



Wealth  
Enhancement  
Group®

2020 AUG -3 PM 12: 59

**VIA CERTIFIED MAIL**

July 28, 2020

Attorney General Gordon J. MacDonald  
Office of the New Hampshire Attorney General  
Attn: Security Breach Notification  
33 Capitol Street  
Concord, NH 03301

Dear «First\_Name»

Pursuant to N.H. Rev. Stat. § 359-C:20 Wealth Enhancement Group, LLC (the parent company of Wealth Enhancement Advisory Services, LLC, a registered investment advisor) is writing to notify you about a cybersecurity incident we recently experienced and the steps we are taking to address the incident.

On March 22, 2020 an unauthorized person gained access to a limited number (three) of employees' email accounts through phishing. This incident affected the personal information of ten (10) New Hampshire residents. The information that the unauthorized party may have been able to access may have included full name, address phone number, email address, social security number, driver's license number or state identification number, or financial account numbers.

After becoming aware of this incident, we took prompt action to secure the limited number of employees' individual email accounts to help ensure that the unauthorized person no longer had access. We also took additional steps to contain the situation, including engaging outside information security and technology experts to assist in our review and investigation of the incident. As part of this investigation, our information security and technology experts were engaged to determine what, if any, information may have been able to be accessed. On June 11, 2020 we concluded our investigation and confirmed the individuals whose nonpublic personal information was affected by this incident.

Individuals will receive written notification of this incident postmarked no later than July 23, 2020. A copy of the template notice to individuals is being sent along with this letter.

Wealth Enhancement Group has arranged for affected individuals to receive complimentary credit monitoring and identity theft protection for two (2) years (if individuals desire to obtain such protection) through Experian.

In addition to our existing security measures, Wealth Enhancement Group has reviewed and implemented additional options to enhance our technology and security practices to reduce the risk of a similar issue occurring in the future, including deployment of multi-factor authentication and conducting additional employee training. We are also notifying the three largest nationwide consumer reporting agencies, including Equifax, Experian and TransUnion, of this incident.

For more information, please contact Wealth Enhancement Group's outside counsel for this incident, Linda Emery at 414-277-3038 or [Linda.Emery@quarles.com](mailto:Linda.Emery@quarles.com).

Sincerely,

A handwritten signature in black ink that reads "Linda C. Emery".

Linda C. Emery

Advisory services offered through Wealth Enhancement Advisory Services, LLC (WEAS), a registered investment advisor. Certain, but not all, investment advisor representatives (IARs) of WEAS are also registered representatives of and offer securities through LPL Financial, member FINRA/SIPC. Wealth Enhancement Group and WEAS are separate entities from LPL. Wealth Enhancement Group is a registered trademark of Wealth Enhancement Group, LLC.

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1-800-492-1222



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wealthenhancement.com

Notice of Data Breach  
Please read this entire letter.

July \_\_, 2020

Dear <<Individual Mailing Name>>,

We hope that you, your family and loved ones are doing as well as possible during these challenging times. As you likely know, cybersecurity-related incidents are on the rise and, out of an abundance of caution, we wanted to notify you that an unauthorized person recently accessed a limited number of Wealth Enhancement Group individual employees' email accounts.

Following our investigation, we have concluded that your specific nonpublic personal information may have been accessed by an unauthorized person as a result of this incident. We recognize the concern this may cause, and we want to inform you of the steps we have taken and provide you with information on steps you can take to further protect your personal information.

**WHAT HAPPENED?**

During our preliminary investigation, we learned that on March 22, 2020 an unauthorized person gained access to a limited number of employees' email accounts through a process called "phishing." Phishing occurs when a third-party bad actor is disguised to appear as though it is a known source requesting authorized access to user or email account information, such as a password. Because we have proactively invested in sophisticated cybersecurity technology and training, we were promptly alerted of the threat and took immediate action to secure the impacted email accounts. On June 11, 2020 we concluded our investigation and confirmed that you may have had nonpublic personal information affected by this incident.

**WHAT ARE WE DOING?**

After becoming aware of this incident, we took prompt action to secure the limited number of employees' individual email accounts to help ensure that the unauthorized person no longer had access. We also took additional steps to contain the situation, including engaging outside information security and technology experts to assist in our review and investigation of the incident. As part of this investigation, our information security and

technology experts were engaged to determine what, if any, information may have been able to be accessed.

Because we want you to have maximum peace of mind, we are offering a complimentary 24-month credit monitoring and identity theft protection package through Experian IdentityWorks<sup>SM</sup>. To activate your membership and start monitoring your personal information please follow the steps found in Attachment 1 to this letter.

In addition to our existing security measures, we have reviewed and implemented additional options to enhance our technology and security practices to reduce the risk of a similar issue occurring in the future.

### **WHAT INFORMATION MAY HAVE BEEN INVOLVED?**

The information that the unauthorized person may have been able to access may have included full name, address phone number, email address, social security number, driver's license number or state identification number, or financial account numbers.

### **WHAT YOU CAN DO.**

In addition to using the credit monitoring and identity theft protection described in Attachment 1 of this letter, we recommend that you remain vigilant for incidents of fraud and identity theft by reviewing your account statements and monitoring free credit reports to detect errors resulting from the security incident. Promptly report any fraudulent activity or any suspected incidents of identity theft to your financial institutions or company with which the account is maintained, as well as applicable authorities, including local law enforcement, your state attorney general and the Federal Trade Commission ("FTC"). Individuals also have the right to obtain a police report in the event one has been created for this incident.

Additionally, to minimize the risk of tax return fraud, the FTC and the IRS both generally recommend that individuals file their income taxes for each year as early as possible.

Please note that we will not email or call you regarding this incident to ask for your personal information. We suggest that you remain cautious when opening emails, clicking on links, responding to requests for entering network credentials, or giving personal information over the phone to anyone claiming to be from Wealth Enhancement Group.

### **FOR MORE INFORMATION.**

We are strongly committed to protecting your personal information, and we apologize for any concern this situation has caused. For further information and assistance, please

contact <<Advisor\_Name>>, a member of the financial advisory team at Wealth Enhancement Group.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Dekko". The signature is fluid and cursive, with the first name "Jeff" and last name "Dekko" clearly distinguishable.

Jeff Dekko  
Chief Executive Officer  
Wealth Enhancement Group



## **ATTACHMENT 1**

### **OTHER IMPORTANT INFORMATION**

#### **CREDIT MONITORING & IDENTITY THEFT PROTECTION SERVICES**

Because we want you to have peace of mind, we are offering a complimentary 24-month credit monitoring and identity theft protection package through Experian. To activate your membership and start monitoring your personal information please follow the steps below:

- Visit the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bplus>
- Provide your activation code: <<Experian\_Code>>
- Ensure that you enroll by: July 8, 2021 (Your code will not work after this date.)

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 1-877-890-9332 by July 8, 2021. Be prepared to provide engagement number DB21204 as proof of eligibility for the identity restoration services by Experian.

#### **SECURITY FREEZE & FRAUD ALERTS**

You can obtain additional information from the FTC and national credit reporting agencies about placing a security freeze on your credit files and fraud alerts. 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.

#### **ADDITIONAL INFORMATION ON CREDIT MONITORING & IDENTITY THEFT**

You can obtain information from these sources about preventing identify theft:

##### **Federal Trade Commission**

[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)  
1-877-ID-THEFT (1-877-438-4338)  
Federal Trade Commission  
600 Pennsylvania Avenue NW  
Washington, DC 20580

*Take Charge: Fighting Back Against Identity Theft.* This is a comprehensive guide from the FTC to help you guard against and deal with identity theft: <https://www.identitytheft.gov/>.

## **CREDIT BUREAUS**

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 [www.annualcreditreport.com](http://www.annualcreditreport.com), calling 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 can print a copy of the request form at [www.annualcreditreport.com/manualRequestForm.action](http://www.annualcreditreport.com/manualRequestForm.action).

You may also decide to purchase a copy of your credit report by contacting one of the three national credit reporting agencies listed here:

### **Equifax**

1-800-685-1111  
[www.equifax.com/CreditReport  
Assistance](http://www.equifax.com/CreditReportAssistance)  
P.O. Box 740241  
Atlanta, GA 30374

### **Experian**

1-888-397-3742  
[www.experian.com](http://www.experian.com)  
P.O. Box 2002  
Allen, TX 75013

### **TransUnion**

1-800-888-4213  
[www.transunion.com/fraud](http://www.transunion.com/fraud)  
P.O. Box 1000  
Chester, PA 19016

## **ADDENDUM FOR RHODE ISLAND AND NORTH CAROLINA RESIDENTS**

### **For North Carolina Residents**

You can obtain information from these sources about preventing identify theft from the FTC or:

#### **North Carolina Attorney General:**

Visit the North Carolina Office of the Attorney General at:  
[www.ncdoj.gov](http://www.ncdoj.gov) or call 1-877-566-7226  
or write to this address:  
Attorney General's Office  
9001 Mail Service Center  
Raleigh, NC 27699-9001

### **For Rhode Island Residents**

Four (4) individuals in Rhode Island were affected by this incident. You may obtain information about preventing identity theft from:

#### **Rhode Island Attorney General:**

Visit the Rhode Island Office of the Attorney General at:  
[www.riag.ri.gov](http://www.riag.ri.gov), or call (401) 274-4400  
or write to this address:  
Rhode Island Office of the Attorney General  
Consumer Protection Unit

150 South Main Street  
Providence, RI 02903

**FOR MARYLAND RESIDENTS**

You can obtain information from these sources about preventing identify theft from the FTC or:

**Maryland Attorney General:**

Visit the Maryland Office of the Attorney General, Identity Theft Unit at:

<http://www.marylandattorneygeneral.gov/Pages/IdentityTheft/default.aspx>

or call (410) 576-6491

or write to this address:

Maryland Office of the Attorney General

Identity Theft Unit

16th Floor

200 St. Paul Place

Baltimore, MD 21202