

NORTON ROSE FULBRIGHT

Norton Rose Fulbright US LLP
Tabor Center
1200 17th Street, Suite 1000
Denver, Colorado 80202-5835
United States

STATE OF NH
DEPT OF JUSTICE
2016 NOV -7 PM 12: 29

October 31, 2016

Direct line +1 303 801 2759
alex.trautman@nortonrosefulbright.com

**By Certified Mail
Return Receipt Requested**

Tel +1 303 801 2700
Fax +1 303 801 2777
nortonrosefulbright.com

Office of the New Hampshire Attorney General
Consumer Protection & Antitrust Bureau
33 Capitol Street
Concord, NH 03301

Re: Legal Notice of Information Security Incident

Dear Sirs or Madams:

I write on behalf of my client, Manduka, to inform you of a security incident involving personal information provided to Manduka that affected approximately 24,519 US-based individuals, including approximately 118 residents of New Hampshire. My client is notifying these individuals and outlining some steps they may take to help protect themselves.

On September 28, 2016, over the course of an extensive forensic investigation, Manduka learned that unauthorized individuals installed malicious software on the e-commerce web platform that hosts manduka.com. My client believes the malware could have compromised the personal information of customers that made credit or debit card purchases through the manduka.com website between January 29, 2016 and October 8, 2016, including name, address, website username and password, and payment card account details (number, expiration date, and CVV security code).

Manduka takes the privacy of personal information seriously, and deeply regrets that this incident occurred. Upon becoming aware of the incident, Manduka promptly engaged outside forensic experts to assist them in investigating and resolving the situation, and also to further Manduka's efforts to design and implement enhanced safeguards to strengthen the security of the manduka.com web platform and to help prevent this type of incident from recurring in the future.

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Affected individuals are being notified via written letter, which includes an offer for 12 months of complimentary identity protection and repair services, including three-bureau credit monitoring. These notifications will begin mailing on or around October 31, 2016. A proof copy of the notice being sent to the affected New Hampshire resident is included for your reference.

If you have any questions or need further information regarding this matter, please contact me at (303) 801-2759 or alex.trautman@nortonrosefulbright.com.

Best regards,



Alex Trautman
Norton Rose Fulbright US LLP
Tabor Center, 1200 17th Street, Suite 1000,
Denver, Colorado 80202-5835, United States
Tel +1 303 801 2759 | Fax +1 303 801 2777
alex.trautman@nortonrosefulbright.com