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CONSUMER PROTECTION

February 18, 2022

CONFIDENTIAL TREATMENT REQUESTED

BY U.S. MAIL

Office of the Attorney General
Consumer Protection Bureau
33 Capitol St.
Concord, NH 03301

To Whom It May Concern:

On behalf of Shutterfly, LLC, and pursuant to N.H. Rev. Stat. § 359-C:20(I)(B), this letter provides notice of a cybersecurity incident.

On or about December 13, 2021, Shutterfly learned that it was the victim of a ransomware attack when the company found that files on computers in various parts of its corporate network had been encrypted. The attack involved some limited disruption to corporate systems and also the theft of certain data. With the support of outside cybersecurity experts, we took steps to find the facts, to ensure the ongoing security of our systems, and to mitigate the risk of further unauthorized access. We have reported the incident to law enforcement and are cooperating with them.

We believe that the threat actor activity began on or about on December 3, 2021, and that the attack was carried out by the Conti ransomware group. Affected systems are now operational. Our investigation is continuing with a priority of determining what data was accessed or exfiltrated by Conti.

We learned that an individual in New Hampshire was affected on January 18, 2022. To date, Shutterfly has identified 1 New Hampshire resident whose personal information may have been affected. Shutterfly anticipates sending this individual formal notice on February 18, 2022 via letter. A sample of the notification letter is enclosed. The affected data included the following: name, address, Social Security Number, date of birth, financial account number, and routing number. In addition, due to the nature of the documents accessed, other employment related information may have been taken, such as salary and compensation information, or information related to FMLA leave or workers'

compensation claims. We are not aware of any resulting identity theft, fraud, or financial loss to individuals.

As stated in the attached sample notice, Shutterfly is offering to provide individuals 24 months of free identity theft and credit monitoring services through Equifax. We have established a call center to respond to individuals' questions.

Efforts to further secure our systems are ongoing. Shutterfly promptly undertook a number of measures to enhance its security and improve its capabilities to detect cyber threats and avoid unauthorized activity, including: 1) resetting passwords and enhancing password controls, 2) improving monitoring and multi-factor authentication ("MFA") controls, and 3) adding additional hardening measures.

If our ongoing investigation leads to any material updates, we will be in touch with your office again. Shutterfly takes the protection of personal information seriously and is committed to answering any questions that your office may have. Please do not hesitate to contact me at sharon.segev@shutterfly.com or (650) 610-5115.

In accordance with N.H. Rev. Stat. § 91-A:5(IV), (XI) and/or other applicable laws and regulations, Shutterfly requests that confidential treatment be provided to this letter and to any notes, memoranda, or other records created by or at the direction of the Office of the Attorney General, its officers, or staff members that reflect, refer to, or relate to this letter (the "Confidential Materials"). Shutterfly also requests that Confidential Materials be kept in a non-public file and that only staff of your Office have access to them. Should your Office receive any request for the Confidential Materials pursuant to the New Hampshire Right to Know Law or otherwise, Shutterfly requests that the undersigned be immediately notified of such request and be furnished a copy of all written materials pertaining to such request.

Respectfully yours,

Sharon Segev
Chief Legal & People Officer

Enclosures