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July 6, 2020

**VIA ELECTRONIC SUBMISSION**

Attorney General Gordon MacDonald  
Office of the Attorney General  
Consumer Protection Bureau  
33 Capitol Street  
Concord, NH 03301  
Phone: (603) 271-3643  
Fax: (603) 271-2110  
Email: DOJ-CPB@doj.nh.gov

**Re: Notification of Data Security Incident**

Dear Attorney General MacDonald:

We represent The Society for Industrial and Applied Mathematics (“SIAM”), which is a professional membership society located at 3600 Market Street, 6<sup>th</sup> Floor, Philadelphia, Pennsylvania, in connection with a recent data security incident described below.

**I. Nature of Security Incident**

SIAM recently learned that the security of its e-commerce website, [siam.org](http://siam.org), may have been compromised. Upon discovering this information, SIAM immediately launched an investigation and engaged an independent digital forensics firm to determine what happened and what information may have been accessed. On May 26, 2020, the investigative firm reported that customers who made purchases through [siam.org](http://siam.org) between February 13, 2020 and April 24, 2020 may have had their payment card data compromised, including name, address, card number, expiration date, and card verification value (CVV) number. An initial population of persons to be notified was assembled on June 4, 2020 for researching addresses for notification.

**II. Number of New Hampshire Residents Affected**

SIAM has notified one (1) New Hampshire resident regarding this incident. Notification letters were mailed via first class U.S. mail on July 6, 2020. A sample copy of that notification letter is enclosed.

### **III. Actions Taken in Response to the Incident**

SIAM takes the security of its customers' information very seriously. As soon as SIAM discovered the incident, it launched an investigation and took steps to stop any continued exposure of sensitive information. It engaged a digital forensics firm to perform a comprehensive investigation and assist SIAM in remediating any security issues related to its e-commerce site.

SIAM is also providing affected consumers with complimentary credit monitoring, identity monitoring, identity theft expense reimbursement insurance; and fraud prevention and resolution support.

### **IV. Contact Information**

SIAM is dedicated to protecting its customers' personal information. If you have any questions or need additional information, please do not hesitate to contact me at (215) 977-4060 or [Richard.Goldberg@lewisbrisbois.com](mailto:Richard.Goldberg@lewisbrisbois.com).

Very truly yours,

/s/ Richard Goldberg

Richard W. Goldberg of  
LEWIS BRISBOIS BISGAARD & SMITH LLP

Encl.: Consumer Notification Letter Template



C/O ID Experts  
10300 SW Greenburg Rd., Suite 570  
Portland, OR 97223

To Enroll, Please Call: 1-800-939-4170 Or Visit: <a href="https://app.myidcare.com/account-creation/protect">https://app.myidcare.com/account-creation/protect</a> Enrollment Code: <<XXXXXXXXXXXX>>
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<<First Name>> <<Last Name>>  
<<Address 1>> <<Address 2>>  
<<City>>, <<State>> <<Zip Code>>

July 6, 2020

Re: Notice of Data Security Incident

Dear <<FirstName>> <<LastName>>:

We are writing to inform you of a data security incident experienced by Society for Industrial and Applied Mathematics (“SIAM”) that may have affected your personal information. The privacy and security of your information is extremely important to us. That is why we are writing to inform you of this incident, to offer you complimentary credit monitoring and identity protection services, and to provide you with information relating to steps that can be taken to help protect your information.

**What Happened?** SIAM recently learned that the security of the payment platform on its website, [my.siam.org](http://my.siam.org), may have been compromised. Upon discovering this incident, SIAM immediately launched an investigation and engaged an independent digital forensics firm to determine what happened and what information may have been accessed. On June 4, 2020 we learned that, as someone who made a purchase on our platform between February 13, 2020 and April 24, 2020, you may have had your payment card data accessed.

**What Information Was Involved?** The information involved in this incident may have included your name, address, payment card number, expiration date, and card verification value (CVV) number.

**What Are We Doing?** As soon as SIAM discovered the incident, we launched an investigation and took steps to stop any continued exposure of information, including notifying the credit card brands. We have also adopted enhanced security measures to prevent similar incidents in the future.

We are also providing you with information about steps that you can take to help protect your personal information. We have secured the services of ID Experts (<https://www.idexperts.com>) to provide identity monitoring at no cost to you for twelve (12) months. ID Experts is a leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include complimentary credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services at no cost to you.

**What You Can Do:** We strongly encourage you to enroll in the credit monitoring and identity monitoring services we are offering through ID Experts to protect your personal information. To enroll, please visit <https://app.myidcare.com/account-creation/protect> or call 1-800-939-4170 and use the enrollment code included above.

To receive credit services, you must be over the age of 18, have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

Please note you must enroll by October 6, 2020. If you have questions or need assistance, please call ID Experts at 1-800-939-4170.

We also recommend that you:

- Close any potentially affected financial accounts;
- Review your account statements for discrepancies, and report any discrepancies to your bank;
- Place a fraud alert on your credit report; and
- Place a security freeze on your credit file.

**For More Information:** Further information about how to protect your personal information appears on the following page. If you have questions concerning this incident, please call 1-800-939-4170, Monday - Friday (excluding holidays), 9 a.m. - 9 p.m. EST.

We take your trust in us seriously, and we deeply regret any worry or inconvenience that this may cause you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Crowley". The signature is fluid and cursive, with a large initial "J" and a long, sweeping underline.

Jim Crowley  
Executive Director  
Society for Industrial and Applied Mathematics

## STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity:** As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

**Copy of Credit Report:** You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting [annualcreditreport.com/](http://annualcreditreport.com/), calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to:

**Annual Credit Report Request Service**

P.O. Box 105281  
Atlanta, GA 30348

You can print this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact one of the following three national credit reporting agencies:

**TransUnion**

P.O. Box 1000  
Chester, PA 19016  
1-800-916-8800  
[transunion.com](http://transunion.com)

**Experian**

P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742  
[experian.com](http://experian.com)

**Equifax**

P.O. Box 105851  
Atlanta, GA 30348  
1-800-525-6285  
[equifax.com](http://equifax.com)

**Free Annual Report**

P.O. Box 105281  
Atlanta, GA 30348  
1-877-322-8228  
[annualcreditreport.com](http://annualcreditreport.com)

**Fraud Alert:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that creditors contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at [www.annualcreditreport.com](http://www.annualcreditreport.com).

**Security Freeze:** Under U.S. law, you have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

**Additional Free Resources:** You can obtain information from the consumer reporting agencies, the FTC or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state. Residents of Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

**Federal Trade  
Commission**

600 Pennsylvania Ave  
NW  
Washington, DC 20580  
[consumer.ftc.gov](http://consumer.ftc.gov)  
[ftc.gov/idtheft](http://ftc.gov/idtheft)  
1-877-438-4338

**Maryland Attorney  
General**

200 St. Paul Place  
Baltimore, MD 21202  
[oag.state.md.us](http://oag.state.md.us)  
1-888-743-0023

**North Carolina  
Attorney General**

9001 Mail Service  
Center  
Raleigh, NC 27699  
[ncdoj.gov](http://ncdoj.gov)  
1-877-566-7226

**Rhode Island Attorney  
General**

150 South Main Street  
Providence, RI 02903  
[riag.ri.gov](http://riag.ri.gov)  
401-274-4400

**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information, as well as others. For more information about the FCRA, and your rights pursuant to the FCRA, please visit: [http://files.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf)