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Via Email: attorneygeneral@doj.nh.gov

December 9, 2022

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

Dear Sir/Madam

Re: Notice of Data Breach

We are writing on behalf of our client, Special Buys Clothing Inc. DBA Bargain Balloons ("SBCI"), based in Mississauga, Ontario, Canada, to notify your office of a data breach that was discovered on November 7th, 2022. The data breach affected fifteen (15) New Hampshire residents.

In October 2022, SBCI was informed by a customer that a credit card used on the Company's website was later used/attempted to be used in a fraudulent manner. In response, SBCI rapidly began an investigation and hired a leading firm of forensic IT experts.

On November 7th, 2022, SBCI discovered that a snippet of malicious code had been inserted onto the Company's website by a threat actor. The code skimmed customer information on the website's checkout page. Website logs revealed that the threat actor may have accessed the customer data harvested by the code between September 27th, 2022 and November 6th, 2022.

With the assistance of its forensic IT experts, SBCI removed the malicious code from the Company's website on November 7th, 2022 and performed a thorough scan of the Company's website to ensure that no residual threat remained. All harvested data was taken offline.

The compromised customer data included information customers entered onto the Company's checkout page, including different combinations of customers: first name, last name, mailing address, billing address, email address, phone number, and credit card information.

Following the identification of the data breach, SBCI fortified its networks and upgraded security by: (i) locking down access; (ii) adding security protocols; (iii) replacing passwords; (iv) segregating information systems; (v) adding additional security monitoring software; and (vi) completing other activities to ensure the safety of customers.

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In addition, SBCI is undertaking several measures to protect and mitigate threats for affected individuals, including performing a dark web search; contacting relevant payment gateways to report on the data breach; reporting to local police and regulatory authorities in applicable jurisdictions; notifying affected individuals; and offering free credit monitoring services to affected individuals.

SBCI will notify affected individuals directly via email commencing on December 12th, 2022.

SBCI will also provide further assistance to affected individuals through their telephone, live chat and email customer service support lines.

If you require further information, please do not hesitate to contact me.

Yours very truly,

Jennifer Davidson
Partner, Deeth Williams Wall LLP

on behalf of Special Buys Clothing Inc. DBA Bargain Balloons