

RECEIVED

MAY 24 2021

CONSUMER PROTECTION



MULLEN  
COUGHLIN<sub>LLC</sub>  
ATTORNEYS AT LAW

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426 W. Lancaster Avenue, Suite 200  
Devon, PA 19333

May 18, 2021

**VIA U.S. MAIL**

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

**Re: Notice of Data Event**

Dear Sir or Madam:

We represent Supply New England (“SNE”) located at P.O. Box 838, Attleboro, MA 02703, and are writing to notify your office of an incident that may affect the security of some personal information relating to approximately two (2) New Hampshire residents. This notice may be supplemented if new significant facts are learned subsequent to its submission. By providing this notice, SNE does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

**Nature of the Data Event**

On or about November 19, 2020, SNE discovered that its network had been impacted by a malware attack that encrypted certain systems. SNE immediately launched an investigation, with the assistance of third-party computer forensic specialists, to determine the nature and scope of the event. SNE quickly worked to: (1) secure the systems; (2) restore access to the information so it could continue to operate without disruption and (3) investigate what happened and whether this resulted in any unauthorized access to, or theft of, information by the unknown actor. Through SNE’s investigation, it was determined that the unknown actor gained access to certain systems between November 8, 2020 and November 19, 2020, and certain data was exfiltrated from SNE’s systems. Some of this data was posted by the unknown actor on February 3, 2021. On February 23, 2021, additional data was posted by the unknown actor.

SNE then worked with third-party specialists to perform a comprehensive review of information stored on the impacted systems and posted by the unknown actor to determine what information was affected and to whom the information related. Upon completion of the third-party review, SNE then conducted a manual review of its records to determine the identities and contact information for potentially impacted individuals. On or around April 14, 2021, SNE confirmed address information for affected individuals to provide notifications.

The information impacted varies by individual and for New Hampshire residents includes name, address, and Social Security number.

### **Notice to New Hampshire Residents**

On December 11, 2020, SNE provided preliminary notice of this event to potentially affected employees while the investigation was ongoing. On May 18, 2021, SNE continued providing written notice of this incident to all affected individuals, which includes approximately two (2) New Hampshire residents. Written notice is being provided in substantially the same form as the letter attached here as *Exhibit A*.

### **Other Steps Taken and To Be Taken**

Upon discovering the event, SNE moved quickly to investigate and respond to the incident, assess the security of SNE systems, and notify potentially affected individuals. SNE is also working to implement additional safeguards and training to its employees. SNE is providing access to credit monitoring services for 24 months, through Experian, to individuals whose personal information was potentially affected by this incident, at no cost to these individuals. SNE is also providing access to a dedicated telephone assistance line to address any questions or concerns from affected individuals.

Additionally, SNE is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including advising individuals to report any suspected incidents of identity theft or fraud to their credit card company and/or bank. SNE is providing individuals with information on how to place a fraud alert and security freeze on one's credit file, information on protecting against tax fraud, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. SNE reported this event to federal law enforcement. SNE also notified other regulators, as required.

### **Contact Information**

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4802.

Very truly yours,



Samuel Sica, III of  
MULLEN COUGHLIN LLC

# EXHIBIT A



Return Mail Processing  
PO Box 589  
Claysburg, PA 16625-0589

May 18, 2021

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SAMPLE A. SAMPLE - L01 INDIVIDUAL  
APT ABC  
123 ANY ST  
ANYTOWN, ST 12345-6789



Dear Sample A. Sample:

Supply New England (“SNE”) is writing to inform you of a recent event that may impact the security of some of your information. While we have received no indication of any identity theft as a result of this event, this notice provides information about the event, our response and efforts to secure our environment, and resources available to you to help protect your information from possible misuse, should you feel it necessary to do so.

**What Happened?** On November 19, 2020, SNE discovered that its network had been impacted by a malware attack that encrypted certain systems. SNE immediately launched an investigation to determine the nature and scope of the event. SNE quickly worked to: (1) secure the systems; (2) restore access to the information so it could continue to operate without disruption and (3) investigate what happened and whether this resulted in any unauthorized access to, or theft of, information by the unknown actor. Through our investigation, we determined that the unknown actor gained access to certain systems between November 8, 2020 and November 19, 2020, and certain data was exfiltrated from our systems. Some of this data was posted by the unknown actor on February 3, 2021. Additional data was posted on February 23, 2021.

We then worked with a specialist to perform a comprehensive review of information stored on the impacted systems and posted by the unknown actor to determine what information was affected and to whom the information related. Upon completion of the third-party review, we then conducted a manual review of our records to determine the identities and contact information for potentially impacted individuals. On April 14, 2021, we confirmed address information for affected individuals to provide notifications.

**What Information Was Involved.** Our investigation determined that the impacted information included your name and [EXTRA1].

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**What We Are Doing.** The confidentiality, privacy, and security of information in our care are among our highest priorities, and we take this incident very seriously. SNE is reviewing its security policies and procedures to reduce the risk of similar future events. Although we do not have any indication of identity theft or fraud as a result of this incident, we are offering credit monitoring and identity theft protection services through Experian for 24 months at no cost to you as an added precaution. We also reported this event to federal law enforcement and will be notifying state regulators, as required.

**What You Can Do.** We encourage you to remain vigilant against incidents of identity theft and fraud and to review your account statements and credit reports for suspicious activity, and to report any suspicious activity promptly to your bank or financial institution. Additional information and resources are included in the enclosed. *Steps You Can Take to Help Protect Your Information.* You may also enroll in the complementary credit monitoring services available to you. Enrollment instructions are attached to this letter.

**For More Information.** If you have additional questions, please call our dedicated assistance line at (866) 581-1076 toll-free Monday through Friday from 9 am – 11 pm Eastern Time, or Saturday and Sunday from 11 am – 8 pm Eastern Time (excluding major U.S. holidays). Be prepared to provide your engagement number B013022. You may also write to SNE at P.O. Box 838, Attleboro, MA 02703.

We sincerely regret any inconvenience or concern this incident may cause.

Sincerely,

Jason Baldwin  
Chief Financial Officer  
Supply New England

## STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

### Enroll in Credit Monitoring

To help protect your identity, we are offering complimentary access to Experian IdentityWorks<sup>SM</sup> for 24 months.

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for 24 months from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration).

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 24 months membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by August 31, 2021** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code**:

ABCDEFGHI

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **(866) 581-1076** by **August 31, 2021**. Be prepared to provide engagement number **B013022** as proof of eligibility for the Identity Restoration services by Experian.

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## ADDITIONAL DETAILS REGARDING YOUR 24 MONTHS EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.\*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

### Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert display on a consumer’s credit file, a business is required to take steps to verify the consumer’s identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver’s license or ID card, military identification, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

\* Offline members will be eligible to call for additional reports quarterly after enrolling.

\*\* The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Should you wish to place a fraud alert or credit freeze, please contact the three major credit reporting bureaus listed below:

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
<a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a>	<a href="https://www.experian.com/help/">https://www.experian.com/help/</a>	<a href="https://www.transunion.com/credit-help">https://www.transunion.com/credit-help</a>
888-298-0045	1-888-397-3742	833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

### **Additional Information**

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; [www.identitytheft.gov](http://www.identitytheft.gov); 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

*For District of Columbia residents*, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW Washington, D.C. 20001; 202-727-3400; and [oag.dc.gov](http://oag.dc.gov).

*For Maryland residents*, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and [www.oag.state.md.us](http://www.oag.state.md.us). SNE is located at P.O. Box 838, Attleboro, MA 02703.

*For North Carolina residents*, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and [www.ncdoj.gov](http://www.ncdoj.gov).

*For Rhode Island residents*, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; [www.riag.ri.gov](http://www.riag.ri.gov); and 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are [#] Rhode Island residents impacted by this incident.





*For New Mexico residents*, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

*For New York residents*, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov/>