



MULLEN
COUGHLIN^{LLC}
ATTORNEYS AT LAW

RECEIVED

JUN 24 2019

CONSUMER PROTECTION

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June 19, 2019

VIA U.S. MAIL

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

Re: Notice of Data Security Incident

Dear Attorney General MacDonald:

We represent ShowMeCables, located at 115 Chesterfield Industrial Blvd, Chesterfield, Missouri 63005. We are writing to notify your office of an incident that may affect the security of personal information relating to six (6) New Hampshire residents. The investigation into this matter is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, ShowMeCables does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

Nature of the Data Event

On April 15, 2019, ShowMeCables began investigating suspicious activity occurring on its ShowMeCables online e-commerce website, www.showmecables.com. ShowMeCables immediately launched an investigation and began working with third-party forensic investigators to determine the nature and scope of the event. On May 3, 2019, the investigation determined that ShowMeCables was the victim of a sophisticated cyber-attack that resulted in the potential compromise of some of its customers' debit and credit cards used to make purchases on the e-commerce website between April 12, 2019 and April 15, 2019 and for approximately 5 hours on April 17, 2019. This may include customers who completed purchases on the e-commerce website and those who began transactions but did not complete the sale. ShowMeCables then took steps to confirm the identity of the customers whose personally identifiable information was impacted. On or around May 7, 2019, ShowMeCables confirmed the identities of the individuals who may have had information affected by this incident.

Since that time, ShowMeCables has been working with third-party forensic investigators to determine what happened, what information was affected and to implement additional procedures to further protect the security of customer debit and credit cards. ShowMeCables removed the malware at issue to prevent any

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further unauthorized access to customer debit or credit card information and customers can safely use their payment cards on ShowMeCables' website.

The information that could have been subject to unauthorized access includes the cardholder's name, address, credit card number, expiration date, and CVV.

Notice to New Hampshire Residents

On or about June 19, 2019, ShowMeCables provided written notice of this incident to all affected individuals, which includes six (6) 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 discovering the event, ShowMeCables moved quickly to investigate and respond to the incident, assess the security of ShowMeCables systems, and notify potentially affected individuals. ShowMeCables is also working to implement additional safeguards and training to its employees.

Additionally, ShowMeCables is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. ShowMeCables is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, information on protecting against tax fraud, 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. ShowMeCables is also providing written notice of this incident to other state regulators, 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) 930-4784.

Very truly yours,



Jeffrey J. Boogay of
MULLEN COUGHLIN LLC

JJB/plm
Enclosure

EXHIBIT A

Show Me

CABLES

an INFINIT® brand

Infinite Electronics, Inc.

<<Name 1>>
<<Name 2>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>>
<<Address 5>>
<<City>><<State>><<Zip>>
<<Country>>

June 19, 2019

Re: Notice of Data Breach

Dear <<Name 1>>

ShowMeCables is writing to inform you of a recent event that may impact the privacy of some of your payment information. We wanted to provide you with information about the event, our response, and steps you may take to better protect against the possibility of identity theft and fraud, should you feel it is necessary to do so.

What Happened? On April 15, 2019, ShowMeCables began investigating suspicious activity occurring on its online e-commerce website, www.showmecables.com. ShowMeCables immediately launched an investigation and began working with third-party forensic investigators to determine the nature and scope of the event. On May 3, 2019, the investigation determined that ShowMeCables was the victim of a sophisticated cyber-attack that resulted in the potential compromise of some of our customers' debit and credit cards used to make purchases on the e-commerce website between April 12, 2019 and April 15, 2019 and for approximately 5 hours on April 17, 2019. This may include customers who completed purchases on the e-commerce website and those who began transactions but did not complete the sale. ShowMeCables then took steps to confirm the identity of the customers whose personally identifiable information was impacted. On or around May 7, 2019, we confirmed the identities of the individuals who may have had information affected by this incident.

Since that time, we have been working with third-party forensic investigators to determine what happened, what information was affected and to implement additional procedures to further protect the security of customer debit and credit cards. We removed the malware at issue to prevent any further unauthorized access to customer debit and credit card information. You can safely use your payment card at our websites.

What Information Was Involved? Through the ongoing third-party forensic investigations, we confirmed on May 7, 2019 that malware may have stolen credit or debit card data from some credit and debit cards used at www.showmecables.com between April 12, 2019 and April 15, 2019 and for approximately 5 hours on April 17, 2019. The information at risk as a result of the event includes the cardholder's name, address, credit card number, expiration date, and CVV.

What We Are Doing. We take this incident and the security of your information seriously. Upon learning of this incident, we immediately shut down the e-commerce website and eliminated the unauthorized access. As part of our ongoing commitment to the privacy of personal information in our care, we are working to review our existing policies and procedures and to implement additional safeguards to further secure the information in our systems. We also notified state regulators, as required.

What You Can Do. You can find out more about how to protect against potential identity theft and fraud in the enclosed *Steps You Can Take to Protect Against Identity Theft and Fraud*. We encourage you to remain vigilant against incidents of identity theft by reviewing your account statements regularly and keep a close eye on your debit and credit card activity. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit bureaus. To order a 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 their credit report.

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 (855) 543-5397, 9am to 9pm Eastern. You may also write to ShowMeCables at: 115 Chesterfield Industrial Blvd, Chesterfield, Missouri 63005.

We sincerely regret any inconvenience or concern this incident has caused.

Sincerely,

A handwritten signature in black ink that reads "KRISHNAN IYER". The letters are in all caps and have a cursive, slightly slanted appearance. The signature is written in a dark ink on a white background.

Krishnan Iyer
VP, Information Technology
ShowMeCables, an Infinite Brand

Steps You Can Take to Protect Against Identity Theft and Fraud

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 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
PO Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze/center.html

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

Equifax
PO Box 105788
Atlanta, GA 30348-5788
1-800-685-1111
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

TransUnion
P.O. Box 2000
Chester, PA 19016
1-800-680-7289
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

Although we have no reason to believe that your personal information has been used to file fraudulent tax returns, you can contact the IRS at www.irs.gov/Individuals/Identity-Protection for helpful information and guidance on steps you can take to address a fraudulent tax return filed in your name and what to do if you become the victim of such fraud. You can also visit www.irs.gov/uaa/Taxpayer-Guide-to-Identity-Theft for more information.

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, 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 North Carolina residents, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-566-7226 or 1-919-716-6400, www.ncdoj.gov.

For Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us.