



April 2, 2013

Lori Nugent  
312.821.6177 (direct)  
Lori.Nugent@wilsonelser.com

Attorney General Michael Delaney  
Office of the Attorney General  
NH Department of Justice  
33 Capitol Street  
Concord, NH 03301

Dear Attorney General Delaney:

We represent Ellison Systems, Inc. d.b.a. Shoplet.com ("Shoplet") with respect to an incident involving the exposure of certain personal information described in detail below.

**1. Nature of the security breach or unauthorized use or access**

On January 11, 2013, Shoplet learned that a hacker may have accessed its systems. After hiring a forensic investigator, Shoplet was informed that the hacker may have accessed the names, addresses, and credit card information of customers who purchased an item on Shoplet's website.

**2. Number of New Hampshire residents affected.**

Approximately 701 New Hampshire residents were affected by the breach. The impacted individuals are in the process of being notified. A copy of the notification is included with this letter.

**3. Steps you have taken or plan to take relating to the incident.**

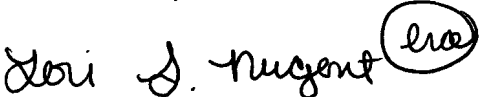
Immediately upon learning of the security incident, Shoplet took further steps to secure its systems, and implemented increased security controls to prevent this from happening in the future, including hiring a computer forensic investigator to determine what happened, installing a hardware firewall and moving its database server to a more secure zone. Shoplet conducted an extensive investigation to determine when the breach occurred, what type of information may have been accessed, and the identity of the individuals impacted by the security incident. In addition to communicating with the credit card brands regarding the incident, Shoplet has also notified the impacted individuals and recommended that they contact their banks and credit card companies to evaluate whether a new credit card should be issued. Law enforcement has also been notified.

**4. Other notification and contact information.**

Notification has been provided to the Consumer Reporting Agencies. If you have any additional questions, please contact me at [lori.nugent@wilsonelser.com](mailto:lori.nugent@wilsonelser.com), or (312) 821-6177.

Very truly yours,

**WILSON, ELSER, MOSKOWITZ, EDELMAN & DICKER LLP**

*Lori S. Nugent* 

Lori S. Nugent

cc: Melissa K. Ventrone, Wilson Elser  
Leslie H. Scharf ([lscharf@shoplet.com](mailto:lscharf@shoplet.com))



April 4, 2013

##90200-LV1-0123456 T-0012 \*\*\*\*\*5-DIGIT 12345

SAMPLE A SAMPLE



APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



Dear Sample A Sample:

We recently learned of a security incident that may have resulted in the disclosure of the credit card information, names, and addresses associated with your account. As a reminder, we do not collect your social security number or date of birth. We take the security of your information very seriously, and sincerely apologize for any inconvenience this may cause you.

On January 11, 2013, we learned that a hacker may have accessed our systems. We immediately took steps to secure our systems, and implemented increased security controls to prevent this from happening in the future, including hiring a computer forensic investigator to determine what happened, installing a hardware firewall and moving our database server to a more secure zone. Law enforcement has been notified and we are cooperating with their investigation. Unfortunately, the hacker may have accessed the names, addresses, and credit card information of customers who purchased an item on our website. We are notifying you so that you can be aware of this situation and take steps to protect yourself from any harm, including contacting your bank and/or credit card company. It is important to carefully review your account statement over the next 12 to 24 months, and promptly report any suspect transactions to your credit card company. Please see the enclosed insert for more information.

As a valued customer, we would like to offer you 10% off your next order with Shoplet.com. To redeem this offer, type the promotion code \_\_\_\_\_ into the coupon field on the checkout page when you place your next order on [www.shoplet.com](http://www.shoplet.com). This offer will expire on May 3, 2013 and can only be used with one order.

Please be assured that we take the privacy and security of your information very seriously. It is the continuing goal of Shoplet.com to help and serve our customers, and to provide a safe and secure environment on which to transact business. If you have any questions or concerns regarding this incident, please contact us at (877) 604-7467 Monday through Friday from 9 a.m. to 5 p.m. EST.

Sincerely,

*Tony Ellison*

Tony Ellison

Founder and CEO

Ellison Systems, Inc. d.b.a. Shoplet.com



## U.S. State Notification Requirements

**For residents of Hawaii, Michigan, Missouri, Virginia, Vermont, and North Carolina:** It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

**For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia:**

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report by contacting any one or more of the following national consumer reporting agencies:

**Equifax**

P.O. Box 740241  
Atlanta, Georgia 30374  
1-800-685-1111  
www.equifax.com

**Experian**

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

**TransUnion**

P.O. Box 2000  
Chester, PA 19022  
1-800-888-4213  
www.transunion.com

**For residents of Iowa:**

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

**For residents of Oregon:**

State laws advise you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

**For residents of Maryland, Illinois, and North Carolina:**

You can obtain information from the Maryland and North Carolina Offices of the Attorneys General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

**Maryland Office of the  
Attorney General**

Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
1-888-743-0023  
www.oag.state.md.us

**North Carolina Office of the  
Attorney General**

Consumer Protection Division  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
1-877-566-7226  
www.ncdoj.com

**Federal Trade Commission**

Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-IDTHEFT (438-4338)  
www.ftc.gov/bcp/edu/microsites/idtheft/

**For residents of Massachusetts:**

It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft.

**For residents of all states:**

**Fraud Alerts:** You can place fraud alerts with the three credit bureaus at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three bureaus is as follows:

**Security Freeze:** You also have the right to place a security freeze on your credit report. 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 need to send a request to a consumer reporting agency by certified mail, overnight mail, or regular stamped mail. 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 five 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, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee of up to \$5.00 to place a freeze or lift or remove a freeze and free if you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency. You may obtain a security freeze by contacting any one or more of the following national consumer reporting agencies:

**Equifax Security Freeze**

P.O. Box 105788  
Atlanta, Georgia 30348  
www.equifax.com

**Experian Security Freeze**

P.O. Box 9554  
Allen, TX 75013  
www.experian.com

**TransUnion (FVAD)**

P.O. Box 6790  
Fullerton, CA 92834-6790  
www.transunion.com

More information can also be obtained by contacting the Federal Trade Commission listed above.