



uDecor, Inc.

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May 18th, 2020

Office of the Attorney General
33 Capitol Street
Concord, NH 03301

RE: Data Security Breach Notification

To whom it may concern:

We experienced a breach on our server that allowed a hacker to gain access to credit card and billing information during the time of checkout on our websites Proceilingtiles.com and uDecor.com from April 17th to May 5th, 2020. We believe the breach to be the result of a file that was affected during an automatic update from GoDaddy allowing hackers access to remote servers. The breach was discovered May 5th and we immediately shut down our checkout process until we worked with GoDaddy and PayPal to ensure that the intrusion was resolved.

During the time that our system was compromised, 12 residents of New Hampshire had their credit card and billing information exposed to the hackers. We alerted these residents on May 7th via email, which we are providing a copy of in letter format attached to this notification. In addition to email, we also reached out by phone to residents that did not reply to the first email to ensure that we could get the information to them as quickly as possible so they could protect against unauthorized use on their card.

Even though our system is now free of the hacker's intrusion, we continue to work with GoDaddy to pinpoint its origin as we believe it is something that occurred on a large scale due to a recent breach in GoDaddy's security.

We deeply apologize for the inconvenience this breach has caused your residents. In the event you have any questions regarding the data breach you may reach me by email or phone.

With Regards,

Robert Welch
Vice President, uDecor Inc.
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Subject: IMPORTANT - PLEASE READ REGARDING DATA BREACH

Dear Valued Customer,

We regret to inform you that on the evening of May 5th, we became aware that approximately 28,000 of GoDaddy's hosted sites were exposed to a potential data breach. We believe that data breach allowed hackers to compromise uDecor from April 17th to May 5th. While we never store credit card information on our site, we believe the hackers were able to capture credit card information the moment orders were placed. Unfortunately, since your order was paid for during this period, it is likely that someone now has unauthorized access to your card information.

What You Should Do

Please call the number on the back of your credit card (or login to their website) and let them know that your credit card information was stolen. They will issue you a new card number and mail you a replacement card.

We also recommend checking your credit card statement to make sure that there haven't been any fraudulent orders placed already. If you notice any charges that you didn't authorize, you can alert your credit card company and they will refund you for any fraudulent charges. If you happen to notice that the charge was placed in the last few days, we also recommend calling the merchant that charged it and alerting them; sometimes the fraudulent order hasn't shipped yet and you can greatly help the merchant by alerting them it wasn't you that placed the order.

What Steps We Are Taking

In addition to emailing and calling all of our customers from the past 20 days, we have halted all credit card processing on our website until the issue can be fully resolved. Unfortunately, there is little that can be done to find or prosecute the hacker. We apologize for the great inconvenience this data breach causes and are working with GoDaddy to both resolve the current crisis and take any steps to prevent future intrusions.

Read This Far? Hit Reply to Save a Call

If you can help us by simply replying back to this email with a blank email to let us know you've received it we'd greatly appreciate it. Emails often don't get seen so over the next several days our team is also calling every customer (because we would want a company to do the same for us). If you reply back we'll know you received this information already and it will allow us to reach everyone more quickly.

Questions

Please call or email us if you need any assistance or have any questions on how to get your credit card replaced. We are so sorry for this inconvenience, and are happy to guide you through the process and help in any way we can.

Sincerely,

Your uDecor Team
877-550-0600
sales@udecor.com

