

RECEIVED

MAR 08 2021

BakerHostetler

CONSUMER PROTECTION

Baker & Hostetler LLP

811 Main Street
Suite 1100
Houston, TX 77002-6111

T 713.751.1600
F 713.751.1717
www.bakerlaw.com

Jennifer E. Costa
direct dial: 713.646.1344
jcosta@bakerlaw.com

March 5, 2021

VIA OVERNIGHT MAIL

Attorney General Gordon MacDonald
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

Re: Incident Notification

Dear Attorney General MacDonald:

We are writing on behalf of Zumiez Canada Holdings Inc. ("Zumiez") to notify you of a security incident potentially involving three New Hampshire residents. Zumiez's Canadian headquarters is located at 820 Granville Street, Vancouver, BC, V6Z 1K3.

Zumiez recently completed an investigation of its Canadian e-commerce platform (www.zumiez.ca). On January 18, 2021, it identified and removed unauthorized script in the code that operates its e-commerce site. A law firm and cybersecurity firm were engaged to assist with a forensic investigation. Findings from the investigation indicate the code was first added on August 16, 2020 and there were several times from August 16, 2020 to January 16, 2021 when the added code was not present because of new code deployments. When the unauthorized code was present on the website, it was capable of copying the following information entered by customers during the checkout process and sending it out of the Zumiez system: first and last name, address, email address, phone number, payment card number, expiration date, and card verification code.

On February 12, 2021, the investigation identified transaction(s) for which there may have been unauthorized access to payment card data for three New Hampshire. Beginning today, March 5, 2021, Zumiez is providing written notice via United States Postal Service mail to the three New Hampshire residents.¹ Zumiez has encouraged residents to review their payment card account statements for any unauthorized charges and to immediately notify the issuing bank of any issues.


¹ This report does not waive Zumiez's objection that New Hampshire lacks personal jurisdiction over it related to any claims that may arise from this incident.

March 5, 2021

Page 2

Also, Zumiez has established a dedicated, toll-free call center where individuals may obtain more information regarding the incident. To help prevent something like this from happening again, Zumiez has taken measures to reinforce the security of its website.

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

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Jennifer E. Costa
Counsel

Enclosure