

March 16, 2017

Lindsay B. Nickle
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Attorney General Joseph A. Foster
Office of the Attorney General
33 Capitol Street
Concord, NH 03302

Re: Data Security Incident

Dear Attorney General Foster:

We represent Comfort Technology, d/b/a Therafit Shoes (“Therafit”), located in Miami Gardens, Florida, with respect to a recent potential data security incident described in more detail below. Therafit takes the security and privacy of the information in its control very seriously, and is taking steps to prevent a similar incident from occurring in the future.

1. Nature of the security incident.

On February 21, 2017, Therafit discovered that an unknown individual may have accessed the credit or debit card information customers typed into its website for the purpose of making a purchase from its online store, www.therafitshoe.com. As soon as Therafit discovered what happened, they immediately took action to secure their system and started an investigation to determine what information may have been accessed. Therafit determined that the unknown individual may have accessed customer payment card information, including name, address, telephone number, and credit or debit card information.

2. Number of New Hampshire residents affected.

Four (4) New Hampshire residents were affected by this security incident. Notification letters to those individuals were mailed on March 16, 2017, by first class mail. A sample copy of the notification letter is included with this letter.

3. Steps taken or plan to take relating to the incident.

Therafit is taking steps to prevent a similar event from occurring in the future, and to protect the privacy and security of customer information. These steps include conducting a complete security review of its website and changing all administrative passwords. In addition, Therafit is in the process of changing its ecommerce platform to a new provider with stronger security measures. Therafit is also offering potentially impacted individuals credit monitoring and identity theft protection services for one year, at no cost to the individual, through Equifax®. Notification is also being provided to the credit reporting agencies.

Bank of America Plaza, 901 Main Street, Suite 4800 • Dallas, Texas 75202 • p 214.698.8000 • f 214.698.1101

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4. **Contact information.**

Therafit remains dedicated to protecting the sensitive information in its control. If you have any questions or need additional information, please do not hesitate to contact me at Lindsay.Nickle@wilsonelser.com or (214) 698-8093.

Please let us know if you have any questions.

Very truly yours,

**Wilson Elser Moskowitz
Edelman & Dicker LLP**



Lindsay B. Nickle

Enclosure



THERAFIT SHOE

1578 NW 165th Street
Miami Gardens, FL 33169
T 866-393-9291
customerservice@therafitshoe.com
www.therafitshoe.com

Friday, March 10, 2017

«Customer_First_Name» «Customer_Last_Name»
«Address»
«City», «State» «ZIP»

Personal Activation Code: «Code»

Dear «Customer_First_Name» «Customer_Last_Name»

We are writing to inform you of an incident that may have resulted in the disclosure of your name and payment card information. We take the security of your personal information very seriously, and sincerely apologize for any inconvenience this incident may cause. This letter contains information about steps you can take to protect yourself, and resources we are making available to assist you.

On February 21, 2017, we discovered that an unknown individual may have accessed the credit or debit card information you typed into our website for the purpose of making a purchase from our online store, www.therafitshoe.com. As soon as we discovered what happened, we immediately took action to secure our system and started an investigation to determine what information may have been accessed. We determined that the unknown individual may have accessed customer payment card information, including your name, address, telephone number, and credit or debit card information.

Securing your personal information is important to us. As a precautionary measure to safeguard your information from potential misuse, we have partnered with Equifax® to provide its Equifax Credit Watch™ Silver identity theft protection product for one year at no charge to you. A description of this product is provided in the attached material, which also contains instructions about how to enroll (including your personal activation code). If you choose to take advantage of this product, it will provide you with comprehensive credit file monitoring, automated alerts of key changes to your credit report, and up to \$25,000 in identity theft insurance with no deductible. You must complete the enrollment process by June 1, 2017. We urge you to consider enrolling in this product, at our expense, and we also recommend that you review the Additional Resources enclosed with this letter.

We want to assure you that we are taking steps to prevent a similar event from occurring in the future, and to protect the privacy and security of your information. These steps include conducting a complete security review of our website and changing all administrative passwords. In addition, we are in the process of changing our ecommerce platform to a new provider with stronger security measures.

Please know that the protection and security of your personal information is our utmost priority, and we sincerely regret any inconvenience or concern this matter may cause you. If you have any questions or concerns, please call 1-866-393-9291, Monday through Friday, 10:00 a.m. to 4:00 p.m. Eastern Time.

Sincerely,

Allyson Gettinger,
Customer Service Manager