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October 21, 2016

Via First-Class Mail

Office of the Attorney General
33 Capitol Street
Concord, New Hampshire 03301

Re: Data Security Incident

Dear Attorney General Foster,

I write on behalf of Atlanta Falcons Football Club, LLC ("Falcons") regarding a data security incident at a Falcons' third-party service provider that may have exposed personal information of one (1) New Hampshire resident. The Falcons take the protection and proper use of personal information very seriously and have addressed this issue.

The Falcons e-commerce merchandise website, officialfalcons.com, was hosted by third party provider NCR Corporation. On September 30, 2016, the Falcons were notified by NCR that an unauthorized third party uploaded malicious computer code to the system that hosts officialfalcons.com. The code was present when customers made purchases on the website and may have been used to obtain customer information. NCR reported to the Falcons that information relating to purchases made by approximately 975 customers between February 12, 2016 and August 20, 2016 may have been impacted, although NCR does not know how many of these individuals actually had their information stolen. The information potentially stolen includes information provided by customers when making a purchase on officialfalcons.com, including the customer's name, billing address, phone number, payment card number, expiration date, and CVV2 code.

Independent of this incident and before receiving notice from NCR, the Falcons had earlier contracted with a different third-party to host its officialfalcons.com website. Therefore any future online purchases of Falcons merchandise by customers will be made through a different system than the one that was compromised. The Falcons will continue to implement, and require its vendors to implement, security measures to protect personal information and prevent similar situations from happening in the future.

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During the week of October 17, 2016, the Falcons will send notification to the one (1) New Hampshire resident to explain the incident and identify steps that he/she may take to protect against the potential misuse of his/her information. An unaddressed copy of this notification is enclosed for your reference. Finally, the Falcons have engaged Equifax to provide identity monitoring at no cost to the potentially affected New Hampshire resident for two years. These services are described in the brochure enclosed with the attached letter.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Phyllis B. Sumner", with a long horizontal flourish extending to the right.

Phyllis B. Sumner

Enclosure

Atlanta Falcons Football Club, LLC
Return Mail Processing Center
PO Box 6336
Portland, OR 97228-6336



<<mail id>>
<<Name>>
<<Street Address>>
<<City>><<State>><<Zip>>

<<Date>>

Dear <<Name>>.

Re: Data Security Incident

We are writing to tell you about a data security incident at a third-party vendor that may have exposed some of your personal information in connection with your recent purchases from the Atlanta Falcons online store. We take the protection and proper use of your information very seriously. For this reason, we are contacting you directly to explain the circumstances of the incident.

On September 30, 2016, we were notified by our service provider that operated the online store system, NCR Corporation, that an unauthorized third party uploaded malicious computer code to the system that hosts officialfalcons.com. The code was present when customers made purchases on the website and may have been used to obtain customer information. It was reported to us that information relating to purchases made by approximately 975 customers between February 12, 2016 and August 20, 2016 may have been impacted. The information potentially stolen includes information provided when making a purchase on officialfalcons.com, including your name, billing address, phone number, payment card number, expiration date, and CVV2 code.

Independent of this, the Falcons had earlier contracted with a different third-party to host our website officialfalcons.com. Therefore any future online purchases of Falcons merchandise by you or other fans will be made through a different system than the one that was compromised.

Upon learning of the incident, the Falcons immediately began taking steps to understand what occurred and how it may impact our online customers. We want to help you take steps to protect against the potential misuse of your information. Along those lines, we have secured the services of Equifax to provide identity monitoring at no cost to you for two years. These services are explained further in the materials provided by Equifax and enclosed with this letter. To take advantage of these services, please follow the instructions in those materials.

We also ask that you remain vigilant with respect to your personal information, and we encourage you to consider the following additional steps to protect your information. We recommend that you monitor your credit report and review account statements for unauthorized activity. You can order a free copy of your credit report by visiting www.annualcreditreport.com, calling 877-322-8228, or completing the Annual Credit Report Form on the Federal Trade Commission website at <http://www.consumer.ftc.gov/articles/pdf-0093-annual-report-request-form.pdf>. Moreover, the contact information for all three national credit reporting agencies is listed below should you have any concerns about your credit report or want to learn more about services such as security freezes or fraud alert messages on your credit file.

Equifax	Experian	TransUnion
Phone: 888-766-0008 P.O. Box 740241 Atlanta, GA 30374 www.equifax.com	Phone: 888-397-3742 P.O. Box 9554 Allen, TX 75013 www.experian.com	Phone: 800-680-7289 P.O. Box 2000 Chester, PA 19016 www.transunion.com

If you detect any incident of fraud or identity theft, you should report the incident to your local law enforcement authority, your state attorney general, and/or the Federal Trade Commission (www.consumer.ftc.gov; 877-438-4338; 600 Pennsylvania Avenue, NW, Washington, DC 20580). You can obtain information from these sources about methods to prevent identity theft. You may also consider placing a fraud alert message or security freeze on your credit file by calling the toll-free telephone numbers for each of the national consumer credit reporting agencies listed above.

We appreciate your support of the Atlanta Falcons and take the protection of your information very seriously. We sincerely apologize for any inconvenience. If you have any questions regarding this notification, you may reach us at 844-565-4392.

Sincerely,

Dan Branch
Chief Information Officer
Atlanta Falcons Football Club LLC



Activation Code: <<Credit Monitoring Code>>

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.

Directions for placing a Fraud Alert

A fraud alert is a consumer statement added to your credit report. This statement alerts creditors of possible fraudulent activity within your report as well as requests that they contact you prior to establishing any accounts in your name. Once the fraud alert is added to your credit report, all creditors should contact you prior to establishing any account in your name. To place a fraud alert on your credit file, visit: www.fraudalerts.equifax.com or you may contact the Equifax auto fraud line at 1-877-478-7625, and follow the simple prompts. Once the fraud alert has been placed with Equifax, a notification will be sent to the other two credit reporting agencies, Experian and Trans Union, on your behalf.

† Identity Theft Insurance underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions. This product is not intended for minors (under 18 years of age)

* The Automatic Fraud Alert feature made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC