

STATE OF NH
DEPT OF JUSTICE

2017 MAR 15 AM 11:20

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March 14, 2017

VIA OVERNIGHT MAIL

Joseph Foster
Office of the Attorney General
33 Capitol St
Concord, NH 03301

Re: Incident Notification

Dear Attorney General Foster:

We are writing on behalf of our client, Zest Dental Solutions ("Zest Dental"), to notify you of a security incident involving New Hampshire residents.

Zest Dental began an investigation of its systems after reports from some customers receiving unusual emails containing Zest Dental purchase information. Zest Dental engaged a computer security firm to examine its systems for any signs of an issue. On February 16, 2017, Zest Dental learned that an unauthorized entity had compromised its e-commerce system, potentially affecting customer payment card information. The information compromised by the attack may have included customer name, billing address, phone number, payment card number, expiration date, and CVV number from payment cards used for online transactions on Zest Dental's website between December 31, 2013 and September 21, 2014, and between November 2, 2016 and February 4, 2017.

Zest Dental provided written notification via U.S. Mail on March 14, 2017, to 14 New Hampshire residents in accordance with N.H. Rev. Stat. Ann. § 359-C:20 in substantially the same form as the letter attached hereto.¹ Notice is being provided as expeditiously as practicable and without unreasonable delay. Zest Dental has also established a dedicated call center to assist individuals with any questions they may have.

To try to prevent a similar incident from happening in the future, Zest Dental is taking steps to remediate this issue, including moving to a new card payment processing system, implementing additional security measures on its website, and executing regular scans of its site for malicious activity.

¹ This report is not, and does not constitute, a waiver of personal jurisdiction.

Joseph Foster
March 14, 2017
Page 2

Please do not hesitate to contact me if you have any questions regarding this matter.

Sincerely,

A handwritten signature in black ink, appearing to be 'Erich Falke', with a long horizontal line extending to the right.

Erich Falke

Enclosure



ZEST | DANVILLE MATERIALS | PERIOSCOPY

STATE OF NH
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Sample Customer
123 Main St
Apt 1
Anytown OH 99999

March 14, 2017

Dear Sample Customer:

At Zest Dental Solutions ("Zest Dental"), we understand the need to protect the security of the payment card information provided by our customers. Regrettably, this notice is to inform you about an incident involving some of your information.

We began an investigation of our systems after reports from some customers receiving unusual emails containing Zest Dental purchase information. We engaged a computer security firm to examine our systems for any signs of an issue. On February 16, 2017, we learned that an unauthorized entity had compromised our e-commerce system, potentially affecting customer payment card information. The information compromised by the attack may have included your name, billing address, phone number, payment card number, expiration date, and CVV number from payment cards used for online transactions on Zest Dental's website between December 31, 2013 and September 21, 2014, and between November 2, 2016 and February 4, 2017.

We are notifying you about this incident so you can take appropriate steps to protect your payment card account. We recommend that you remain vigilant by reviewing your credit card account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are reported in a timely manner. You should also review the additional information included with this letter on steps you can take to protect yourself.

If you incurred costs that your financial institution declined to reimburse related to fraudulent charges on a payment card you used for an online transaction with Zest Dental during the relevant time period, please contact us at the number below. We may reimburse you for any such reasonable, documented costs that your financial institution declined to pay.

We regret any inconvenience or concern this may have caused. To try to prevent a similar incident from happening in the future, we are taking steps to remediate this issue, including moving to a new card payment processing system, implementing additional security measures on our website, and executing regular scans of our site for malicious activity. If you have any questions, or you need further assistance, please call (844) 572-6873, Monday through Friday between the hours of 9 am and 5 pm ET.

Sincerely,

Steve Schiess
President and Chief Executive Officer

More Information About Ways to Protect Yourself

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740256, Atlanta, GA 30374, www.equifax.com, 1-800-525-6285

Experian, PO Box 9554, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, www.transunion.com, 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

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

Zest Dental Solutions
c/o GCG
PO Box 10368
Dublin, Ohio 43017-5568

Sample Customer
123 Main St
Apt 1
Anytown OH 99999

Near Sample Customer