. Information on your rights pursuant to the Fair Credit Reporting Act is available at www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by contacting the Federal Trade Commission. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. **For Maryland residents**, the Attorney General can be reached at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and www.oag.state.md.us. **For North Carolina residents**, the Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400; and online at www.ncdoj.gov. **For Rhode Island residents**, the Attorney General can be contacted by mail at 150 South Main Street, Providence, RI 02903; by phone at (401) 274-4400; and online at www.riag.ri.gov. A total of 5 Rhode Island resident may be impacted by this incident. 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 crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement. This notice has not been delayed by law enforcement.