

# CIPRIANI & WERNER

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March 16, 2022

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A Mid-Atlantic Litigation Firm

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**Via First Class Mail**  
Office of the Attorney General  
33 Capitol Street  
Concord, New Hampshire 03302

**RE: Data Incident Notification**

To Whom It May Concern:

We serve as counsel for Wolff-ST, LLC d/b/a Marmi and Wolff Shoe ("Marmi") located at 1705 Larkin Williams Road, Fenton, Missouri 63026 and write to inform you of a recent data security incident.

On January 24, 2022, Marmi was alerted of potentially fraudulent activity related to customers' payment card information entered on its website. Upon discovery, Marmi immediately took steps to secure the website and began an internal investigation. Further, Marmi engaged third-party specialists to assist with a thorough, forensic investigation. On February 24, 2022, the investigation confirmed that an unauthorized party added malicious code to the marmishoes.com website for the purpose of capturing credit card data. The investigation further determined that this code potentially affected customers who made purchases on the marmishoes.com website from August 29, 2021 through January 31, 2022. Marmi then immediately reviewed its internal files and compiled a list of consumers potentially impacted during this time and worked to obtain sufficient address information in order to provide notification. On March 4, 2022, the review was completed and it was determined that information related to 21 New Hampshire residents was present on the website at the time of the unauthorized access. The information included first name and last name, in combination with payment card information.

On March 15, 2022, Marmi sent written notice of this incident to the potentially impacted New Hampshire residents pursuant to New Hampshire state law. The notice letter included an offer of complimentary credit monitoring and identity protection services for twelve (12) months. The notice letter sent to individuals is substantially similar to the letter attached hereto as Exhibit "A."

Very truly yours,



Meghan Farally, Esq.  
CIPRIANI & WERNER, P.C.

# Exhibit A



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

<<Mail ID>>  
<<Name 1>>  
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<<Address 1>>  
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<<Address 3>>  
<<Address 4>>  
<<Address 5>>  
<<City>><<State>><<Zip>>  
<<Country>> <<Date>>

**Notice of Data Breach**

Dear <<Name 1>>:

Marmi Shoes is writing to inform you of an incident experienced by our company that may have involved your information described below. We take the privacy and security of all customer information very seriously. That is why we are providing you with information about the incident, steps you can take to help protect your information, and complimentary credit monitoring and identity protection services we are offering you.

**What Happened:** On January 24, 2022, we were alerted of potentially fraudulent activity related to our customers' payment card information. Upon discovery, we immediately took steps to secure our website and began an internal investigation. Further, we engaged third-party forensic specialists to assist with a thorough investigation. On February 24, 2022 our investigation confirmed that an unauthorized party added malicious code to the marmishoes.com website for the purpose of capturing credit card data. This code potentially affected customers who made purchases on the marmishoes.com website from August 29, 2021 through January 31, 2022. We then compiled a list of consumers potentially impacted and worked to obtain sufficient address information in order to provide notification. On March 15<sup>th</sup>, 2022, out of an abundance of caution, we provided notification to potentially affected individuals.

**What Information Was Involved:** The information potentially affected includes your name, in combination with your credit card information entered on our website.

**What We Are Doing:** Upon learning of this incident, we immediately took steps to confirm the security of our website. With the assistance of third-party forensic specialists, we further performed a thorough review of our website to ensure any unauthorized code was removed, as well as to implement technical measures to prevent a similar incident from occurring in the future. Additionally, we are notifying potentially impacted individuals and offering complimentary credit monitoring and identity protection services for 12 months.

**What You Can Do:** We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your credit reports and account statements for suspicious activity and to detect errors. If you discover any suspicious or unusual activity on your accounts, please promptly contact your financial institution or company. You may also enroll in the complimentary credit monitoring and identity protection services we are making available to you. Due to privacy laws, we cannot register you directly. Additional information regarding how to enroll in the complimentary services is enclosed in the attached "Steps You Can Take to Help Protect Your Personal Information."

**For More Information:** We understand you may have additional questions not addressed by this letter. If you have questions, please call our dedicated assistance line at 844-959-3924, from 8 am to 8 pm Central. You may also contact Marmi Shoes at 1705 Larkin Williams Road, Fenton, Missouri 63026.

The security of customer information is of the utmost importance to us, and we will continue to take steps to protect information in our care.

Sincerely,

Todd Wolff  
Manager

## STEPS YOU CAN TAKE TO HELP PROTECT YOUR PERSONAL INFORMATION

### **Enroll in Credit Monitoring**

As a safeguard, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service (*myTrueIdentity*) for 12 months provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies.

To enroll in this service, go directly to the *myTrueIdentity* website at [www.mytrueidentity.com](http://www.mytrueidentity.com) and in the space referenced as "Enter Activation Code", enter the following unique 12-letter Activation Code <<Activation Code>> and follow the three steps to receive your credit monitoring service online within minutes.

If you do not have access to the Internet and wish to enroll in a similar offline, paper based, credit monitoring service, via U.S. Mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at 1-855-288-5422. When prompted, enter the following 6-digit telephone pass code <<Engagement Number>> and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

Once you are enrolled, you will be able to obtain 12 months of unlimited access to your TransUnion credit report and VantageScore® credit score by TransUnion. The daily credit monitoring service will notify you if there are any critical changes to your credit file at TransUnion®, including fraud alerts, new inquiries, new accounts, new public records, late payments, change of address and more. The service also includes the ability to lock and unlock your TransUnion credit report online, access to identity restoration services that provides assistance in the event your identity is compromised to help you restore your identity and up to \$1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)

You can sign up for the *myTrueIdentity* online Credit Monitoring service anytime between now and <<Enrollment Deadline>>. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have credit file at TransUnion®, or an address in the United States (or its territories) and a valid Social Security number, or are under the age of 18. Enrolling in this service will not affect your credit score.

If you have questions about your *myTrueIdentity* online credit monitoring benefits, need help with your online enrollment, or need help accessing your credit report, or passing identity verification, please contact the *myTrueIdentity* Customer Service Team toll-free at: 1-844-787-4607, Monday-Friday: 8am- 9pm, Saturday-Sunday: 8am-5pm Eastern time.

### **Monitor Your Accounts**

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended "fraud alert" on a credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a "credit freeze" on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer's express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a credit freeze, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
<a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a>	<a href="https://www.experian.com/help/">https://www.experian.com/help/</a>	<a href="https://www.transunion.com/credit-help">https://www.transunion.com/credit-help</a>
1-888-298-0045	1-888-397-3742	1-833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

#### **Additional Information**

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; [www.identitytheft.gov](http://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. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

*For District of Columbia residents*, the District of Columbia Attorney General may be contacted at: 400 6th St. NW Washington, D.C. 20001; 202-727-3400; and [oag@dc.gov](mailto:oag@dc.gov). Wolff-St, LCC d/b/a Marmi may be contacted at 1705 Larkin Williams Road, Fenton, Missouri 63026.

*For Maryland residents*, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and [www.oag.state.md.us](http://www.oag.state.md.us). Wolff-St, LCC d/b/a Marmi may be contacted at 1705 Larkin Williams Road, Fenton, Missouri 63026.

*For New Mexico residents*, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit "prescreened" offers of credit and insurance you get based on information in your credit report; and you may seek damages from violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

*For New York residents*, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov/>.

*For North Carolina residents*, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and [www.ncdoj.gov](http://www.ncdoj.gov).

*For Rhode Island residents*, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; [www.riag.ri.gov](http://www.riag.ri.gov); and 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are [#] Rhode Island residents impacted by this incident.