



Michael McCarthy
Tel: 310.586.7700
mccarthyme@gtlaw.com

June 11, 2018

**VIA EMAIL TO ATTORNEYGENERAL@DOJ.NH.GOV
AND U.S. MAIL**

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

Re: Security Breach Notification Pursuant to N.H. Rev. Stat. Ann. § 359-C:20(I)(b)

To the Office of the New Hampshire Attorney General:

We are counsel for shopPOPdisplays, Inc. (“shopPOPdisplays”).

shopPOPdisplays, Inc.
222 Browertown Road
Woodland Park, NJ 07424

On behalf of shopPOPdisplays, we are providing notice of a potential data breach incident (the “Incident”) pursuant to N.H. Rev. Stat. Ann. § 359-C:20(I)(b). Enclosed, please find a copy of the consumer notice detailing the Incident that we intend to send to potentially affected New Hampshire residents immediately after delivery of this letter.

shopPOPdisplays understands that 11 individuals located in the State of New Hampshire may have been affected by the Incident, although it remains unclear whether any customer information was in fact acquired. Nevertheless, shopPOPdisplays is providing notice to all potentially affected customers out of an abundance of caution.

If you have any questions or require further information about the Incident, please contact Michael McCarthy of Greenberg Traurig, LLP at 310.586.7700, or at mccarthyme@gtlaw.com.

Respectfully,

A handwritten signature in black ink, appearing to read "Michael McCarthy".

Michael McCarthy

Enclosures

shopPOPdisplays, Inc.
222 Browertown Road
Woodland Park, NJ 07424

June 11, 2018

John Doe
John Doe's Address Line 1
John Does' Address Line 2

Re: ***NOTICE OF DATA BREACH***

Dear John Doe:

We are writing to provide you with information about a data incident involving shopPOPdisplays, Inc. You are receiving this letter because we have determined that your data may have been compromised in this incident.

What Happened

We are not aware that any user information was actually accessed or used in this incident, but we are providing notice to you out of an abundance of caution. We have been alerted by Miva Inc., which hosts our online order processing platform, that between April 8, 2018 and May 14, 2018 a malicious intruder inserted malware on Miva's servers supporting our online order processing platform. The malware may have enabled the intruder to capture credit card data and address information entered on shopPOPdisplays's order checkout page.

What Information Was Involved

As stated above, the intruder could have captured your credit card data entered on the order checkout page from the time period of April 8, 2018 through May 14, 2018. This could have included: address, email address, phone number, name, credit card number, credit card expiration date, and credit card CVV number.

What We Are Doing

Miva has removed the malware from the servers supporting our systems. We engaged a forensics firm to determine the source of the intruder's access to guard against similar intrusions in the future. We have notified PayPal, Visa, Mastercard, American Express, Discover, and consumer reporting agencies of this incident. We are reviewing all policies and procedures to ensure all necessary and appropriate security measures are taken to avoid any similar incident from occurring again. We have also required all users affected by the data incident to reset their passwords associated with their shopPOPdisplays accounts. Lastly, we are working with law enforcement to ensure that this situation is properly addressed.

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What You Can Do

You may wish to monitor your accounts and account statements and/or contact the three credit bureaus and place a fraud alert and/or security freeze on your accounts. Their contact information is:

<p>Equifax P.O. Box 740256 Atlanta, GA 30374 (800) 685-1111 https://www.alerts.equifax.com/AutoFraudOnline/jsp/fraudAlert.jsp</p>	<p>Experian P.O. Box 9530 Allen, TX 75013 (888) 397-3742 https://www.experian.com/ncaconline/fraudalert</p>	<p>TransUnion P.O. Box 2000 Chester, AP 19022 (800) 680-7289 https://www.transunion.com/fraud-victim-resource/place-fraud-alert</p>
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You are entitled to a free credit report every year from each of these agencies at: www.annualcreditreport.com. Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (“FTC”) recommends that you check your credit reports periodically. Thieves may hold stolen information to use at different times. Checking your credit reports periodically can help you spot problems and address them quickly. Additionally, under the Fair Credit Reporting Act (“FCRA”), 15 U.S.C. § 1681 *et seq.*, you have rights regarding the accuracy, fairness, and privacy of information maintained by consumer reporting agencies. For more information on your rights under the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0070-credit-and-your-consumer-rights>.

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, file a police report. Get a copy of the police report; you may need it to clear up the fraudulent activity.

You may additionally notify the FTC that your information has been misused at <https://www.identitytheft.gov/>, by calling 1-877-382-4357, or by submitting a complaint in writing to:

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

You may also obtain information from the FTC about additional steps that you can take to avoid identity theft.

Next Steps For Protection

While we don’t have any reason to believe that your information in fact was compromised, because our customers’ peace of mind is important to us we are providing ID theft protection, free of charge, to you for one year. To sign up for these services, please contact **ID**

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Experts online at <https://app.myidcare.com/account-creation/ACMEPLASTICS> or by calling 1-800-939-4170 before September 11, 2018.

For More Information

Protecting your information is incredibly important to us, as is addressing this incident with the information and assistance you may need. If you have any questions or concerns please call 1-800-939-4170, or write us at 222 Browertown Road, Woodland Park, New Jersey, 07424.

Best regards,

A handwritten signature in black ink, appearing to read 'Jared', written in a cursive style.

Jared Levinson
Vice President, shopPOPdisplays, Inc.