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September 17, 2021

Via First Class Mail

Attorney General John Formella  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03302

RECEIVED

SEP 20 2021

COMMUNICATIONS

Re: Data Security Incident

Dear Attorney General Formella:

Wilson Elser Moskowitz Edelman and Dicker LLP (“Wilson Elser”) represents Tractor Central, located at 1706 York Street, Suite 2, Bloomer, WI 54724, with respect to a data security incident described in more detail below. Tractor Central takes the security and privacy of the information in its control seriously, and has taken steps to prevent a similar incident from occurring in the future.

**1. Description of the Incident.**

In or about April 2021, Tractor Central experienced a ransomware incident that may have resulted in the exposure of personal information of individuals, including current and former vendors, employees and dependents of employees, to an unknown individual who was not authorized to view it (the “Incident”). Tractor Central has since worked diligently to determine exactly what happened and what information was involved as a result of this Incident.

Based on the results of an investigation conducted by third-party forensic vendors, Tractor Central determined that the following elements of personal information were potentially accessed and/or acquired by an unauthorized individual: names, addresses, dates of birth, passport numbers, digital signatures, payment card information, financial account information, social security number and medical information. The exact elements of personal information that may have been exposed as a result of this incident varies per individual.

As of this writing, Tractor Central has not received any reports of fraud or identity theft related to this matter.

1133 Westchester Avenue • White Plains, NY 10604 • p 914.323.7000 • f 914.323.7001

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

Tractor Central discovered that the Incident may have resulted in the unauthorized exposure of information pertaining to one (1) New Hampshire resident. A notification letter to this individual will be mailed on September 16, 2021, via First Class Mail. A Sample copy of the notification letter is attached as **Exhibit A**.

**3. Steps taken.**

Upon discovery of the Incident, Tractor Central worked with cybersecurity counsel to investigate how the Incident occurred and what information was potentially compromised. Tractor Central is committed to ensuring the security of all information in its control, and is taking steps to prevent a similar event from occurring in the future, including strengthening its security posture. Additionally, all notified individuals whose social security number and/or financial account information were potentially compromised were offered complimentary identity theft and credit monitoring services for twelve (12) months.

**4. Contact information.**

Tractor Central Centers remains dedicated to protecting the sensitive information within its control. If you have any questions or need additional information, please do not hesitate to contact me at [Richard.Reiter@wilsonelser.com](mailto:Richard.Reiter@wilsonelser.com) or (914) 872-7728.

Very truly yours,

WILSON ELSER MOSKOWITZ EDELMAN AND DICKER LLP

*Richard Reiter*

Richard Reiter

## **EXHIBIT A**



10300 SW Greenburg Rd.  
Suite 570  
Portland, OR 97223

**For More Information or to Enroll,  
Please Call our Dedicated  
Call Center:  
1-833-903-3648**

**Or Visit:**  
<https://app.idx.us/account-creation/protect>

**Enrollment Code:**  
<<XXXXXXXX>>

***Via First-Class Mail***

<<first\_name>> <<middle\_name>> <<last\_name>> <<sufx>>  
<<address\_1>> <<address\_2>>  
<<city>>, <<state\_province>> <<postal\_code>>

September 15, 2021

Notice of Data Incident

Dear <<first\_name>> <<last\_name>>:

Tractor Central recently experienced a data security incident which may have affected your personal information (hereinafter, the “Incident”). Tractor Central takes the security of your personal information seriously, and we sincerely apologize for any inconvenience this incident may cause. This letter contains information about the Incident, our response to the Incident, and actions you can take to safeguard your information.

**What Happened**

Tractor Central experienced a ransomware attack in April 2021. During a typical ransomware attack, cybercriminals try to “lock” an organization’s digital files in an attempt to get paid for a digital key to unlock the files. We promptly launched an investigation, engaged a national cybersecurity firm to assist in assessing the scope of the incident and took steps to mitigate the potential impact to our clients, employees and their dependents. Unfortunately, these types of incidents are becoming increasingly common, and even organizations with some of the most sophisticated IT infrastructure available are affected. We have since worked diligently to determine exactly what happened and what information was involved as a result of this incident.

**What Information Was Involved**

The elements of your personal information that were potentially exposed may have included, and potentially were not limited to: your name, address, date of birth, passport number, digital signature, payment card information, financial account information social security number and medical information. Please note that there is no evidence at this time that any of your personal information has been misused as a result of this incident.

**What We Are Doing**

We are working with cybersecurity counsel to determine the actions to take in response to the incident. Together, we continue to investigate and closely monitor the situation. Further, we are taking steps to strengthen our security posture to prevent a similar event from occurring again in the future.

Out of an abundance of caution, we have arranged for you to enroll in a complementary, identity theft protection services through IDX, the data breach and recovery services expert. IDX identity protection services include: <<twelve (12)/twenty-four (24)>> months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed id theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

## **What You Can Do**

As a safeguard, Tractor Central has arranged for you to enroll, at no cost to you, in an online credit monitoring service through IDX for <<twelve (12)/twenty-four (24)>> months from the date of enrollment.

## **How to Enroll: You can sign up online or by phone**

To enroll in the complimentary IDX identity protection services that we are offering you, please go to <https://app.idx.us/account-creation/protect> and using Enrollment Code <<Insert Unique Activation Code>>, follow the steps to receive the credit monitoring service online within minutes. If you do not have access to the Internet and wish to enroll, please call IDX's toll-free hotline at 1-833-903-3648.

You can sign up online or by phone for the IDX identity protection services anytime between now and December 15, 2021. Please note that credit monitoring services might not be available for individuals who do not have a credit file with TransUnion or an address in the United States (or its territories) and a valid Social Security number. Enrolling in this service will not affect your credit score.

Once you are enrolled, you will be able to obtain <<twelve (12)/twenty-four (24)>> months of the daily credit monitoring service that will notify you if there are any critical changes to your credit file at TransUnion, including fraud alerts, new inquiries, new accounts, new public records, late payments, changes of address, and more. The service also includes access to an identity restoration program that provides assistance in the event that your identity is compromised and up to \$1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)

At this time, we are not aware of anyone experiencing fraud as a result of this incident. That said, we strongly encourage you to remain vigilant and monitor your account statements for any suspicious activity. We also recommend that you review the following page, which contains important additional information about steps you can take to safeguard your personal information, such as the implementation of fraud alerts and security freezes.

## **For More Information**

Please know that the protection of your personal information is a top priority, and we sincerely regret any concern or inconvenience that this matter may cause you. If you have any questions, please do not hesitate to call 1-833-903-3648, Monday through Friday from 9 am - 9 pm Eastern Time.

Sincerely,

Tractor Central

### Additional Important Information

**For residents of Hawaii, Michigan, Missouri, Virginia, Vermont, and North Carolina:** It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

**For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia:**

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report from each of the three nationwide credit reporting agencies. To order your free credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com), or call toll-free at 1-877-322-8228. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available at <https://www.consumer.ftc.gov/articles/0155-free-credit-reports>) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

**For residents of Iowa:** State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

**For residents of Oregon:** State laws advise you to report any suspected identity theft to law enforcement, including the Attorney General, and the Federal Trade Commission.

**For residents of Maryland, Rhode Island, Illinois, New York, and North Carolina:** You can obtain information from the Maryland and North Carolina Offices of the Attorney General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

**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](http://www.oag.state.md.us)

**Rhode Island Office of the Attorney General** Consumer Protection, 150 South Main Street, Providence, RI 02903  
1-401-274-4400 [www.riag.ri.gov](http://www.riag.ri.gov)

**North Carolina Office of the Attorney General** Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001  
1-877-566-7226 [www.ncdoj.com](http://www.ncdoj.com)

**Federal Trade Commission** Consumer Response Center, 600 Pennsylvania Ave, NW Washington, DC 20580  
1-877-IDTHEFT (438-4338) [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)

**New York Office of Attorney General** Consumer Frauds & Protection, The Capitol, Albany, NY 12224  
1-800-771-7755 <https://ag.ny.gov/consumer-frauds/identity-theft>

**For residents of Massachusetts:** It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft.

**For residents of all states:**

**Fraud Alerts:** You can place fraud alerts with the three credit bureaus by phone and online with Equifax ([https://assets.equifax.com/assets/personal/Fraud\\_Alert\\_Request\\_Form.pdf](https://assets.equifax.com/assets/personal/Fraud_Alert_Request_Form.pdf)); TransUnion

(<https://www.transunion.com/fraud-alerts>); or Experian (<https://www.experian.com/fraud/center.html>). A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. As of September 21, 2018, initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are at the bottom of this page.

**Monitoring:** You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

**Security Freeze:** You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse or a minor under the age of 16, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name

and current mailing address, and the date of issue. As of September 21, 2018, it is free to place, lift, or remove a security freeze. You may also place a security freeze for children under the age of 16. You may obtain a free security freeze by contacting any one or more of the following national consumer reporting agencies:

**Equifax Security Freeze (FVAD)**

P.O. Box 105788

Atlanta, GA 30348

<https://www.equifax.com/personal/credit-report-services/credit-freeze/>

800-525-6285

**Experian Security Freeze**

P.O. Box 9554

Allen, TX 75013

[www.experian.com/freeze](http://www.experian.com/freeze)

888-397-3742

**TransUnion**

P.O. Box 2000

Chester, PA 19022

[freeze.transunion.com](http://freeze.transunion.com)

800-680-7289

More information can also be obtained by contacting the Federal Trade Commission listed above.