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STATE OF NH
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July 10, 2015

VIA OVERNIGHT DELIVERY

Office of the Attorney General
33 Capitol St.
Concord, NH 03301

Attn: Attorney General Joseph Foster

Re: Incident Notification

Dear Attorney General Foster:

Our client, Hershey Entertainment & Resorts Company (HE&R) recognizes the importance of the privacy and confidentiality of the payment card information provided by its customers. On May 30, 2015, HE&R was alerted to a potential issue after its anti-virus program identified and removed a suspicious file from certain devices in its payment card system. HE&R immediately began an internal investigation. When HE&R began to receive calls from guests on June 9, 2015, who reported seeing unauthorized charges on their payment card after they had used that card at HE&R properties, HE&R engaged a leading computer security firm to examine its payment card system for signs of an issue.

HE&R's investigation has determined that an unauthorized person was able to install a program on devices in its payment card system that was designed to make a copy of payment card data as it was being routed through its system to its payment processor. The program searched for data found in the magnetic stripe on payment cards, which includes the cardholder name, card number, expiration date, and a verification code. Based on the ongoing investigation, it is possible that any card that was used in person at an HE&R property from February 14, 2015 to June 2, 2015 could have been copied, but HE&R believes that a significant percentage of cards used after May 9, 2015 were likely not affected. HE&R has been working with the security firm to remediate the incident and identify ways to enhance HE&R's security measures to prevent this from happening again.

Atlanta Chicago Cincinnati Cleveland Columbus Costa Mesa Denver
Houston Los Angeles New York Orlando Philadelphia Seattle Washington, DC

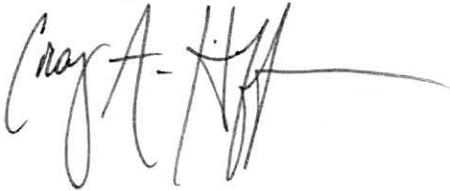
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Accordingly, pursuant to N.H. Rev. Stat. 359- C:19 – 359- C:21, HE&R plans to notify approximately 187 New Hampshire residents on July 13, 2014, in substantially the same form as the letter attached hereto.

HE&R is offering affected individuals a free, one-year membership of Experian's® ProtectMyID® Alert, which also entitles them to use the BillGuard app for free for payment card monitoring and resolution services. HE&R is also providing call center support for those affected individuals. In addition, HE&R is recommending that affected individuals remain vigilant by reviewing their account statements and credit reports for any unauthorized activity.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Craig A. Hoffman", with a long horizontal line extending to the right.

Craig A. Hoffman

Enclosure



HSH



Date: July 13, 2015

Hershey Entertainment & Resorts Company (HE&R) values the relationship we have with our customers and understands the importance of protecting personal information. We are writing to inform you about an incident that may involve some of your information.

On May 30, 2015, we were alerted to a potential issue after our anti-virus program identified and removed a suspicious file from certain devices in our payment card system. We immediately began an internal investigation, and then on June 9, 2015, we began to receive calls from guests who reported seeing unauthorized charges on their payment card after they had used that card at HE&R properties. At that point, we engaged a computer security firm to examine our payment card system for signs of an issue.

Based on the investigation, we believe that an unauthorized person was able to install a program on devices in our payment card system that was designed to make a copy of payment card data as it was being routed through our system to our payment processor. The program searched for data found in the magnetic stripe on payment cards, which includes the cardholder name, card number, expiration date, and a verification code. Based on the ongoing investigation, it is possible that any card that was used in person at an HE&R property from February 14, 2015 to June 2, 2015 could have been copied, but we believe that a significant percentage of cards used after May 9, 2015 were likely not affected. We had security measures in place that were designed to prevent an unauthorized person from retrieving the file that contained the copied payment card data, however, we have not been able to conclusively determine that these measures were not bypassed.

Although we did not find evidence to confirm that payment card data was removed from our system, we want to let you know about our findings so you can take appropriate steps to protect your card account. We recommend that you remain vigilant by reviewing your account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are reported in a timely manner.

We are also offering a free, one-year membership of Experian's® ProtectMyID® Alert. 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. ProtectMyID Alert is completely free to you and enrolling in this program will not hurt your credit score. Your membership also entitles you to use the BillGuard app for free, which provides payment card monitoring and resolution services. Due to privacy laws, we are not able to enroll you directly. For more information on identity theft prevention and ProtectMyID Alert, including instructions on how to activate your free membership, please see the additional information provided in this letter.

We regret any inconvenience or concern this may have caused. To help prevent this from happening again, we have been working with the computer security firm to review our security measures, ensure that this issue has been fully remediated, and look for ways to enhance our security measures. If you have any questions, or you need further assistance, please call (877) 940-7204, Monday through Friday between the hours of 9 am and 6 pm EST.

Sincerely,

Bill Simpson
President and Chief Executive Officer

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports 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 please 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 2000, Chester, PA 19022-2000, www.transunion.com, 1-800-916-8800

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 state. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW
Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

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 should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records.

Activate ProtectMyID Now in Three Easy Steps

1. ENSURE **That You Enroll By: October 23, 2015** (Your code will not work after this date.)
2. Visit the **ProtectMyID Web Site to enroll: www.protectmyid.com/alert**
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 #: **PC95280**

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 credit report.
- **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.

Integrate your ProtectMyID membership with the BillGuard app for FREE and receive:

- **Card Fraud Monitoring:** Alerts you when your credit/debit cards are used.
- **Card Concierge:** Resolve billing inquiries and disputes with merchants
- To enroll, after you enroll in ProtectMyID Alert, download the BillGuard app from the Apple or Google app sites, and then use the user name and password for your ProtectMyID Alert account

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.