



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

RECEIVED

JUL 28 2017

Dear Attorney General:

CONSUMER PROTECTION

I am writing on behalf of Steel Technologies LLC's Hydro Flask brand ("Hydro Flask") to notify you of the occurrence of a recent system disruption Hydro Flask experienced on or about Tuesday, May 2, 2017. Hydro Flask has determined that the cause of the disruption was an intruder obtaining unauthorized access to its systems that allowed the intruder, for a limited period of time, to obtain access to the customer order page on our website. Hydro Flask estimates that the personal information of approximately 162 customers in New Hampshire may have been affected, and they will be notified about the incident by July 25, 2017.

Upon being informed of the system disruption, Hydro Flask immediately took actions to secure its security systems by engaging recognized security consultants to investigate the nature of the disruption, conducting system scans, resetting access credentials, and building a new server. Hydro Flask believes that for a limited period of time, an intruder may have had unauthorized access to customers' name, billing and shipping address, email address, and credit card information. With the purpose of mitigating the effects of this disruption, in the attached sample notice, Hydro Flask informs potentially affected customers about the disruption, exhorting them to take security precautions regarding their personal information and that Hydro Flask will provide complimentary identify theft protection services for one year.

For the security of customers potentially affected, Hydro Flask has encouraged customers to be especially aware of email, telephone, and postal mail scams that ask for personal or sensitive information to protect against possible identity theft or other financial loss. Hydro Flask has further advised potentially affected customers that neither Hydro Flask nor anyone acting on its behalf will contact them in any way, including by email, asking for their credit card number, social security number or other personal information, and that if someone is soliciting this information in this manner, they can be confident that Hydro Flask is not the entity asking.

Customers potentially affected by this disruption may contact Hydro Flask at (855) 366-0139 if they have any questions and to clarify any concern regarding this matter. Attached is a copy of the sample notice to customers. Please feel free to contact Leticia Limon at (915) 225-5864 or [LLimon@hotus.com](mailto:LLimon@hotus.com) if you have any questions regarding this matter.

Sincerely,

Scott Allan  
General Manager  
Hydro Flask



<<MemberFirstName>> <<MemberMiddleName>> <<MemberLastName>> <<Date>> (Format: Month Day, Year)  
<<Address1>>  
<<Address2>>  
<<City>> <<State>> <<ZipCode>>

### **NOTICE OF DATA BREACH**

Dear <<MemberFirstName>> <<MemberLastName>>,

Steel Technology, LLC, doing business as Hydro Flask ("Hydro Flask") is writing to provide you with information about a recent system disruption Hydro Flask experienced.

#### **WHAT HAPPENED**

On or about May 2, 2017, Hydro Flask learned that the security of personal information Hydro Flask received about you during your visit to our e-commerce website (<http://www.hydroflask.com/>) may have been compromised.

#### **WHAT ARE WE DOING**

Upon becoming aware of the system disruption, Hydro Flask immediately took actions to secure its security systems by engaging recognized security consultants to investigate the nature of the disruption, conducting system scans, resetting access credentials, and building a new server.

We have also secured the services of Kroll to provide you one year of identity monitoring at no cost to you. Your identity monitoring services include Credit Monitoring, Fraud Consultation, and Identity Theft Restoration.

Visit **[my.idmonitoringservice.com](http://my.idmonitoringservice.com)** to activate and take advantage of your identity monitoring services.

*You have until **October 26, 2017** to activate your identity monitoring services.*

Membership Number: <<Member ID>>

To receive credit services by mail instead of online, please call 1-855-366-0139. Additional information describing your services is included with this letter.

#### **WHAT INFORMATION WAS INVOLVED**

Although Hydro Flask is still investigating the scope of the disruption, Hydro Flask believes that an intruder may have had unauthorized access to customer order pages on our website that may have contained your name, billing and shipping address, email address, and credit card information.

#### **WHAT YOU CAN DO**

For your security, Hydro Flask encourages you to be especially aware of email, telephone, and postal mail scams that ask for personal or sensitive information. Neither Hydro Flask nor anyone acting on its behalf will contact you in any way, including by email, to ask for your credit card number, Social Security number or other personal information. If you are asked for this information, you can be confident Hydro Flask is not the entity asking.

## OTHER IMPORTANT INFORMATION

To protect against possible identity theft or other financial loss, Hydro Flask encourages you to remain vigilant, review your financial account statements and monitor your credit reports. Hydro Flask is also providing the following information for those who wish to consider it:

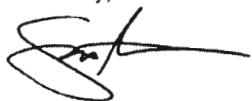
- You may wish to visit the website of the U.S. Federal Trade Commission at <http://www.consumer.ftc.gov/features/feature-0014-identity-theft> or reach the FTC at 877-382-4357 or 600 Pennsylvania Avenue, NW, Washington, DC 20580 for further information about how to protect yourself from identity theft. Your state Attorney General may also have advice on preventing identity theft, and you should report instances of known or suspected identity theft to law enforcement, your State Attorney General, and the FTC.
  - **Maryland Residents.** You can reach the Maryland Attorney General at 888-743-0023 (toll free in Maryland) or Office of the Attorney General, 200 St. Paul Place, Baltimore, Maryland 21202
  - **North Carolina Residents.** You can reach the North Carolina Attorney General at 919-716-6400 or Office of the Attorney General, 9001 Mail Service Center, Raleigh, North Carolina 27699-9001
  - **Rhode Island Residents.** You can reach the Rhode Island Attorney General at 401-274-4400 or Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903
- **Iowa, Massachusetts, Oregon, and Rhode Island Residents.** You have the right to obtain any police report filed related to this intrusion, and to file a police report and obtain a copy of it if you are the victim of identity theft.
- If you are a U.S. resident, under U.S. law, you are entitled to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free 877-322-8228.
- You can request information regarding "fraud alerts" and "security freezes" from the three major U.S. credit bureaus listed below. At no charge, if you are a U.S. resident, you can have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. This service can make it more difficult for someone to get credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it also may delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. A "security freeze" generally prohibits the credit reporting agency from releasing your credit report or any information from it without your written authorization. You should be aware that placing a security freeze on your credit account may delay or interfere with the timely approval of any requests that you make for new loans, credit, mortgages, or other services. Unlike fraud alerts, to obtain a security freeze you must send a written request to each of the three major reporting agencies and you may be required to provide your: (1) name; (2) Social Security number; (3) date of birth; (4) current address; (5) addresses the past five years; (6) proof of current address; (7) copy of government identification; and (8) any police/investigative report or complaint. Should you wish to place a fraud alert or a security freeze, or should you have any questions regarding your credit report, please contact any one of the consumer reporting agencies listed below.
  - Experian: 888-397-3742; [www.experian.com](http://www.experian.com); P.O. Box 9554, Allen, TX 75013
  - Equifax: 800-525-6285; [www.equifax.com](http://www.equifax.com); P.O. Box 105788, Atlanta, GA 30348
  - TransUnion: 800-680-7289; [www.transunion.com](http://www.transunion.com); Fraud Victim Assistance Division, P.O. Box 2000, Chester, PA 19022-2000

Please note that fees may be required to be paid to the consumer reporting agencies listed above.

## FOR MORE INFORMATION

If you have questions, please call 1-855-366-0139, Monday through Friday from 6:00 a.m. to 3:00 p.m. Pacific Time. Please have your membership number ready. We apologize for any inconvenience this may cause you.

Sincerely,



Scott Allan  
General Manager  
Hydro Flask



## TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You've been provided with access to the following services<sup>1</sup> from Kroll:

### **Single Bureau Credit Monitoring**

You will receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who can help you determine if it's an indicator of identity theft.

### **Fraud Consultation**

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

### **Identity Theft Restoration**

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator can dig deep to uncover the scope of the identity theft, and then work to resolve it.

<sup>1</sup> Kroll's activation website is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari. To receive credit services, you must be over the age of 18 and 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.