BakerHostetler

November 25, 2014

VIA OVERNIGHT DELIVERY

Office of the New Hampshire Attorney General
33 Capitol Street
Concord, NH 03301
Attn: Attorney General Joseph Foster

Re: Incident Notification

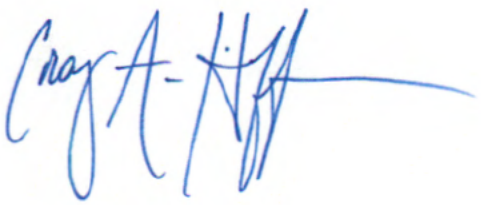
Dear Attorney General Joseph Foster:

Our client, Godiva Chocolatier, Inc., recognizes the importance of the privacy and confidentiality of the personal information of its employees and takes many steps to protect employee information. We are writing to notify you that a suitcase containing a laptop of a Godiva human resources employee was stolen on October 16, 2014 from a rental vehicle the employee was using to visit Godiva stores. The employee promptly notified law enforcement and Godiva as soon as she learned of this theft. Godiva immediately conducted an investigation to determine what information was contained on the laptop. Based on the investigation, Godiva believes that the laptop, which was password-protected but not encrypted, may have contained the names, addresses, and Social Security numbers of Godiva employees.

Godiva has no reason to believe that the thief knew the laptop was in the suitcase, and it has not received any reports of misuse. However, Godiva is notifying all employees whose information may potentially have been on the laptop and providing them with a complimentary one-year membership to Experian's® ProtectMyID® Alert. Godiva has conducted a comprehensive review of its practices, policies and procedures and is implementing enhanced security measures to prevent this from happening again. Specifically, Godiva is implementing whole disk encryption for the laptops of employees who have authorized access to confidential information, adding procedures to minimize the risks involved with the handling of confidential information, and is enhancing staff education regarding the safeguarding of company property and information.

Notification is being sent to the 143 New Hampshire residents on November 26, 2014, in substantially the form enclosed with this letter. Please do not hesitate to contact me if you have any questions.

Sincerely,



Craig A. Hoffman

Enclosure

GODIVA
Belgium 1926

Return Mail Processing Center
PO Box 6336
Portland, OR 97228-6336

<<First Name>><<Last Name>>
<<Address 1>>
<<Address 2>>
<<City>>,<<State>><<Zip>>

<<Date>>

Dear <<First Name>> <<Last Name>>:

Godiva Chocolatier, Inc. is committed to protecting the personal information of our employees. Even though we take many steps to protect employee information, we are writing to inform you about a recent incident which potentially involves your information.

On October 16, 2014, we learned that a suitcase was stolen from a rental car that a human resources employee was using to visit Godiva's retail stores that day. The suitcase contained the employee's personal items and the laptop provided to the employee by Godiva. Once the employee discovered that the suitcase was missing from the car, law enforcement and Godiva were immediately notified. Godiva immediately began an investigation to determine what information was contained on the laptop. A password is required to log-in to the laptop, but the hard drive was not encrypted. The nature of the employee information on the laptop may vary with regard to the Company's different employees, but it may have contained your name, address, and Social Security number. To date, the laptop has not been returned or found.

Godiva has no reason to believe that the thief knew the laptop was in the suitcase, and we have not received any reports of misuse. However, we wanted to notify you of this incident so that you can take appropriate steps to protect yourself. We are offering you a complimentary one-year membership to Experian's® ProtectMyID® Alert. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on immediate identification and resolution of identity theft. ProtectMyID® Alert is free to you and enrolling in this program will not hurt your credit score. Unfortunately, due to privacy laws, we are not able to enroll you directly. **For more information on ProtectMyID® Alert and instructions on how to activate your complimentary one-year membership, please see the included instructions in this letter.**

If you choose not to take advantage of this free credit monitoring service, we still recommend that you remain aware of the possibility of fraud and identity theft by reviewing your financial statements 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 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 6790, Fullerton, CA 92834, www.transunion.com, 1-800-680-7289

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 home 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 may also wish to contact your local law enforcement authorities and file a police report. If you do so, you may wish to 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
600 Pennsylvania Avenue, NW
Washington, DC 20580
www.ftc.gov
1-877-438-4338

We deeply regret any inconvenience this incident may cause you. We want to assure you that we are committed to the security of your personal information and are taking this matter quite seriously. Accordingly, we have conducted a comprehensive review of our practices, policies and procedures and are implementing enhanced security measures to prevent this from happening again. Specifically, Godiva is implementing whole disk encryption for the laptops of employees who have authorized access to confidential information, adding procedures to minimize the risks involved with the handling of confidential information, and enhancing staff education regarding the safeguarding of company property and information. If you have any questions regarding this incident, please call 866-328-1993, Monday through Friday, 6:00 a.m. to 6:00 p.m. Pacific Time.

Sincerely,

Lisa Fedorchak

Ms. Lisa Fedorchak, Head of North America Human Resources

Activate ProtectMyID Now in Three Easy Steps

1. ENSURE **That You Enroll By: 2/27/2015** (Your code will not work after this date.)
2. VISIT the **ProtectMyID Web Site to enroll: www.protectmyid.com/redeem**
3. PROVIDE **Your Activation Code: <<code>>**

If you have questions or need an alternative to enrolling online, please call 877-288-8057 and provide engagement #: **PC90425**

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH PROTECTMYID MEMBERSHIP:

A credit card is not required for enrollment.

Once your ProtectMyID membership is activated, you will receive the following features:

- **Free copy of your Experian credit report**
- **Surveillance Alerts for:**
  - **Daily Bureau Credit Monitoring:** Alerts of key changes & suspicious activity found on your Experian, Equifax® and TransUnion® credit reports.
  - **Internet Scan:** Alerts if your personal information is located on sites where compromised data is found, traded or sold.
  - **Change of Address:** Alerts of any changes in your mailing address.
- **Identity Theft Resolution & ProtectMyID ExtendCARE:** Toll-free access to US-based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.
  - It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- **$1 Million Identity Theft Insurance*:** Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.
- **Lost Wallet Protection:** If you misplace or have your wallet stolen, an agent will help you cancel your credit, debit, and medical insurance cards.

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-288-8057.

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of AIG . 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.