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**From:** Nourse Farms [<mailto:info@noursefarms.com>]  
**Sent:** Wednesday, August 31, 2016 1:35 PM  
**To:** AttorneyGeneral  
**Subject:** Data Breach Notification

TO WHOM IT MAY CONCERN:

Please permit this notice to comply with your state's notice requirements regarding Data Breaches. A recent data breach from our site affected the personal information of 168 New Hampshire residents and a total of 6,320 individuals. The letter below, sent to the affected New Hampshire individuals on 8/31/16, gives greater detail regarding the breach. Please let us know if you have any questions.

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Nourse Farms, Inc.  
41 River Rd.  
South Deerfield, MA 01373  
[webquestions@noursefarms.com](mailto:webquestions@noursefarms.com)  
(413) 665-2658

August 30, 2016

### **Notice of Data Breach**

Dear Valued Customer,  
We are writing about an issue that involves your personal information. The details of the issue are below.

#### **What Happened?**

We recently identified a security issue that affected our ecommerce site between February 22, 2016 and July 16, 2016, and resulted in an unauthorized access of customer information by a third party. Our website, [noursefarms.com](http://noursefarms.com) was one of over 300 online ecommerce sites to be invaded by a hack that targeted a specific software platform. Once discovered, we took immediate steps to stop the breach and prevent future breaches. This incident has been contained, and cannot infiltrate the site again. We do not know the identity of the hacker(s), and it is unlikely that we will be able to identify the responsible person(s).

#### **What Information Was Involved?**

Customers who placed online orders between February 22, 2016 and July 16, 2016 may have been affected, potentially including cardholder name, address, card number, expiration date, and 3 digit security codes.

#### **What We Are Doing?**

We took immediate steps to remedy this security issue upon identifying it. Nourse Farms contracted a consultant

with expert knowledge of our website software, and he implemented code to stop the malware and prevent it from infiltrating again. He also made the code available to all of the other ecommerce sites affected by this hack, and to the software company. In addition, we have migrated to a new hosting company, implemented a different and more secure SSL Security Certificate, and generated new authentication encryption keys. We have also implemented a version control that will notify us immediately if any code is changed without our knowledge.

We immediately notified our credit card processor that credit card transactions processed on our site between February 22, 2016 and July 16, 2016 were subject to this malware. Our processor has notified the card companies (Visa, Master Card, and Discover) of this, and they will monitor the card usage for fraud activity and act accordingly.

#### **What You Can Do?**

We take our obligation to safeguard personal information very seriously and are notifying you so you are aware that this happened and know that the following resources are available to you:

- **Order a Credit Report.** You are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free at 1-877-322-8228. It is always a good idea to be vigilant by reviewing your account statements and monitoring your free credit reports.
- **Register for Identity Protection and Credit Monitoring Services.**
- **Review the Attached Reference Guide.** The attached Reference Guide provides additional details on resources available to you and recommendations by the U.S. Federal Trade Commission on the protection of personal information.

Again, we regret any inconvenience this may cause you. If you have any questions regarding this issue, please feel free to email us at [webquestions@noursefarms.com](mailto:webquestions@noursefarms.com), or call (413) 665-2658.

Sincerely,

Nourse Farms

#### **Reference Guide**

For more information the following tools and resources are available to you:

**Order Your Free Credit Report.** To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com), call toll-free at 1-877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov) and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three consumer reporting agencies provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store or commercial names. The consumer reporting agency will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the consumer reporting agencies of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate consumer reporting agency by telephone and in writing. Consumer reporting agency staff will review your report with you. If the information can't be explained, then you will need to call the creditors involved. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

**Report Incidents.** If you detect any unauthorized transactions in a financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to law enforcement, the FTC and your state Attorney General. If you believe your identity has been stolen, the FTC recommends that you take these steps:

- Place an initial fraud alert.
- Order your credit reports.
- Create an FTC Identity Theft Affidavit by submitting a report about the theft at <http://www.ftc.gov/complaint> or by calling the FTC.
- File a police report about the identity theft and get a copy of the police report or the report number. Bring your FTC Identity Theft Affidavit with you when you file the police report.

- Your Identity Theft Report is your FTC Identity Theft Affidavit plus your police report. You may be able to use your Identity Theft Report to remove fraudulent information from your credit report, prevent companies from furnishing fraudulent information to a consumer reporting agency, stop a company from collecting a debt that resulted from identity theft, place an extended seven-year fraud alert with consumer reporting agencies, and obtain information from companies about accounts the identity thief opened or misused.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft and how to repair identity theft:

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

**Placing a Fraud Alert on Your Credit File.** You may place a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three consumer reporting agencies. For more information on fraud alerts, you also may contact the FTC as described above.

Equifax

Equifax Credit Information Services, Inc.  
 P.O. Box 740241  
 Atlanta, GA 30374  
 1-800-525-6285  
[www.equifax.com](http://www.equifax.com)

Experian  
 Experian Inc.  
 P.O. Box 9554  
 Allen, TX 75013  
 1-888-397-3742  
[www.experian.com](http://www.experian.com)

TransUnion  
 TransUnion LLC  
 P.O. Box 2000  
 Chester, PA 19022-2000  
 1-800-680-7289  
[www.transunion.com](http://www.transunion.com)

**Placing a Security Freeze on Your Credit File.** You may place a “security freeze” (also known as a “credit freeze”) on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the consumer reporting agencies without your consent. There may be fees for placing, lifting, and/or removing a security freeze, which generally range from \$5-\$20 per action. Unlike a fraud alert, you must place a security freeze on your credit file at each consumer reporting agency individually. For more information on security freezes, you may contact the three nationwide consumer reporting agencies or the FTC as described above. As the instructions for establishing a security freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information.

The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Addresses where you have lived over the past five years
- A legible copy of a government-issued identification card (such as a state driver’s license or military ID card)
- Proof of your current residential address (such as a current utility bill or account statement)

This message was sent to [attorneygeneral@doj.nh.gov](mailto:attorneygeneral@doj.nh.gov) from:

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