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May 3, 2016

**VIA OVERNIGHT MAIL**

Attorney General Joseph Foster  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

*Re: Incident Notification*

Dear Attorney General Foster:

We are writing to you on behalf of our client, Strafaci & Associates (“Strafaci”), to notify you that Strafaci recently became aware of an incident affecting certain personal information of its customers. On March 17, 2016 Strafaci learned that a “phishing” email was sent to a Strafaci employee who responded to the email thinking it was a legitimate request. When Strafaci learned of this, it immediately secured the email account, reset passwords and began an investigation.

Strafaci engaged an outside forensic firm to assist in the investigation, help determine which email accounts may have been affected, and to identify individuals whose information may have been accessible. The types of personal information involved included name, address, Social Security number, driver’s license number, and other information related to accounts serviced by Strafaci. Strafaci is not aware at this time of identity theft specifically linked to this incident.

Strafaci is offering affected individuals one year of complimentary identity monitoring services from Kroll. Strafaci also has provided affected individuals with information and recommendations to help them protect themselves from identity theft, as well as a phone number that affected individuals may call for further information.

Strafaci is notifying two (2) New Hampshire residents on May 2, 2016 in substantially the same form as the letter enclosed herein. Notification is being provided in the most expedient time possible and without unreasonable delay pursuant to the investigation described above, which was necessary to determine the scope of the incident and identify the individuals potentially affected. *See* N.H. REV. STAT. § 359-C:20(I)(a).

Atlanta Chicago Cincinnati Cleveland Columbus Costa Mesa Denver  
Houston Los Angeles New York Orlando Philadelphia Seattle Washington, DC

To help prevent a similar incident from happening in the future, all Strafaci employees have been reeducated regarding phishing emails, and Strafaci is reviewing enhancements for strengthening user login authentications.

Please contact me if you have questions regarding this matter.

Sincerely,



Gerald J. Ferguson

Enclosure

# STRAFACI & ASSOCIATES

INSURANCE AND FINANCIAL SERVICES

<<MemberFirstName>> <<MemberLastName>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<Zip Code>>

<<Date>> (Format: Month Day, Year)

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

I am writing on behalf of Strafaci & Associates ("Strafaci") to inform you about an incident that may have affected some of your confidential information.

## **What Happened?**

On March 17, 2016, we learned that a "phishing"<sup>1</sup> email was sent to an employee who responded to the email thinking it was a legitimate request. When we learned of this, we immediately secured the email account, reset passwords and began an investigation. We also engaged an outside forensic firm to assist in the investigation, help determine which email accounts may have been affected, and to identify individuals whose information may have been accessible.

## **What Information Was Involved?**

We conducted a thorough review of affected email accounts and confirmed that the emails in that account contained client information that may have included your name, address, Social Security number, driver's license number, and other information related to your account(s) serviced by Strafaci. Although we are not aware at this time of any third party acquiring or misusing your personal information, we take privacy and security very seriously and wanted to inform you about this situation, the steps we are taking to protect your information, and steps you may take to help protect yourself.

## **What We Are Doing.**

We recognize this issue can be frustrating and we are taking steps to help protect you and to safeguard your personal information going forward. To this end, Strafaci has engaged Kroll to provide you with one year of identity monitoring services at no cost to you. Detailed information about Kroll's services and instructions on how to enroll are included with this letter. We have also provided tips and other information about identity theft prevention. Please know that all employees have been reeducated regarding phishing emails, and we are reviewing enhancements for strengthening user login authentications.

## **What You Can Do.**

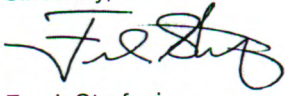
Regardless of whether you choose to take advantage of the identity monitoring services we are offering, we recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your credit reports, bank account activity, and financial statements for any unauthorized transactions. Also, please review the enclosed "Information About Preventing Identity Theft" reference guide included with this letter, which describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection.

<sup>1</sup> Phishing is the attempt to acquire sensitive information, such as usernames, passwords, and credit card details, often for malicious reasons, by masquerading as a trustworthy entity in an electronic communication. Phishing is typically carried out by email, and it often directs users to enter details at a fake website that looks and feels similar to a legitimate one. For more information, see Phishing at <https://en.wikipedia.org/wiki/Phishing>.

**For More Information**

If you have further questions regarding this incident, you may call 1-866-775-4209, Monday – Friday, from 8am – 5pm CST.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank Strafacci". The signature is written in a cursive style with a prominent horizontal line across the top.

Frank Strafacci  
Owner  
Strafacci & Associates

## INFORMATION ABOUT PREVENTING IDENTITY THEFT

Even if you choose not to take advantage of the identity monitoring services we are offering, we recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your credit card, bank, and other financial statements for any unauthorized activity. You may also obtain a copy of your credit report, free of charge, directly from each of the three nationwide credit reporting agencies once every 12 months. To order your credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 877-322-8228. Contact information for the three nationwide credit reporting agencies is as follows:

### **Equifax**

P.O. Box 740241  
Atlanta, GA 30374  
[www.equifax.com](http://www.equifax.com)  
(800) 525-6285

### **Experian**

P.O. Box 2002  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)  
(888) 397-3742

### **TransUnion**

P.O. Box 2000  
Chester, PA 19016  
[www.transunion.com](http://www.transunion.com)  
(800) 680-7289

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should contact the Federal Trade Commission and/or the Office of the Attorney General in your home state. Contact information for the Federal Trade Commission is as follows:

### **Federal Trade Commission**

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

You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records.

## ENROLL IN KROLL IDENTITY MONITORING SERVICES<sup>1</sup>

To help relieve concerns and restore confidence following this incident, Strafaci has engaged Kroll to provide identity monitoring services at no cost to you for one year. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have experienced a data security incident. Your identity monitoring services include Credit Monitoring, Web Watcher, Identity Consultation, and Identity Restoration.

To enroll, visit: [visit krollbreach.idMonitoringService.com](http://krollbreach.idMonitoringService.com)

Enter membership number: <<Member ID>>

**Your Kroll membership includes following services:**

### **Credit Monitoring through TransUnion**

You'll 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 investigator, who can help you determine if it's an indicator of identity theft.

### **Web Watcher**

Web Watcher monitors internet sites where criminals buy, sell, and trade personal information. You'll be promptly notified if evidence of your identity information being traded or sold is discovered.

### **Identity Consultation**

You have unlimited access to consultation with a dedicated licensed investigator at Kroll. 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 Restoration**

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