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October 13, 2017

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

Re: Data Security Incident

Dear Attorney General MacDonald:

I represent West Music, Inc. ("West Music") with respect to a data security incident involving the potential disclosure of certain personal information described in more detail below.

1. Nature of security incident.

Aptos, the vendor who provides payment card processing for purchases made from websites operated by West Music and located at www.westmusic.com and www.percussionsource.com, notified West Music on August 24, 2017, that an unauthorized person had gained access to their online e-commerce platform and may have acquired personal information manually entered into the websites by customers. Aptos hired a cybersecurity expert to assist them with their investigation, and based on that investigation, Aptos has stated that financial information entered into the websites by customers between July 21, 2017 and August 9, 2017 may have been accessed. The potentially impacted information may include customer names, addresses, email addresses, and credit or debit card information. The incident did not involve Social Security numbers, passport numbers, or driver's license numbers.

2. Number of New Hampshire residents affected.

There were seven (7) residents of New Hampshire potentially impacted by this data security incident. Notification letters were mailed to those individuals on October 5, 2017. A sample copy of the notification letter is included with this letter.

3. Steps taken or planned to be taken relating to the incident.

West Music has been assured by Aptos that upon discovery of the incident, they immediately began taking remediation steps, and Aptos has stated that their cybersecurity experts have not detected evidence of any further activity. Notwithstanding these assurances, West Music is in the

October 13, 2017

Page 2

process of hiring a new e-commerce vendor to ensure that the privacy and security of customer information is protected. In addition, West Music has offered potentially impacted individuals identity theft protection services through ID Experts.

4. Contact information.

West Music remains dedicated to protecting the sensitive information in its control. If you have questions or need additional information, please do not hesitate to contact me at (214) 722-7141 or Lindsay.Nickle@LewisBrisbois.com.

Best regards,

A handwritten signature in cursive script, appearing to read "L. Nickle".

Lindsay B. Nickle of
LEWIS BRISBOIS BISGAARD & SMITH LLP

LMN

Questions or concerns? Please call our dedicated call center at ID Experts at 866-680-8661.



C/O ID Experts
10300 SW Greenburg Rd. Suite 570
Portland, OR 97223



<<First Name>><<Last Name>>
<<Address 1>>
<<Address 2>>
<<City>><<State>><<Zip>>

10/5/2017

Dear <<First Name>><<Last Name>>:

We are writing to inform you of an incident involving Aptos, the vendor who provides payment card processing for purchases made from West Music and Percussion Source through our websites located at www.westmusic.com and www.percussionsource.com. This incident may have resulted in the disclosure of your name and payment card information. We take the security of our customers' information very seriously, and we sincerely apologize for any inconvenience this incident may cause. This letter contains information about what happened and steps you can take to protect yourself.

What happened.

On August 24, 2017, Aptos notified us that an unauthorized person had gained access to their online e-commerce platform and may have acquired personal information manually entered into our websites by some of our customers. Aptos hired a cybersecurity expert to assist them with their investigation, and based on that investigation, Aptos has told us that financial information entered into the websites by customers between July 21, 2017 and August 9, 2017 may have been accessed.

What information was involved.

The unauthorized person may have accessed your name, address, e-mail address and credit or debit card information. This incident *did not* involve Social Security numbers, passport numbers, and driver's license numbers. Based on information provided to us by Aptos, it appears your card number ending in <CC#> was used on the site during the period in question.

What Aptos is doing.

Aptos has assured us that upon discovery of the incident, they immediately began taking steps to remediate the incident, and they have told us that their cybersecurity experts have not detected evidence of any further activity.

What we are doing and what you can do.

We are in the process of hiring a new e-commerce vendor and want to assure you that we are taking steps to protect the privacy and security of your information and to prevent a similar event from occurring in the future.

While we are unaware of any misuse of your information, to help relieve concerns and restore confidence following this incident, we are offering identity theft protection services through ID Experts®, a data breach and recovery services expert, to provide you with MyIDCare™. ID Experts fully managed recovery services will include:

-) 12 months of Single Bureau Credit Monitoring from Experian;
-) CyberScan Internet Monitoring;
-) A \$1,000,000 insurance reimbursement policy;
-) Educational materials; and,
-) Complete access to their fraud resolution representatives.

With this protection, ID Experts will work on your behalf to resolve issues if your identity is compromised.

We encourage you to enroll in the free services by going to www.idexpertscorp.com/protect and using this redemption code <<CODE>>. For enrollment support via phone, ID Experts is available Monday through Friday from 7 AM - 7 PM Central Time. They can be reached at 866-680-8661.

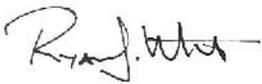
You will need to reference your access code when calling or enrolling on the website, so please do not discard this letter. The deadline to enroll for services is 1/5/2018.

Your Access Code: <<CODE>>

In addition to the services provided by ID Experts, we recommend that you regularly review your account statements for any unauthorized activity. If you discover any suspicious or unusual activity on your accounts, be sure to report it immediately to your financial institutions, as major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are timely reported. For more information on steps you can take to protect yourself, see the Additional Information sheet enclosed with this letter.

Please know that the protection and security of your personal information is our utmost priority, and we sincerely regret any inconvenience or concern this matter may cause you. If you have any questions or concerns, please call 866-680-8661 Monday through Friday, 7 AM - 7 PM Central Time.

Sincerely,



Ryan West
Senior Vice President
West Music
www.westmusic.com
www.percussionsource.com

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 nationwide three credit reporting agencies. To order your free credit report, please visit 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, and North Carolina:

You can obtain information from the Maryland and North Carolina Offices of the Attorneys 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

Rhode Island Office of the Attorney General
Consumer Protection
150 South Main Street
Providence RI 02903
1-401-274-4400
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

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

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 at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. 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. The contact information for all three credit bureaus is below:

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, or 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, 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. The consumer reporting agency may charge a small fee to place, life, or remove a freeze, but is free if you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency. You may obtain a security freeze by contacting any one or more of the following national consumer reporting agencies:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
www.freeze.equifax.com
800-525-6285

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
www.experian.com/freeze
888-397-3742

TransUnion (FVAD)
P.O. Box 2000
Chester, PA 19022
freeze.transunion.com
800-680-7289

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