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ezprints

a company of cafepress inc

November 10, 2014

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

RE: Notification of Data Security Breach Incident

Dear Sir/Madame:

This letter is being sent in accordance with New Hampshire law to inform your office that EZ Prints, Inc., a CafePress Inc. subsidiary, recently discovered that certain information, including name and payment card information, from approximately six New Hampshire residents were potentially accessed when unauthorized individuals compromised our systems. We have enclosed a copy of the notice letter that we sent to affected individuals in New Hampshire on November 10, 2014.

Promptly upon discovering this incident on October 16, 2014 we engaged forensic experts to secure the servers and to investigate the event. We identified the vulnerability that was exploited by the third party and have removed it from the EZ Prints environment. The impacted environment includes a retail website we operate as targetphoto.com. We have offered to provide affected individuals with services of First Watch Technologies Inc.'s® FirstWatchID® for 12 months at no cost to the individual. This also includes up to $25,000 of identity theft insurance with $0 deductible, along with identity restoration coverage (certain limitations and exclusions may apply).

Should you have any additional questions, you may contact me directly [redacted]

Sincerely,

Brett R. Hensley
[redacted] CafePress Inc.

[redacted]

Enclosures

Return mail will be processed by: IBC
P.O. Box 1122
Charlotte, NC 28201-1122
PO #121913A

A Cafe Press Company

November 10, 2014

I am writing to inform you about a recent information security incident at EZ Prints, Inc., a CafePress subsidiary ("EZ Prints"). We recently discovered that an unauthorized third party compromised our systems and may have accessed personal information we obtained from you. This unauthorized access likely occurred during the period of September 22, 2014 to October 23, 2014. While we have not determined that your information was taken through this intrusion, out of an abundance of caution, we are notifying you so that you may take steps to protect yourself. We take security very seriously and deeply regret that this incident occurred.

We began investigating the incident as soon as we learned of it. Although our investigation is ongoing, we have determined that the personal information that may have been involved in this incident included your name and payment card information but NOT information such as Social Security Number, Driver's License Number, or personal photos. We have identified the vulnerability that was exploited by the third party and we have removed it from the EZ Prints environment. The impacted environment included a retail website we operate as targetphoto.com. We will continue to take steps to help prevent incidents of this kind in the future.

In this letter, we have provided steps you may take to protect yourself against any potential misuse of your personal information. First and foremost, the policies of the payment card brands such as Visa, MasterCard and American Express provide that you have zero liability for any unauthorized charges if you report them in a timely manner. Please continue to monitor your account and promptly report any suspicious activity to your issuing bank. As a precaution, we have arranged for you, at your option, to enroll in a complimentary one year membership in First Watch Technologies, Inc.'s® FirstWatch ID®. This product helps detect possible misuse of your personal information and provides you with identity protection support focused on immediate identification and resolution of identity theft. More information is included at the end of this letter. To activate FirstWatch ID® just follow these three steps:

1. ENSURE That You Enroll By: **January 16, 2015** (Your code will not work after this date.)
2. CALL **877-382-8180** or VISIT the FirstWatchID website to enroll: **www.firstwatchid.com**
3. PROVIDE Your Activation Code:

You should remain vigilant for incidents of fraud and identity theft including by regularly reviewing your account statements and monitoring free credit reports. If you discover any suspicious or unusual activity on your accounts or suspect identity theft or fraud, be sure to report it immediately to your financial institutions. In addition, you may contact the Federal Trade Commission ("FTC") or law enforcement to report incidents of identity theft or to learn about steps you can take to protect yourself from identity theft. To learn more, you can go to the FTC's website, at www.consumer.gov/idtheft, or call the FTC, at (877) IDTHEFT (438-4338) or write to Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

You may also periodically obtain credit reports from each nationwide credit reporting agency. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. In addition, under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may order one, two, or all three reports at the same time, or you may stagger your requests during a 12-month period to keep an eye on the accuracy and completeness of the information in your reports. You may obtain a free copy of your credit report by going to www.AnnualCreditReport.com or by calling (877) 322-8228. You may contact the nationwide credit reporting agencies at:

Equifax
(800) 525-6285
P.O. Box 740241
Atlanta, GA 30374-0241
www.equifax.com

Experian
(888) 397-3742
P.O. Box
Allen, TX 75013
www.experian.com

TransUnion
(800) 680-7289
ance Division
P.O. Box 6790
Fullerton, CA 92834-6790
www.transunion.com.

In addition, you may obtain additional information from the FTC and the credit reporting agencies about fraud alerts and security freezes. You can add a fraud alert to your credit report file to help protect your credit information. A fraud alert can make it more difficult for someone to get credit in your name because it tells creditors to follow certain procedures to protect you, but it also may delay your ability to obtain credit. You may place a fraud alert in your file by calling just one of the three nationwide credit reporting agencies listed above. As soon as that agency processes your fraud alert, it will notify the other two agencies, which then must also place fraud alerts in your file. In addition, you can contact the nationwide credit reporting agencies regarding if and how you may place a security freeze on your credit report to prohibit a credit reporting agency from releasing information from your credit report without your prior written authorization.

Please know that we regret any inconvenience or concern this incident may cause you. Please do not hesitate to contact us at 1-877-382-8180 if you have any questions or concerns.

Sincerely,

Fred Durham, Chief Executive Officer
CafePress Inc.

On behalf of EZPrints
6901 Riverport Drive
Louisville, Kentucky 40258

00000976
012295

IF YOU ARE A CALIFORNIA RESIDENT: Even if you do not find any signs of fraud on your reports, the California Office of Privacy Protection recommends that you check your credit reports every three months for the next year. The law allows you to order a free credit report from each agency every 12 months. You may order one, two, or all three reports at the same time, or you may stagger your requests during a 12-month period to monitor the accuracy and completeness of the information in your reports. Just call one of the numbers above to order your report and keep the "fraud alert" in place. For more information on identity theft, you may visit the California Office of Privacy Protection website, www.oag.ca.gov/privacy.

IF YOU ARE AN IOWA RESIDENT: You may contact local law enforcement or the Iowa Attorney General's Office to report suspected incidents of identity theft. You can contact the Iowa Attorney General at:

Office of the Attorney General
1305 E. Walnut Street
Des Moines, IA 50319
(515) 281-5164
http://www.iowaattorneygeneral.gov/

IF YOU ARE A MARYLAND RESIDENT: You may obtain information about avoiding identity theft from the FTC or the Maryland Attorney General's Office. These offices can be reached at:

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

Office of the Attorney General
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
(888) 743-0023
www.oag.state.md.us

IF YOU ARE A NEW YORK RESIDENT: For more information on identity theft, we suggest that you visit the New York State Consumer Protection Board website at www.dos.ny.gov/consumerprotection.

IF YOU ARE A NORTH CAROLINA RESIDENT: You may obtain information about preventing identity theft from the FTC or the North Carolina Attorney General's Office. These offices can be reached at:

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

North Carolina Department of Justice
Attorney General Roy Cooper
9001 Mail Service Center
Raleigh, NC 27699-9001
(877) 566-7226
http://www.ncdoj.com

IF YOU ARE A WEST VIRGINIA RESIDENT: You have the right to obtain a security freeze. You may obtain a security freeze on your credit report to protect your privacy and ensure that credit is not granted in your name without your knowledge. You have a right to place a security freeze on your credit report pursuant to West Virginia law. The security freeze will prohibit a consumer-reporting agency from releasing any information in your credit report without your express authorization or approval.

The security freeze is designed to prevent credit, loans and services from being approved in your name without your consent. When you place a security freeze on your credit report, within five business days you will be provided a unique personal identification number or password to use if you choose to remove the freeze on your credit report or to temporarily authorize the distribution of your credit report for a period of time after the freeze is in place. To provide that authorization, you must contact the consumer-reporting agency and provide all of the following: (1) The unique personal identification number or password provided by the consumer-reporting agency; (2) Proper identification to verify your identity; and (3) The period of time for which the report shall be available to users of the credit report.

A consumer-reporting agency that receives a request from a consumer to temporarily lift a freeze on a credit report shall comply with the request no later than three business days after receiving the request. A security freeze does not apply to circumstances in which you have an existing account relationship and a copy of your report is requested by your existing creditor or its agents or affiliates for certain types of account review, collection, fraud control or similar activities. If you are actively seeking credit, you should understand that the procedures involved in lifting a security freeze may slow your own applications for credit. You should plan ahead and lift a freeze, either completely if you are shopping around or specifically for a certain creditor, a few days before actually applying for new credit. You have the right to bring a civil action against someone who violates your rights under the credit reporting laws. The action can be brought against a consumer-reporting agency.

ADDITIONAL DETAILS REGARDING YOUR 12 MONTH FIRST WATCH ID MEMBERSHIP

TO HELP SAFEGUARD YOU FROM MISUSE OF YOUR PERSONAL INFORMATION, WE HAVE ARRANGED MONITORING OF ACTIVITY WITHIN THE UNITED STATES FOR 12 MONTHS AT NO COST TO YOU. YOU CAN ENROLL IN A PROFESSIONAL IDENTITY MONITORING SERVICE (FIRST WATCH ID) PROVIDED BY FIRST WATCH TECHNOLOGIES, INC. YOU CAN SIGN UP FOR THIS SERVICE ANYTIME BETWEEN NOW AND JANUARY 7, 2015, USING THE VERIFICATION CODE LISTED IN YOUR LETTER. TO ENROLL IN THIS SERVICE, SIMPLY CALL **877-382-8180** MONDAY THROUGH FRIDAY BETWEEN THE HOURS OF 9 A.M. AND 7 P.M. EST OR GO TO **WWW.FIRSTWATCHID.COM**.

AFTER ENROLLMENT, YOU WILL RECEIVE ONE YEAR OF PROACTIVE IDENTITY MONITORING. FIRST WATCH ID WILL MONITOR THOUSANDS OF DATABASES AND BILLIONS OF RECORDS ON YOUR BEHALF TO LOOK FOR SUSPICIOUS ACTIVITY THAT COULD INDICATE THE BEGINNING STEPS OF IDENTITY THEFT. IF SUSPICIOUS ACTIVITY IS FOUND, FIRST WATCH WILL PLACE A PERSONAL PHONE CALL TO YOU (AT THE TELEPHONE NUMBER THAT YOU PROVIDE) TO DETERMINE IF THE SUSPICIOUS ACTIVITY IS POTENTIALLY FRAUDULENT.

ADDITIONALLY, IF YOU ENROLL, FIRST WATCH PROVIDES YOU WITH EASY ONLINE ACCESS TO MONITOR YOUR CREDIT ACTIVITY USING THE THREE MAJOR CREDIT BUREAU SERVICES. EACH CREDIT BUREAU WILL PROVIDE YOU ONE FREE CREDIT REPORT ANNUALLY. FIRST WATCH SUGGESTS YOU REQUEST YOUR FREE CREDIT REPORT FROM ONE BUREAU AT A TIME EVERY FOUR MONTHS. THIS ALLOWS YOU TO MONITOR CREDIT ACTIVITY THREE TIMES PER YEAR. FIRST WATCH WILL SEND YOU AN EMAIL (AT THE EMAIL ADDRESS YOU PROVIDE) EVERY FOUR MONTHS REMINDING YOU TO REQUEST YOUR FREE CREDIT REPORT FROM THE APPROPRIATE BUREAU.

THE FIRST WATCH ID SERVICE ALSO INCLUDES UP TO $25,000 OF IDENTITY THEFT INSURANCE WITH $0 DEDUCTIBLE, ALONG WITH IDENTITY RESTORATION COVERAGE (CERTAIN LIMITATIONS AND EXCLUSIONS MAY APPLY).