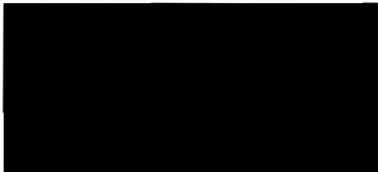


STATE OF NH
DEPT OF JUSTICE
2014 DEC 29 AM 11:16



December 22, 2014



State of New Hampshire
Department of Justice
Office of the Attorney General Michael A. Delaney
33 Capitol Street
Concord, NH 03301

Re: Data Breach Notification – DutchWear

Dear Mr. Delaney:

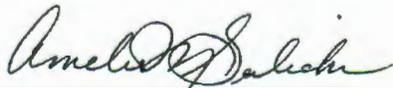
I am writing on behalf of Dutch Bros. Coffee to inform you of a recent security breach incident involving its e-commerce website, DutchWear. An unknown entity installed onto the DutchWear website malicious software that intercepted information provided by customers, including name, address, and credit card information. The breach was discovered December 6, 2014 and is believed to have affected transactions back to approximately November 7, 2014. This breach may have resulted in the unauthorized access to the information of 3 residents of your state. Only website customers were affected, and not customers at retail locations.

To protect our customers, Dutch Bros. has shut down its website and is working with the proper authorities to ensure the incident is properly addressed. The former website will be offline permanently so that no further outside access can occur. Dutch Bros. will be building a new site, with security measures and protocols intended to prevent this type of breach from happening again in the future.

Please find a copy of the notification that was sent to the affected individuals on or about December 19, 2014.

Please contact me with any questions or concerns regarding this incident.

Sincerely,



Enclosure: Individual form of notification

DUTCHWEAR

[DATE]

[NAME]

[ADDRESS1]

[ADDRESS2]

[CITY], [STATE] [ZIPCODE]

RE: Possible Security Breach at DutchWear

Dear [INDIVIDUAL NAME]:

As a DutchWear fan, you already know we value our relationship with you more than anything else: we value your friendship, your business, and the privacy of your information. Our company, Boersma Bros. LLC, dba DutchWear, was recently made aware of an incident that may involve your personal information. In an abundance of caution, we are writing to notify you of the nature of this breach and its possible effect on you.

On Saturday, December 6th, 2014, we received information that raised suspicion of an unauthorized breach of our website that was exposing the payment information for some customers of DutchWear. In order to best protect our customers, we immediately took down our e-commerce site shop.dutchbros.com and conducted an extensive investigation of our computer systems.

We learned that between November 7th and December 6, 2014, personal information may have been intercepted during purchase transactions. As a result your name, address, phone number, credit card number, expiration date, and credit card security code may have been exposed. Only users of the DutchWear e-commerce site were exposed, not customers at retail locations.

Presently, we are working with the proper authorities to ensure the incident is properly addressed and the responsible party is apprehended. Because your privacy means so much to us, the former website will remain offline permanently. We are building a brand new site, with new security features and protocols intended to prevent this type of breach from happening again.

We recommend that you review your account statements and credit reports at your earliest convenience. 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 may also choose to report any fraudulent activity on your credit report or any suspected incident of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission. You may need to give copies of a police report to creditors to clear up your records.



P.O. Box 1929 Grants Pass, OR 97528

To file a complaint with the FTC, go to www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identify Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

You may also want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the credit company contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies using the contact information below:

Equifax (800) 685-1111 www.equifax.com PO Box 740241 Atlanta, GA 30374	Experian (888) 397-3742 www.experian.com PO Box 9532 Allen, TX 75013	TransUnion (800) 916-8800 www.transunion.com PO Box 6790 Fullerton, CA 9284
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Additionally, we have set up a toll-free help line so you may contact us directly with any questions about this incident: **1-844-835-8656**. You can reach us between 8 a.m. and 4 p.m. PST, Monday through Friday. Or, feel free to email us at customerexperience@dutchbros.com

We know that this incident presents an inconvenience, so as a show of our appreciation for your patience and for being an important part of our family, we will be offering an incentive for a future DutchWear purchase on our brand new website. More information about this will follow this letter in the next 30 to 60 days.

We highly value relationships, and we're committed to serving and protecting each and every DutchWear customer. Thank you for being a part of the DutchWear family.

Sincerely,

Travis Boersma, President
DutchWear