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February 15, 2021

**VIA EMAIL**

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

Re: Notification of Data Security Incident

Dear Attorney General MacDonald:

We represent Vitamin Portfolio, located in Lenox, MA, in connection with a data security incident described in greater detail below. Vitamin Portfolio 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 August 31, 2020, Vitamin Portfolio which services the websites [drhyman.com](http://drhyman.com), [ultrawellnesscenter.com](http://ultrawellnesscenter.com) and [healthyvivingshop.com](http://healthyvivingshop.com), learned that credit card information for some of its customers may have been accessed without authorization. Upon learning about this, Vitamin Portfolio launched an investigation and engaged an independent computer forensics firm to determine what happened and what information may have been accessed. On November 16, 2020, the investigation determined that this incident was isolated to a limited number of credit card holders and some personal information may have been compromised. Vitamin Portfolio then took steps to identify the potentially impacted individuals so that notification letters could be sent. The information potentially impacted by this incident includes names, addresses, and payment card information.

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

A total of one hundred ten (110) residents of New Hampshire were affected by this incident. Notification letters were mailed, via first class mail, to potentially impacted individuals on February 10, 2021. A sample copy of the notification letter is included with this letter.

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

Vitamin Portfolio has taken steps in response to this incident to prevent similar incidents from occurring in the future by migrating its online store to a new shopping platform and testing to ensure it is safe and secure for all purchases.

**4. Contact information.**

Vitamin Portfolio 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 (214) 722-7141 or via email at [Lindsay.Nickle@lewisbrisbois.com](mailto:Lindsay.Nickle@lewisbrisbois.com).

Regards,



Lindsay B. Nickle of  
LEWIS BRISBOIS BISGAARD & SMITH LLP

LBN:JH

Enclosure: Consumer notification letter

# Vitamin Portfolio

C/O IDX  
PO Box 4129  
Everett WA 98204

ENDORSE



NAME

ADDRESS1

ADDRESS2

CSZ

COUNTRY



SEQ  
CODE 2D  
Ver 1AD

BREAK

February 10, 2021

Re: Notice of Data Security Incident

Dear <<First Name>> <<Last Name>>,

We are writing to inform you about a data security incident that may have involved your personal information. At Vitamin Portfolio, we take the privacy and security of our member's information very seriously. This is why we are notifying you of the incident and informing you about steps you can take to help protect your personal information.

**What Happened?** On August 31, 2020, Vitamin Portfolio which services the websites [drhyman.com](http://drhyman.com), [ultrawellnesscenter.com](http://ultrawellnesscenter.com) and [healthylivingshop.com](http://healthylivingshop.com), learned that credit card information for some of our customers may have been accessed without authorization. Upon learning about this, we launched an investigation and engaged an independent computer forensics firm to determine what happened and what information may have been accessed. On November 16, 2020, the investigation determined that this incident was isolated to a limited number of credit card holders and some personal information may have been compromised.

**What Information Was Involved?** Based on our investigation, the information involved may have included your name, username, address, payment card number, expiration date, and payment card security code.

**What Are We Doing?** As soon as we discovered the incident, we took the steps described above. We have also migrated our online store to a new shopping platform and taken steps to ensure it is safe and secure for all purchases. We are also providing you with this notice and information about steps you can take to help protect your personal information.

**What You Can Do:** We recommend that you review the guidance included with this letter about how to protect your personal information and remain vigilant by reviewing account statements and monitoring free credit reports.

**For More Information:** If you have questions or need assistance, please call 1-833-726-0936, Monday through Friday from 9 a.m. to 9 p.m. Eastern Time. You can also visit <https://response.idx.us/vitamin-portfolio>. Please accept our sincere apologies and know that we deeply regret any worry or inconvenience that this may cause you.

Sincerely,  
Dhru Purohit, CEO  
Vitamin Portfolio

**Vitamin Portfolio**  
55 Pittsfield Road  
Lenox, MA 01240

## Steps You Can Take to Further Protect Your 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 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 can print this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact one of the following three national credit reporting agencies:

<b>TransUnion</b> P.O. Box 1000 Chester, PA19016 1-800-909-8872 <a href="http://www.transunion.com">www.transunion.com</a>	<b>Experian</b> P.O. Box 9532 Allen, TX 75013 1-888-397-3742 <a href="http://www.experian.com">www.experian.com</a>	<b>Equifax</b> P.O. Box 105851 Atlanta, GA 30348 1-800-685-1111 <a href="http://www.equifax.com">www.equifax.com</a>	<b>Free Annual Report</b> P.O. Box 105281 Atlanta, GA 30348 1-877-322-8228 <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>
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**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 90 days. 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:** Under U.S. law, 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. Contact information for the FTC is: **Federal Trade Commission**, 600 Pennsylvania Ave, NW, Washington, DC 20580, [www.consumer.ftc.gov](http://www.consumer.ftc.gov) and [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft), 1-877-438-4338. Residents of New York, Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

<b>New York Attorney General Bureau of Internet and Technology Resources</b> 28 Liberty Street New York, NY 10005 <a href="mailto:ifraud@ag.ny.gov">ifraud@ag.ny.gov</a> 1-212-416-8433	<b>Maryland Attorney General</b> 200 St. Paul Place Baltimore, MD 21202 <a href="http://www.oag.state.md.us">www.oag.state.md.us</a> 1-888-743-0023	<b>North Carolina Attorney General</b> 9001 Mail Service Center Raleigh, NC 27699 <a href="http://www.ncdoj.gov">www.ncdoj.gov</a> 1-877-566-7226	<b>Rhode Island Attorney General</b> 150 South Main Street Providence, RI 02903 <a href="http://www.riag.ri.gov">www.riag.ri.gov</a> 401-274-4400
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**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 others. For more information about the FCRA, and your rights pursuant to the FCRA, please visit [http://files.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf)