



NAITO CORPORATION
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November 26, 2013

The Hon. Joseph Foster
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

Re: Notification of Data Breach

Dear Mr. Foster:

Our company operates a small ecommerce business that sells consumer products over the internet under the name, "Made In Oregon." The purpose of this letter is to report a potential data breach incident involving the personal information of residents within your state.

Nature of Data Breach

Between mid October, 2013 and November 20, 2013, we believe an unauthorized party had access to the customer's name, billing address, shipping address, email address, and credit card information for orders placed on our website. The exact method of obtaining the data is currently under investigation by a forensic investigative team working for a company specializing in data breaches.

Number of Affected Residents and Method of Notification

A total of 4 residents of your state may have had their personal information compromised. Approximately 1,700 customers in total may have had personal information compromised.

On November 29, 2013, we will be notifying the potentially affected residents of your state via US Mail. A sample copy of the letter is attached. We have a dedicated toll free number for the potentially affected customers. We are offering all potentially affected customers one year of ID fraud and credit monitoring protection from Experian at no charge to the customer.

Steps Taken and Steps Planned to Address Issue

We are no longer obtaining any credit card information through our website. All credit card information is entered on a different website run by a third party payment processor

called Xpayments. The computer forensic investigators will look into additional security measures. Going forward, they will be monitoring our website for illegal intrusions.

Our company has filed reports of the incident with the Portland Police Department and the FBI and we will fully cooperate with any investigations. We have notified the three national credit reporting agencies.

Please direct inquires to:

Verne Naito
Vice President
Naito Corporation
13625 NE Jarrett St.
Portland, OR 97230
(503) 708-3789

Thank you for your consideration.

Sincerely,



Verne Naito
Vice President

attachments: sample resident letter

November 29, 2013

(customer)
(address 3), (state) (zip)

Dear Customer:

We value your business and respect the privacy of your information. That is why we are writing you as a precautionary measure to inform you of a data security incident that may involve your personal information.

From mid October, 2013 through November 20, 2013, an unauthorized party may have gained access to your personal information submitted with your order entered through our website. The data accessed may have included your name, your billing address, the shipping address, your email address, and your credit card information used for the purchase during the above-mentioned timeframe. To our knowledge, no other personal information was available.

Made In Oregon values your privacy and deeply regrets that this incident occurred. Working with consultants in computer forensics, we are conducting a thorough review of the potentially affected data and will notify you if there are any significant developments. We have implemented additional security measures designed to prevent a recurrence of this incident and to protect the privacy of customers.

We are also working with law enforcement to ensure the incident is properly addressed.

Please review the attachment to this letter, "Steps You Can Take to Further Protect Your Information." We are offering at no charge to you one year of ProtectMyID ID protection through Experian. You must enroll within 60 days to obtain coverage. Details are in the attachment. Your unique sign up code is (code).

For further assistance or information, please call our incident response center at 800-978-1860 weekdays between 9:00 am and 5:00 pm PST or email us at customerservice@madeinoregon.com. We deeply apologize for any inconvenience to you.

Sincerely,
Made in Oregon

STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

- **Review Your Account Statements and Notify Law Enforcement of Suspicious Activity**

As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. 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 also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission.

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 Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

- **Copy of Credit Report**

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. Or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

Equifax
(800) 685-1111
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
(888) 397-3742
www.experian.com
P.O. Box 9532
Allen, TX 75013

TransUnion
(800) 916-8800
www.transunion.com
P.O. Box 6790
Fullerton, CA 92834

- **Fraud Alert**

You may 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 creditor contact you prior to establishing any accounts in your name. *For that reason, placing a fraud alert can protect you but also may delay you when you seek to obtain credit.* To place a

fraud alert on your credit report, contact any one of the three credit reporting agencies using the contact information below:

Equifax
(877) 576-5734

www.alerts.equifax.com

P.O. Box 740241

Atlanta, GA 30374

Experian
(888) 397-3742

www.experian.com/fraud

P.O. Box 9532

Allen, TX 75013

TransUnion
(800) 680-7289

www.transunion.com

P.O. Box 6790

Fullerton, CA 92834

Additional information is available at <http://www.annualcreditreport.com>.

- **Security Freeze**

In some US states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. [Additionally, if you request a security freeze from a consumer reporting agency there may be a fee up to \$5 to place, lift or remove the security freeze, unless you are a victim of identity theft (or the spouse of a victim of identity theft) and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.]

To place a security freeze on your credit report, send a request by mail to a consumer reporting agency at the address below that includes the following (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past two years; and (5) any applicable incident report or complaint with a law enforcement agency or the Division of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue.

Equifax Security Freeze, P.O. Box 105788, Atlanta, Georgia 30348

Experian Security Freeze, P.O. Box 9554, Allen, TX 75013

TransUnion Fraud Victim Assistance Division, P.O. Box 6790, Fullerton, CA 92834-6790]

- **Additional Free Resources on Identity Theft**

You may wish to review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (877-438-4338). A copy of "Take Charge: Fighting Back Against Identity Theft," a comprehensive guide from the FTC is on the FTC's website, <http://www.ftc.gov/bcp/edu/pubs/consumer/idtheft/idt04.shtm>

- **Maryland Resident Information**

Maryland residents may also wish to review information provided by the Maryland Attorney General on how to avoid identity theft at <http://www.oag.state.md.us/idtheft>, or by sending an email to idtheft@oag.stat.md.us, or calling 410-576-6491.

- **ID Fraud Protection**

In addition to the steps outlined above, you may want to obtain ID theft protection and credit monitoring. Made in Oregon is offering at no charge to you one year of ProtectMyID protection from Experian. To obtain the benefits from the program we have arranged to purchase for you, you must enroll. Use the unique code included in the letter accompanying this attachment to register on line. Visit www.protectmyid.com/redeem and follow the instructions on the website. Your unique sign up code is valid for 60 days and you must sign up before the code expires to obtain this free protection.

A summary of some of the benefits of ProtectMyID include:

- Surveillance alerts for daily credit bureau monitoring
- Identity theft resolution assistance
- \$1 million in ID theft insurance

See detailed descriptions of the benefits of the ProtectMyID program on Experian's website.