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ANDREWS KURTH**

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JUL 03 2023

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200 PARK AVENUE
NEW YORK, NY 10166-0005

CONSUMER PROTECTION

TEL 212 • 309 • 1000
FAX 212 • 309 • 1100

June 29, 2023

Office of the New Hampshire Attorney General
33 Capitol Street
Concord, NH 03301

To Whom It May Concern:

In accordance with N.H. Rev. Stat. Ann. § 359-C:20, I am writing on behalf of Smithfield Specialty Foods Group LLC (“Smithfield” or the “Company”) to notify you regarding the nature and circumstances of a recent data security issue. This incident occurred on the systems of Smithfield’s third-party website hosting provider, CommerceV3, Inc. (“CV3”). It did not affect Smithfield’s own systems.

CV3 is the third-party website hosting provider that hosts the Company’s smithfieldmarketplace.com and thepeanutshop.com websites. CV3 informed Smithfield on June 7, 2023 that an unauthorized party obtained certain information about Smithfield customers who made purchases on smithfieldmarketplace.com and thepeanutshop.com between November 24, 2021 and December 14, 2022, including

Promptly upon becoming aware of this issue, Smithfield took steps to evaluate its nature and scope and suspended this aspect of the third-party web hosting service. Smithfield is working with CV3 to address this issue. CV3 indicated it engaged a cybersecurity firm to support its investigation and notified the payment card brands about this issue. CV3 also indicated to Smithfield that it notified law enforcement about this incident and implemented additional security measures on CV3’s systems. Smithfield has arranged to provide the affected individuals with of credit monitoring and identity protection services at no cost to them.

There are approximately 209 New Hampshire residents affected by this issue. Enclosed for your reference is a copy of the notice being sent to the affected individuals.

Office of the New Hampshire Attorney General

June 29, 2023

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Please do not hesitate to contact me if you have any questions.

Very truly yours,

Lisa J. Sotto

Enclosure

Smithfield

Good food. Responsibly.®

Return Mail Processing
PO Box 999
Suwanee, GA 30024

|||*****AUTOMIXED AADC 300

SAMPLE A. SAMPLE - L01

APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



June 29, 2023

NOTICE OF DATA BREACH

Dear Sample A. Sample,

We regret to inform you that Smithfield Specialty Foods Group LLC (“Smithfield”) was recently affected by a cybersecurity incident that has impacted personal information associated with your Smithfield Specialty Foods online account. Please note that this incident occurred on the systems of CommerceV3, Inc. (“CV3”), Smithfield’s third-party website hosting provider, and did not affect Smithfield’s systems.

What Happened?

An investigation has determined that this issue resulted from a cyberattack targeting CV3’s web hosting service used by Smithfield to support two websites: smithfieldmarketplace.com and thepeanutshop.com. CV3 informed us on June 7, 2023 that an unauthorized party obtained certain information about Smithfield customers who made purchases on smithfieldmarketplace.com and thepeanutshop.com between November 24, 2021 and December 14, 2022.

What Information Was Involved?

CV3’s investigation found that the unauthorized party obtained personal information including

What We Are Doing

Please be assured that, upon learning of the incident, we promptly took action to evaluate its nature and scope and suspended the impacted functionality of the third-party web hosting service. We are working with CV3 to address this issue. CV3 has engaged a cybersecurity firm to support their investigation and notified the payment card issuers about the incident. CV3 also informed us that they notified law enforcement and implemented additional security measures on their systems.

What You Can Do

Information security is a top priority for Smithfield and we regret that this issue impacts you. We are offering all affected customers of complimentary credit monitoring services, starting from the date of this letter.

We also encourage you to take the following steps to protect your information:

- Order a Credit Report. You are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit www.annualcreditreport.com or call toll-free at 1-877-322-8228. We encourage you to remain vigilant by reviewing your account statements and monitoring your free credit reports.
- Review the Attached Reference Guide. The attached Reference Guide provides information on registration and recommendations by the U.S. Federal Trade Commission on the protection of personal information.

For More Information

We regret any inconvenience this issue may cause. We value your trust and continued patronage while we work diligently to remedy this situation.

If you have any questions regarding this issue, please call _____, Monday through Friday between 8:00 AM – 10:00 PM CST or Saturday and Sunday between 10:00 AM – 7:00 PM CST (excluding major holidays).

Sincerely,

Laura Walsh, Chief Information Officer
Smithfield Foods, Inc.

Jim Nelms, Chief Information Security Officer
Smithfield Foods, Inc.

Reference Guide

We encourage affected individuals to take the following steps:

Register for Credit Monitoring Services. We have contracted with Experian to help you protect your credit information and your identity for _____ at no cost to you.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for _____ from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at _____

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary _____ membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at _____. Be prepared to provide engagement number _____ as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR MEMBERSHIP

EXPERIAN IDENTITYWORKS

A credit card is not required for enrollment in Experian Identity Works. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Order Your Free Credit Report. To order your free credit report, visit www.annualcreditreport.com, call toll-free at 1-877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC's") website at www.consumer.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three nationwide consumer reporting agencies provide free annual credit reports only through the website, toll-free number, or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you have not requested credit. Some companies bill under names other than their store or commercial names. The consumer reporting agency will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the consumer reporting agencies of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate consumer reporting agency by telephone and in writing. Consumer reporting agency staff will review your report with you. If the information cannot be explained, then you will need to call the creditors involved. Information that cannot be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

Report Incidents. If you detect any unauthorized transactions in a financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to law enforcement, the FTC, and your state Attorney General. If you believe your identity has been stolen, the FTC recommends that you take these steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. For streamlined checklists and sample letters to help guide you through the recovery process, please visit <https://www.identitytheft.gov/>
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft and how to repair identity theft:

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

Consider Placing a Fraud Alert on Your Credit File. To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three consumer reporting agencies. For more information on fraud alerts, you also may contact the FTC as described above.

Equifax	Equifax Information Services LLC P.O. Box 740241 Atlanta, GA 30374	1-800-525-6285	www.equifax.com
Experian	Experian Inc. P.O. Box 9554 Allen, TX 75013	1-888-397-3742	www.experian.com
TransUnion	TransUnion LLC P.O. Box 2000 Chester, PA 19016	1-800-680-7289	www.transunion.com

Consider Placing a Security Freeze on Your Credit File. You may wish to place a “security freeze” (also known as a “credit freeze”) on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the consumer reporting agencies without your consent. *Unlike a fraud alert, you must place a security freeze on your credit file at each consumer reporting agency individually.* There is no charge to place or lift a security freeze. For more information on security freezes, you may contact the three nationwide consumer reporting agencies, or the FTC as described above. As the instructions for establishing a security freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information.

The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Addresses where you have lived over the past five years.
- A legible copy of a government-issued identification card (such as a state driver’s license or military ID card)
- Proof of your current residential address (such as a current utility bill or account statement)

For Iowa Residents: You may contact law enforcement or the Iowa Attorney General’s Office to report suspected incidents of identity theft. This office can be reached at:

Office of the Attorney General of Iowa
Hoover State Office Building
1305 E. Walnut Street
Des Moines, IA 50319
(515) 281-5164
www.iowaattorneygeneral.gov

For Maryland Residents: You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You may contact the Maryland Attorney General at:

Maryland Office of the Attorney General
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
(888) 743-0023 (toll-free in Maryland)
(410) 576-6300
www.marylandattorneygeneral.gov

For Massachusetts Residents: You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request to place a security freeze on your account.

For New Mexico Residents: You have rights under the federal Fair Credit Reporting Act (“FCRA”). These include, among others, the right to know what is in your file; to dispute incomplete or inaccurate information; and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit: https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf or www.ftc.gov.

For New York Residents: You can obtain information from the New York State Office of the Attorney General about how to protect yourself from identity theft and tips on how to protect your privacy online. You can contact the New York State Office of the Attorney General at:

Office of the Attorney General
The Capitol
Albany, NY 12224-0341
1-800-771-7755 (toll-free)
1-800-788-9898 (TDD/TTY toll-free line)
<https://ag.ny.gov/>

Bureau of Internet and Technology (BIT)
28 Liberty Street
New York, NY 10005
Phone: (212) 416-8433
<https://ag.ny.gov/about/about-office/economic-justice-division#internet-technology>

For North Carolina Residents: You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at:

North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
(877) 566-7226 (toll-free in North Carolina)
(919) 716-6400
www.ncdoj.gov

For Oregon Residents: We encourage you to report suspected identity theft to the Oregon Attorney General at:

Oregon Department of Justice
1162 Court Street NE
Salem, OR 97301-4096
(877) 877-9392 (toll-free in Oregon)
(503) 378-4400
www.doj.state.or.us

For Rhode Island Residents: You may obtain information about preventing and avoiding identity theft from the Rhode Island Office of the Attorney General at:

Rhode Island Office of the Attorney General
Consumer Protection Unit
150 South Main Street
Providence, RI 02903
(401)-274-4400
www.riag.ri.gov

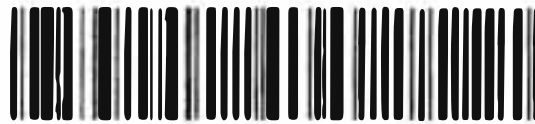
You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request for a security freeze on your account.

For Washington DC Residents: You may obtain information about preventing and avoiding identity theft from the Office of the Attorney General for the District of Columbia at:

Office of the Attorney General for the District of Columbia
400 6th Street NW
Washington, D.C. 20001
(202)-727-3400
www.oag.dc.gov

MaevsMalk
Hunton Andrews Kurth LLP
200 Park Ave
New York, NY 10166

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Office of the New Hampshire Attorney General
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Concord, NH 03301-6310