



150 N. Riverside Plaza, Suite 3000 Chicago, IL 60606 • (312) 819-1900

January 26, 2023

VIA E-MAIL (ATTORNEYGENERAL@DOJ.NH.GOV)

The Honorable John M. Formella
Attorney General of the State of New Hampshire
Office of the Attorney General
33 Capitol Street
Concord, New Hampshire 03301

Re: *Notification of Data Security Incident*

Dear Attorney General Formella:

We represent Woodbolt Distribution, LLC dba Nutrabolt (“Nutrabolt”) in connection with an incident that involved the personal information of one (1) New Hampshire resident. Nutrabolt is reporting the incident pursuant to N.H. Rev. Stat. § 359-C:19 *et. seq.* This notice will be supplemented, if necessary, with any new significant facts discovered subsequent to its submission. While Nutrabolt is notifying you of this incident, Nutrabolt does not waive any rights or defenses relating to the incident or this notice, or the applicability of New Hampshire law on personal jurisdiction.

NATURE OF THE INCIDENT

On or about May 11, 2022, Nutrabolt identified a disruption within their network and learned that an unauthorized third party had accessed the Nutrabolt computer network. Upon discovery, Nutrabolt promptly began an investigation, and engaged a leading cybersecurity firm to conduct a forensic investigation of its network and systems, which traced the unauthorized activity to a malicious file which was downloaded by a Nutrabolt employee. In course of the investigation, it was determined that the unauthorized persons may have accessed certain Nutrabolt files.

On or about September 30, Nutrabolt determined that the incident involved personal information including name, Social Security number, and date of birth. Following that discovery, Nutrabolt engaged a firm, under the direction of counsel, to manually review various files and directories that could have been accessed. Nutrabolt subsequently gathered last known addresses, to the extent it could, of potentially affected individuals to provide any required notifications. Nutrabolt is not aware of any fraud or identity theft to these individuals as a result of this incident.



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NOTIFICATION TO THE NEW HAMPSHIRE RESIDENT

Nutrabolt notified the individuals of the incident via letters mailed on January 26, 2023. For those individuals whose Social Security numbers were contained in the involved accounts, the notification letter includes an offer for complimentary credit monitoring and identity theft protection, as well as a telephone number they can call if they have any questions regarding the incident. Enclosed is sample of the notice sent to the New Hampshire resident via first-class United States mail.

STEPS TAKEN RELATING TO THE INCIDENT

Upon discovering the incident, Nutrabolt engaged a leading forensic cybersecurity firm to assist in its investigation and to confirm the security of its computer systems. Nutrabolt has taken steps to reduce the risk of this type of incident occurring in the future, including enhancing its technical security measures, conducting employee training, engaging with law enforcement, and updated its internal data security policies and procedures. As discussed above, Nutrabolt is notifying the potentially involved individuals, providing free credit monitoring services, and providing the individuals with information on how they can protect themselves against fraudulent activity and identity theft.

CONTACT INFORMATION

Please do not hesitate to contact me if you have any questions or if I can provide you with any further information concerning this matter.

Very truly yours,

Bruce A. Radke

Enclosure



<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country>>

RE: NOTICE OF A DATA BREACH

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

The protection and privacy of your personal information is one of our highest priorities. Because of this, we are writing to make you aware of a recent data security incident that may have involved some of your information. **While we have no reason to believe that your personal information has been misused for the purpose of committing fraud or identity theft**, we are writing to advise you about the incident and to provide you with guidance on what you can do to protect yourself, should you feel it is appropriate to do so.

What Happened? On or about May 11, 2022, Nutrabolt identified a disruption within its network and learned that an unauthorized third party gained access to our computer network. Nutrabolt promptly engaged a leading forensic security firm to conduct a thorough investigation. Upon the recent conclusion of the investigation, Nutrabolt determined that the unauthorized third party no longer has access to our network. We also determined that the unauthorized third party may have accessed or acquired certain files that contain personal information. While we do not have any evidence that the information at issue was misused, we are notifying potentially affected individuals about the incident out of an abundance of caution.

What Information Was Involved? We reviewed those files to identify what and whose information was contained in the relevant files. On September 30, 2022, we determined that the relevant files contained your <<b2b_text_1(name, data elements)>>. After determining whose information was contained in the files, we searched for last known mailing addresses to promptly notify those individuals.

What We Are Doing. We have identified and taken steps to correct the technical issue described above. We are also offering a complimentary one-year membership of Experian IdentityWorksSM Credit 3B. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on immediate identification and resolution of identity theft. IdentityWorks Credit 3B is completely free to you and enrolling in this program will not hurt your credit score. **For more information on identity theft prevention and IdentityWorks Credit 3B, including instructions on how to activate your complimentary, one-year membership, please see the additional information attached to this letter.**

What You Can Do. We encourage you to take advantage of the complimentary credit monitoring included in this letter. You can also find more information on steps to protect yourself against possible identity theft or fraud in the enclosed *Additional Important Information* page.

For More Information. We understand that you may have questions that this letter does not answer. If you have questions, please call 1-???-???-???? between 8:00 am and 5:30 pm, Central Time (excluding major U.S. holidays).

Respectfully,

Nutrabolt

ACTIVATING YOUR COMPLIMENTARY CREDIT MONITORING

To help protect your identity, we are offering a **complimentary** one-year membership of Experian IdentityWorksSM Credit 3B. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

Activate IdentityWorks Credit 3B Now in Three Easy Steps

1. ENROLL by: <<b2b_text_6(activation deadline)>> (Your code will not work after this date.)
2. Visit the **Experian IdentityWorks website** to enroll: <https://www.experianidworks.com/3bcredit>
3. PROVIDE the **Activation Code**: <<activation code s_n>>

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 877-288-8057. Be prepared to provide engagement number <<b2b_text_2(engagement number)>> as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS CREDIT 3B MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorks Credit 3B.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance^{**}:** Provides coverage for certain costs and unauthorized electronic fund transfers.

Activate your membership today at <https://www.experianidworks.com/3bcredit> or call 877-288-8057 to register with the activation code above.

What you can do to protect your information: There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to www.ExperianIDWorks.com/restoration for this information. If you have any questions about IdentityWorks, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-288-8057.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Additional Important Information

As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your account statements and monitoring 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 should also promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, including the police and your state's attorney general, as well as the Federal Trade Commission ("FTC").

You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit www.ftc.gov/idtheft or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

Credit Reports: You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting www.annualcreditreport.com, by calling toll-free 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 <https://www.annualcreditreport.com/manualRequestForm.action>.

Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is as follows:

Equifax 1-866-349-5191 www.equifax.com P.O. Box 740241 Atlanta, GA 30374	Experian 1-888-397-3742 www.experian.com P.O. Box 2002 Allen, TX 75013	TransUnion 1-800-888-4213 www.transunion.com P.O. Box 2000 Chester, PA 19016
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Fraud Alerts: You may want to consider placing a fraud alert on your credit report. A fraud alert is free and will stay on your credit report for one (1) year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at www.annualcreditreport.com.

Credit and Security Freezes: You may have the right to place a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A credit freeze can be placed without any charge and is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information:

Equifax Security Freeze 1-888-298-0045 www.equifax.com P.O. Box 105788 Atlanta, GA 30348	Experian Security Freeze 1-888-397-3742 www.experian.com P.O. Box 9554 Allen, TX 75013	TransUnion Security Freeze 1-888-909-8872 www.transunion.com P.O. Box 160 Woodlyn, PA 19094
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This notification was not delayed by law enforcement.

Iowa Residents: Iowa residents can contact the Office of the Attorney general to obtain information about steps to take to avoid identity theft from the Iowa Attorney General's office at: *Office of the Attorney General of Iowa*, Hoover State Office Building, 1305 E. Walnut Street, Des Moines IA 50319, 515-281-5164.

North Carolina Residents: North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General's Office at: *North Carolina Attorney General's Office*, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001; 877-5-NO-SCAM (Toll-free within North Carolina); 919-716-6000; www.ncdoj.gov.

Maryland Residents: Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General's office at: *Office of the Attorney General*, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <http://www.marylandattorneygeneral.gov/>.

New York State Residents: New York residents can obtain information about preventing identity theft from the New York Attorney General's Office at: *Office of the Attorney General for the State of New York*, Bureau of Consumer Frauds & Protection, The Capitol, Albany, New York 12224-0341; <https://ag.ny.gov/consumer-frauds/identity-theft>; (800) 771-7755.

Rhode Island Residents: We believe that this incident affected 1 Rhode Island resident. Rhode Island residents can contact the Office of the Attorney general at: *Rhode Island Office of the Attorney General*, 150 South Main Street, Providence, RI 02903, (401) 274-4400, www.riag.ri.gov. You have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.