

July 26, 2016

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**VIA E-MAIL (ATTORNEYGENERAL@DOJ.NH.GOV)**  
**AND FEDERAL EXPRESS**

The Honorable Joseph Foster  
Attorney General of the State of New Hampshire  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

**Re: Notification of Cybersecurity Incident Potentially Affecting New Hampshire Resident**  
**Pursuant to N.H. Rev. Stat. § 359-C:20**

Dear Madam/Sir:

We represent Specialty Equipment Market Association ("SEMA") in connection with a recent incident that may have impacted the security of certain personal information of one (1) New Hampshire resident. Pursuant to N.H. Rev. Stat. § 359-C:20 SEMA is reporting potential unauthorized access to this information.

The investigation of this incident is ongoing, and this notice will be supplemented, if necessary, with any new significant facts discovered after its submission. By providing this notice, SEMA does not waive any potential rights or defenses regarding applicability of New Hampshire law or personal jurisdiction in connection with this incident.

**Background of the Incident**

SEMA is a worldwide association of accountants and financial professionals working in business. SEMA is headquartered in Montvale, New Jersey, but it provides services to members and customers throughout the United States.

SEMA learned on June 27, 2016, that one of its vendors, Comnet Marketing Group, Inc. ("Comnet"), had been the victim of a potential computer intrusion. An unauthorized user gained administrative access to Comnet's systems on April 23-24, 2016, and issued commands to delete all the data housed on Comnet's servers. That data may have included certain SEMA member/customer information that Comnet had collected on behalf of SEMA, including organization ID, organization type, organization name, organization address, phone number, Web site address, personal name, join date, return join date, effective date, expiration date and dues package information, as well as credit card number, CVV code, and expiration date if the customer/member provided such information to Comnet. Comnet did not discover any evidence indicating that the credit card data was accessed or acquired by an unauthorized user or that the unauthorized user intended to steal data. But Comnet says it has been unable to definitively rule out any unauthorized access to or acquisition of data because data potentially

relevant to its forensic investigation was deleted by the unauthorized user. Thus, SEMA provides this notice out of an abundance of caution.

Upon becoming aware of the potential incident, Comnet immediately launched an investigation to determine whether a security incident had occurred. Specifically, Comnet hired experts to assist in the investigation and response, and has referred this matter to appropriate law enforcement. Consumer credit card information is no longer contained in or accessible via Comnet's systems. Additionally, SEMA has terminated its relationship with Comnet, and Comnet no longer serves as a vendor for SEMA.

SEMA is providing notice to a certain New Hampshire resident that his or her name, postal mailing address, email address, phone number, credit card number, CVV code, and expiration date may have been impacted.

#### **Notice to the New Hampshire Resident**

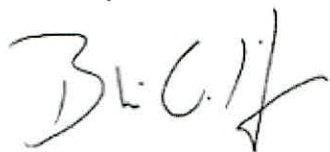
On or about July 27, 2016, SEMA is notifying the one (1) potentially affected New Hampshire resident of the incident. Enclosed is a sample of the notification letter that will be sent to the New Hampshire resident via United States first-class mail.

In addition, SEMA has established a call center (888-839-9247) that customers can contact between the hours of 9:00 a.m. and 9:00 p.m. Eastern Time to ask questions and to receive further information regarding the incident. SEMA has arranged to offer one (1) year of complimentary credit monitoring through Equifax to the affected New Hampshire resident.

#### **Contact Information**

Please contact me if you have any questions or if I can provide you with any further information concerning this matter. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "B.C. Kimrey", with a stylized flourish at the end.

Blaine C. Kimrey

BCK/bah  
cc: SEMA