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AUG 08 2017

CONSUMER PROTECTION

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August 4, 2017

INTENDED FOR ADDRESSEE(S) ONLY

VIA U.S. MAIL

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

Re: Notice of Data Event

Dear Mr. MacDonald:

We represent WNET, 825 Eighth Avenue, New York, NY 10019, and are writing to notify your office of an incident that may affect the security of personal information relating to certain New Hampshire residents. By providing this notice, WNET does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

Nature of the Data Event

On June 10, 2017, WNET determined that an unknown individual had gained access to certain WNET employees' email accounts, and that certain protected information relating to certain individuals was accessible to the unknown individual. This determination came after an in-depth forensic investigation, supported by outside computer forensic investigators, into the April 10, 2017 receipt by certain WNET employees of a targeted phishing email that resulted in an unknown individual obtaining the credentials to access a small number of WNET employees' email accounts, and a lengthy programmatic and manual review of the contents of these email accounts. Upon discovery of this incident, WNET immediately took steps to secure the employees' email accounts.

While WNET currently has no evidence that anyone accessed or acquired this information, access to the information in the email account cannot be ruled out. The email account may have contained

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the name, date of birth, address, Social Security Number, and financial account information of the affected New Hampshire residents.

Notice to New Hampshire Residents

On August 4, 2017, WNET will begin providing written notice of this incident to all affected individuals, which includes approximately three (3) New Hampshire residents. Written notice will be provided in substantially the same form as the letter attached here as *Exhibit A*.

Other Steps Taken and To Be Taken

WNET is providing all potentially affected individuals access to 2 free year of credit and identity monitoring services, including identity restoration services, through Equifax, and has established a dedicated hotline for potentially affected individuals to contact with questions or concerns regarding this incident. Additionally, WNET is providing potentially impacted individuals with guidance on how to better protect against identity theft and fraud, including information on how to place a fraud alert and security freeze on one's credit file, information on protecting against tax fraud, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. WNET is also providing written notice of this incident to other state regulators as necessary.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at 267-930-4774.

Very truly yours,



Jennifer A. Coughlin of
MULLEN COUGHLIN LLC

JAC

Exhibit A

Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

<<Mail ID>>
<<Name 1>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<City>><<State>><<Zip>>
<<Country>>

<<Date>>

Re: Notice of Data Breach

Dear <<Name 1>>:

I am writing to let you know that, unfortunately, WNET recently experienced an incident that may have affected the security of your personal information. While we are unaware of any actual or attempted misuse of your personal information, out of an abundance of caution, we are providing you with information about the incident. We are also providing you with information regarding the steps we are taking in response, and steps you can take to protect against fraud, should you feel it appropriate.

What Happened? On June 10, 2017, WNET determined that an unknown individual had gained access to certain WNET employees' email accounts, and that certain protected information relating to you was accessible to the unknown individual. This determination came after an in-depth forensic investigation, supported by outside computer forensic investigators, into the April 10, 2017 receipt by certain WNET employees of a targeted phishing email that resulted in an unknown individual obtaining the credentials to access a small number of WNET employees' email accounts, and a lengthy programmatic and manual review of the contents of these email accounts. Upon discovery of this incident, we immediately took steps to secure the employees' email accounts.

Importantly, we note that we currently have no evidence that this information was actually accessed or acquired by the unknown person.

What Information Was Involved? While we currently have no evidence that the unauthorized individual actually accessed or acquired your information, we have confirmed that your name and <<data elements affected>> were accessible to the unknown individual during this event.

What We Are Doing. We take the security of information in our care very seriously. Since discovering this event, we have been working diligently with third-party forensic investigators to determine exactly what happened and what information was accessible to the unknown individual. This has involved a time consuming, programmatic and manual data review process. We are providing notice of this event to you, and to certain regulators and consumer reporting agencies as required.

As a precautionary measure to safeguard your information from potential misuse, we have partnered with Equifax® to provide its ID Patrol identity theft protection product for two years at no charge to you. A description of this product is provided in the attached material, which also contains instructions about how to enroll (including your personal activation code).

If you choose to take advantage of this product, it will provide you with a notification of any changes to your credit information, up to \$1 million Identity Fraud Expense Coverage and access to your credit report.

Even if you decide not to take advantage of the subscription offer, you may still receive Equifax Identity Restoration in the event that you become victim of identity theft by calling 877-368-4940, 9:00a.m. to 8:00p.m. Eastern, Monday through Friday, before August 1, 2019.

You must complete the enrollment process for the Equifax ID Patrol product by October 31, 2017. We urge you to consider enrolling in this product, at our expense, and reviewing the Additional Resources enclosed with this letter.

If you have any questions about this incident or any of the products we are making available to you, you may call 800-822-9674 Monday through Friday 9:00 – 9:00 EST.

What You Can Do. We are offering complimentary monitoring and restoration services and we encourage you to enroll. You can also review the enclosed Privacy Safeguards Information for additional information on how to better protect against identity theft and fraud.

For More Information. We are very sorry for any inconvenience or concern this incident causes you. The security of your personal information is a priority for us and we take it seriously. Should you have any questions about the content of this letter or ways you can better protect yourself from the possibility of identity theft, we encourage you to call the dedicated assistance line, staffed by professionals who are experienced in working through situations like this, at 800-822-9674 between 9:00 a.m. and 9:00 p.m. ET, Monday through Friday, excluding major holidays.

Sincerely,



Peter Brickman
Chief Technology Officer
WNET

PRIVACY SAFEGUARDS INFORMATION

We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports and explanation of benefits forms for suspicious activity. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
www.transunion.com

You may also place a security freeze on your credit reports. A security freeze prohibits a credit bureau from releasing any information from a consumer's credit report without the consumer's written authorization. However, please be advised that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. If you have been a victim of identity theft, and you provide the credit bureau with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit bureau may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You will need to place a security freeze separately with each of the three major credit bureaus listed above if you wish to place a freeze on all of your credit files. To find out more on how to place a security freeze, you can use the following contact information:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
1-800-685-1111
(NY residents please call
1-800-349-9960)
www.freeze.equifax.com

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze/center.html

TransUnion
PO Box 2000
Chester, PA 19022-2000
1-888-909-8872
www.transunion.com/securityfreeze

You can further educate yourself regarding identity theft, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. **For Maryland residents**, the Attorney General can be reached at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and www.oag.state.md.us. **For North Carolina residents**, the Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400; and online at www.ncdoj.gov. **For Rhode Island residents**, the Attorney General can be contacted by mail at 150 South Main Street, Providence, RI 02903; by phone at (401) 274-4400; and online at www.riag.ri.gov. A total of 2 Rhode Island residents may be impacted by this incident. Customers have the right to file a police report if they ever experience identity theft or fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, customers will likely need to provide some kind of proof that they have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement. This notice has not been delayed as a result of a law enforcement investigation.

About the Equifax ID Patrol identity theft protection product

ID Patrol will provide you with an “early warning system” to changes to your credit file and help you to understand the content of your credit file at the three major credit-reporting agencies. Note: You must be over age 18 with a credit file in order to take advantage of the product.

ID Patrol provides you with the following key features and benefits:

- Comprehensive credit file monitoring and automated alerts of key changes to your **Equifax, Experian, and TransUnion** credit reports
- Wireless alerts and customizable alerts available (available online only)
- One 3-in-1 Credit Report and access to your Equifax Credit Report™
- Ability to receive alerts if your Social Security Number or credit card numbers are found on Internet trading sites (available online only)
- Ability to lock and unlock your Equifax Credit Report™ (available online only)
- Up to \$1 million in identity theft insurance with \$0 deductible, at no additional cost to you†
- 24 by 7 live agent Customer Service to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance and in initiating an investigation of inaccurate information.
- 90 day Fraud Alert placement with automatic renewal functionality* (available online only)

How to Enroll: You can sign up online

To sign up online for **online delivery** go to www.myservices.equifax.com/patrol

1. **Welcome Page:** Enter the Activation Code provided at the top of this page in the “Activation Code” box and click the “Submit” button.
2. **Register:** Complete the form with your contact information (name, gender, home address, date of birth, Social Security Number and telephone number) and click the “Continue” button.
3. **Create Account:** Complete the form with your email address, create a User Name and Password, check the box to accept the Terms of Use and click the “Continue” button.
4. **Verify ID:** The system will then ask you up to four security questions to verify your identity. Please answer the questions and click the “Submit Order” button.
5. **Order Confirmation:** This page shows you your completed enrollment. Please click the “View My Product” button to access the product features.