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RECEIVED

MAY 10 2017

CONSUMER PROTECTION

May 9, 2017

VIA FEDEX

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

Re: Notice of Data Security Incident

Dear Sir/Madam:

We write on behalf of Tatcha, LLC ("Tatcha") to notify you of a data security incident that Tatcha recently experienced. In April 2017, Tatcha discovered that, beginning earlier in 2017, information entered through the Tatcha checkout process may have been accessed by unauthorized individuals. The potentially affected information includes name, credit card, email address, and password, among other information entered. Although Tatcha does not store credit card information in its systems, credit card numbers could nevertheless have been accessed if the customer keyed it into the Tatcha checkout process during the relevant time frame. Tatcha has contained the intrusion, and has reported the incident to law enforcement. To date, Tatcha has identified 18 New Hampshire residents potentially impacted by the incident.

Tatcha took immediate steps to provide assistance to affected persons. Tatcha has notified affected individuals, and recommended actions they could take to protect themselves, such as requesting a replacement credit or debit card. Tatcha also has made available to all affected individuals 24 months of identity protection services from AllClear ID, at no cost. A copy of the incident notification letter that Tatcha sent affected persons is attached to this notice. Tatcha is undertaking a review of its systems to help guard against a similar incident occurring in the future.

Thank you for your attention to this matter.

Sincerely,

David S. Kantrowitz

Enclosure

cc: Brenda R. Sharton, Esq.



T A T C H A

Processing Center • P.O. BOX 141578 • Austin, TX 78714



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JOHN Q. SAMPLE
1234 MAIN STREET
ANYTOWN US 12345-6789

May 5, 2017

Notice of Data Breach

Dear John Sample,

We recently informed you by email that an unauthorized person may have accessed your credit card number, email address, and Tatcha.com account password, along with any other information entered in the Tatcha checkout process (such as name and address). We are following up with this letter to provide additional information about the incident as well as resources you can use to monitor your personal information and protect against identity theft and fraud.

What Happened?

During the early part of 2017, an unauthorized person may have gained access to information keyed into the Tatcha checkout process. While Tatcha does not store credit card information on its systems, the intruder was potentially able to capture information as it was entered. Tatcha learned of the incident in mid-April 2017.

What Information Was Involved?

The potentially-affected information includes any information entered during the Tatcha checkout process, including credit card number and expiration date (and card verification value, the three-digit code on the back of your card), email address, and Tatcha.com account password, as well as your name and mailing and billing addresses.

What We Are Doing

Tatcha takes your security very seriously. After detecting unusual activity, we took immediate steps to identify and contain the intrusion, and we reported the matter to law enforcement. We took down our site temporarily to perform maintenance and make sure the issue is taken care of, and are conducting an internal review of our systems to help further harden our defenses against similar attacks in the future. In addition, we have retained AllClear ID, specialists in identity theft protection, to provide you with 24 months of identity protection services, with our compliments. Instructions for accessing these services are enclosed.

What You Can Do

We recommend that you contact your credit or debit card company or bank to request a replacement card, if you have not already done so. If you use your Tatcha.com password for other accounts, we recommend you change your password. And as always, we recommend that you remain vigilant for incidents of fraud and identity theft, including regularly viewing your account statements and monitoring your free credit reports.



01-02-1-00

As an added precaution, we have arranged to have AllClear ID protect your identity for 24 months at no cost to you. The following identity protection services began on April 26, 2017 and you can use them at any time during the next 24 months.

AllClear Identity Repair: This service is automatically available to you with no enrollment required. If a problem arises, simply call 1-855-216-1058 and a dedicated investigator will help recover financial losses, restore your credit and make sure your identity is returned to its proper condition.

AllClear Credit Monitoring: This service offers additional layers of protection including credit monitoring and a \$1 million identity theft insurance policy. To use this service, you will need to provide your personal information to AllClear ID. You may sign up online at enroll.allclearid.com or by phone by calling 1-855-216-1058 using the following redemption code: Redemption Code.

Please note: Additional steps may be required by you in order to activate your phone alerts and monitoring options.

For more information on how you can help protect yourself, please review the enclosed *Steps You Can Take to Protect Yourself From Identity Theft*.

If you have any further questions or concerns about this incident, feel free to contact us at (888) 739-2932 ext. 1 on Monday through Friday between 9 a.m. and 5 p.m. PDT, or by email at info@tatcha.com. We thank you for your continued support.

-- *The Tatcha Team*

Steps You Can Take to Protect Yourself From Identity Theft

1. Review your account statements and credit reports and notify law enforcement and Tatcha of suspicious activity.

Even if you do not feel the need to register for a credit monitoring service, as a precautionary measure, we recommend that you regularly review statements from your bank, credit card, and other accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1.877.322.8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies:

Equifax

P.O. Box 740241
Atlanta, GA 30374
www.equifax.com
1.888.766.0008

Experian

P.O. Box 9532
Allen, TX 75013
www.experian.com
1.888.397.3742

TransUnion

P.O. Box 2000
Chester, PA 19022-2000
www.transunion.com
1.800.680.7289

When you receive your credit reports, look them over carefully. Look for accounts that you did not open and/or inquiries from creditors that you did not initiate. Also check to see if your personal information on the credit report is accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

We recommend that you remain vigilant in your review of your account statements and credit reports. You should promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission. A copy of a police report may be required by creditors to clear up your records.

2. Consider placing a fraud alert or a security freeze on your credit files.

Fraud Alerts: There are two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may request that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national credit reporting agencies listed above.

Security Freezes: You may have the right to put a security freeze, also known as a credit freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A security freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a security freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Security freeze laws vary from state to state.

Keep in mind that when you place the freeze, you may not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. In addition, you may incur fees to place, lift and/or remove a credit freeze. The cost of placing, temporarily lifting, and removing a security freeze also varies by state, generally \$5 to \$20 per action at each credit reporting company. *Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit reporting company.* Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies at the numbers above to find out more information.



3. Learn more about how to protect yourself from identity theft.

You may wish to review the Federal Trade Commission's guidance on how consumers can protect themselves against identity theft. For more information:

Federal Trade Commission
600 Pennsylvania Avenue NW
Washington, DC 20580
www.ftc.gov/idtheft
1.877.ID.THEFT (1.877.438.4338)

For residents of Maryland: You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General:

Maryland Office of the Attorney General
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
1-888-743-0023
www.oag.state.md.us

For residents of North Carolina: You may also obtain information about preventing and avoiding identity theft from the North Carolina Attorney General's Office:

North Carolina Attorney General's Office
Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-5-NO-SCAM
www.ncdoj.gov