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March 27, 2015

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

Dear Attorney General Foster:

On March 11, 2015, we learned from our website services provider that our online store at www.niteize.com had experienced a cyber attack, and as a result, a global total of approximately 309 credit card transactions were compromised during order processing. On March 13, 2015, we learned that it was possible that the attackers may have accessed our general customer database that includes customer Nite Ize passwords, along with other customer data such as name, address, email address and telephone number(s). The general customer database does not contain credit card information.

As a result, the customer information of approximately 350 New Hampshire residents may have been accessed by unauthorized parties. At this time, we cannot confirm that any customer data was actually viewed or taken but are notifying you and our customers in an abundance of caution. We also have reason to believe that the credit card numbers of a subset of 2 of those same New Hampshire customers were among those compromised on a transaction-by-transaction basis. We are notifying those customers of the situation, and have contacted our bank and the credit card companies so they can be alerted to any potential fraud or other unauthorized activity.

We have been actively investigating the incident with our website service provider and upon discovery of the breach, immediately took steps to protect our website against further unauthorized access. We have established a password reset protocol to require a password reset for all customer accounts on our website at the next login attempt. We are in the process of preparing notifications to the affected residents of New Hampshire. We expect that the notifications will be sent out by the week of March 30, 2015.

Attached is a copy of the notification we anticipate sending to affected residents. Please contact me if you wish to obtain more information about this unfortunate event.



March 27, 2015



Dear [REDACTED]:

Our consumer-facing website, www.niteize.com, is hosted and managed by a third-party website services provider. We recently learned from our service provider that our online store was subject to an attack in early March, and as a result, approximately 309 credit card numbers and certain other customer information may have been accessed by unauthorized parties. We immediately worked with our website provider to block the attack, repair the system, and investigate the incident and damage it caused. We have reason to believe that your credit card information was among those compromised and have contacted our bank and the credit card companies so they can be alerted to any potential fraud or other unauthorized activity.

The other customer data involved may include information that you shared with us when creating a website profile or ordering products, such as your name, Nite Ize user name, Nite Ize password, mailing address, email address, credit card number, and/or telephone number(s).

The next time you visit www.niteize.com, you will be required to reset your password. If you may have used the same password on other websites or services, we encourage you to change those as soon as possible to protect your other online accounts.

We take seriously our responsibility to protect the personal information you provide to us and apologize for this unfortunate event. We have been actively investigating the incident with our website service provider and immediately took steps to protect our website against further unauthorized access.

We recommend that you guard against identity theft by vigilantly monitoring account statements and free credit reports available through the major credit bureaus listed below. We also urge you to report any suspected incidents of identity theft to local law enforcement or to your state Attorney General's office.

You can learn more about how to protect yourself against identity theft by contacting the Federal Trade Commission (FTC) toll-free at (877) ID-THEFT (43-84338), by mail at 600 Pennsylvania Avenue NW Washington, D.C. 20580, or through their website at <https://www.ftccomplaintassistant.gov>. You can also contact your state Attorney General's office, or one of the three major credit bureaus listed here:

Equifax
P.O. Box 740256
Atlanta, GA 30374
www.equifax.com
Toll free: (800) 525-6285

Experian
P.O. Box 9554
Allen, TX 75013
www.experian.com
Toll free: (888) 397-3742

TransUnion
P.O. Box 2000
Chester, PA 19022
www.transunion.com
Toll free: (800) 680-7289

At your request, the credit bureaus can place a fraud alert on your credit file. A fraud alert lets creditors know to contact you before opening any new accounts or changing your existing accounts. If you contact one credit bureau, it is required to notify the other two, which will also place an alert on their versions of your credit report.

For MASSACHUSETTS residents: Under Massachusetts law, you have the right to obtain any police report filed regarding this incident. You may also choose to place a security freeze on your credit report. Note that while a security freeze prohibits a credit reporting agency from releasing any information from your credit report without your authorization, it may delay or otherwise interfere with any requests you make for loans or other services. Information regarding how you place a security freeze is at the end of this letter.

For NORTH CAROLINA residents: You can also contact the North Carolina Attorney General's Office for more information about preventing identity theft at:

North Carolina Attorney General's Office
9001 Mail Service Center
Raleigh, NC 27699-9001
Telephone: (919) 716-6400
Fax: (919) 716-6750

For more resources on how to protect yourself against identity theft or for any other assistance related to this incident, please visit <http://www.niteize.com/notice> or contact us at Questions@niteize.com or 720-508-4791.

Sincerely,

Nite Ize, Inc.

To place a security freeze on your credit report, you must make a written request to each of the three major bureaus. You may contact the bureaus using the information here:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
www.equifax.com
Toll free: (800) 685-1111

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013
www.experian.com
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TransUnion
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If you have been a victim of identity theft and you provide the credit reporting bureau with a valid police report, it cannot charge you to put in place, lift, or remove a security freeze. Otherwise, a credit reporting agency may charge you up to \$5.00 each to put in place, temporarily lift, or permanently remove a security freeze.

In order to request a security freeze, you will need to provide some or all of the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses where you have lived over the prior five (5) years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.)
7. If you are a victim of identity theft, a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;

If you are not a victim of identity theft, you will need to include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.



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Our consumer-facing website, www.niteize.com, is hosted and managed by a third-party website services provider. We recently learned from our service provider that our online store was subject to an attack in early March, and as a result, certain customer information may have been accessed by unauthorized parties. We immediately worked with our website provider to block the attack, repair the system, and investigate the incident and damage it caused. At this time, we cannot confirm that your data was stolen but are sending you this letter in an abundance of caution.

The customer data involved may include information that you shared with us when creating a website profile or ordering products, such as your name, Nite Ize user name, Nite Ize password, mailing address, email address, ad/or telephone number(s). Your credit card number or other payment method information was not similarly stored and is not involved.

The next time you visit www.niteize.com, you will be required to reset your password. If you may have used the same password on other websites or services, we encourage you to change those as soon as possible to protect your other online accounts.

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