



LEWIS BRISBOIS BISGAARD & SMITH LLP

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March 25, 2022

**VIA E-MAIL**

Attorney General John Formella  
Office of the Attorney General  
Consumer Protection Bureau  
33 Capitol Street  
Concord, NH 03301  
Email: [DOJ-CPB@doj.nh.gov](mailto:DOJ-CPB@doj.nh.gov)

Re: Notification of Data Security Incident

Dear Attorney General Formella:

We represent Tile Market of Delaware, Inc. (“Tile Market of Delaware”) in connection with a data security incident which is described in greater detail below. Tile Market of Delaware takes the protection of all sensitive information within its possession very seriously and is taking steps to prevent similar incidents from occurring in the future.

**1. Nature of the security incident.**

On December 8, 2021, Tile Market of Delaware was alerted to unusual activity from its bank regarding recent wire transfers. We immediately took steps to investigate the activity and secure the potentially impacted account. We also engaged a leading cybersecurity firm to assist with the investigation to determine whether any personal information may have been affected. After an extensive forensic investigation and data mining efforts, on March 9, 2022, we learned that your information may have been involved. We have no reason to believe that any personal information has been or will be misused. Nonetheless, out of an abundance of caution, we informed potentially impacted individuals about the incident, provided recommended steps individuals can take to protect their personal information, and offered complimentary credit monitoring services.

The potentially impacted personal information includes an individual’s name and Social Security number.

**2. Number of New Hampshire residents affected.**

Tile Market of Delaware mailed notification letters to the one (1) New Hampshire resident regarding this data security incident on March 25, 2022. A sample copy of the notification letter sent to the affected individuals is enclosed with this letter.

### **3. Steps taken relating to the incident.**

As soon as we discovered the incident, we took the steps described in Section 1. We also implemented additional security features for our email system to reduce the risk of a similar incident occurring in the future. We also notified the FBI and our local police department and will provide whatever cooperation is necessary to hold the perpetrators accountable. We further notified potentially impacted individuals of this event and advised them about steps they can take to help protect their information. In addition, out of an abundance of caution, for individuals whose Social Security numbers may have been involved, we offered complimentary credit and identity monitoring and protection services for 12 months through Experian, a national leader in identity theft protection.

### **4. Contact information.**

Tile Market of Delaware remains dedicated to protecting the personal information in its possession. If you have any questions or need additional information, please do not hesitate to contact me at 212.232.1366 or via email at [Maria.Efaplatidis@lewisbrisbois.com](mailto:Maria.Efaplatidis@lewisbrisbois.com).

Regards,



Maria Efaplatidis of  
LEWIS BRISBOIS BISGAARD & SMITH LLP

Enclosures: Sample consumer notification letter variations



Return Mail Processing  
PO Box 999  
Suwanee, GA 30024

To Enroll, Please Call:  
(855) 726-7329  
Or Visit:  
[www.experianidworks.com/plus](http://www.experianidworks.com/plus)  
Enrollment Code: **ABCDEFGHI**

4 1 680 \*\*\*\*\*SNGLP

SAMPLE A. SAMPLE - L01

APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



March 25, 2022

Re: [Extra1]

Dear Sample A. Sample:

At Tile Market of Delaware, Inc. ("Tile Market of Delaware"), we take the privacy and security of our client and employees' information very seriously. This is why I am writing to inform you of a data security incident that may have involved your personal information, offering you complimentary credit monitoring and identity protection services, and informing you about steps you can take to help protect your personal information.

**What Happened?** On December 8, 2021, Tile Market of Delaware was alerted to unusual activity from its bank regarding recent wire transfers. We immediately took steps to investigate the activity and secure the potentially impacted account. We also engaged a leading cybersecurity firm to assist with the investigation to determine whether any personal information may have been affected. After an extensive forensic investigation and data mining efforts, on March 9, 2022, we learned that your information may have been involved. We have no reason to believe that your personal information has been misused. Nonetheless, out of an abundance of caution, we are writing to inform you about the incident and to share with you steps you can take to protect your personal information.

**What Information Was Involved?** The information which may have been affected included names[Extra2].

**What Are We Doing?** As soon as we discovered the incident, we took the steps described above. We also implemented additional security features for our email system to reduce the risk of a similar incident occurring in the future. We also notified the Federal Bureau of Investigation (FBI) and the local police department and will cooperate with law enforcement to hold the perpetrators accountable. We are further notifying you of this event and advising you about steps you can take to help protect your information. In addition, out of an abundance of caution, we are offering you complimentary credit monitoring and identity protection services for [Extra3] months through an identity protection services expert, Experian, a national leader in identity theft protection.

The Experian services include:

- **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.
- **Internet Surveillance:** Technology searches the web, chat rooms & bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web.
- **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.

With this protection, Experian will help you resolve issues in the event that your identity is compromised.

To receive credit monitoring 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. You can enroll in free Experian identity protection services by calling (855) 726-7329 or going to [www.experianidworks.com/plus](http://www.experianidworks.com/plus) and using the Enrollment Code provided above. Experian representatives are available Monday through Friday 6:00 am – 8:00 pm Pacific Time or Saturday through Sunday, 8:00 am – 5:00 pm Pacific Time.

Please note you must enroll by June 30, 2022. If you have questions or need assistance, please call Experian at (855) 726-7329.

**For More Information:** Information about additional steps you can take to protect your identity is included on the accompanying pages. If you have any questions about this letter, please contact Experian at (855) 726-7329, Monday through Friday, 6:00 am – 8:00 pm Pacific Time or Saturday through Sunday, 8:00 am – 5:00 pm Pacific Time. Be prepared to provide your engagement number: **[Engagement Number]**.

On behalf of Tile Market of Delaware, thank you for your understanding about this incident. Please accept our sincere apologies and know that we deeply regret any concern or inconvenience this matter may cause you.

Sincerely,



John Watson

President

Tile Market of Delaware, Inc.

\* 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.

## STEPS YOU CAN TAKE TO PROTECT YOUR PERSONAL INFORMATION

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity:** As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

**Copy of Credit Report:** You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

**Equifax**

P.O. Box 105851  
Atlanta, GA 30348  
1-800-525-6285  
[www.equifax.com](http://www.equifax.com)

**Experian**

P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion**

P.O. Box 1000  
Chester, PA 19016  
1-800-916-8800  
[www.transunion.com](http://www.transunion.com)

**Fraud Alert:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

**Security Freeze:** You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

**Additional Free Resources:** You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

**Federal Trade Commission**

600 Pennsylvania Ave, NW  
Washington, DC 20580  
consumer.ftc.gov, and  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)  
1-877-438-4338

**Maryland Attorney General**

200 St. Paul Place  
Baltimore, MD 21202  
oag.state.md.us  
1-888-743-0023

**New York Attorney General**

Bureau of Internet and Technology  
Resources  
28 Liberty Street  
New York, NY 10005  
1-212-416-8433

**North Carolina Attorney General**

9001 Mail Service Center  
Raleigh, NC 27699  
ncdoj.gov  
1-877-566-7226

**Rhode Island Attorney General**

150 South Main Street  
Providence, RI 02903  
<http://www.riag.ri.gov>  
1-401-274-4400

**Washington D.C. Attorney  
General**

441 4th Street, NW  
Washington, DC 20001  
oag.dc.gov  
1-202-727-3400

**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.