



Jena Valdetero
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April 2, 2014

CONFIDENTIAL

VIA FEDERAL EXPRESS

Office of the New Hampshire Attorney General
Attn: Security Breach Notification
33 Capitol Street
Concord, NH 03301

Re: Data Security Breach Notification

To Whom It May Concern:

This letter is intended to notify the Office of the New Hampshire Attorney General that RK Internet, LLC (“Rural King”), a client of Bryan Cave LLP, notified 11 residents of New Hampshire that their personal information may have been accessed or acquired by an unauthorized individual.

On March, 7, 2014, Rural King became suspicious of a criminal intrusion into the Rural King web server. Rural King immediately hired a leading third party computer forensics firm to investigate the criminal cyber security intrusion and to terminate the unauthorized access. The attacker appears to have placed malware on the Rural King web server. The malware was immediately removed.

Unfortunately, the investigator has concluded that, beginning on February 6, 2014 and continuing until March 12, 2014, the criminal intruder may have gained access to the first and last name, credit or debit card number, expiration date, card verification code, telephone number, and shipping and billing address associated with the transactions of New Hampshire residents. Rural King also believes the email address and password associated with the accounts of New Hampshire residents on www.ruralking.com may have been exposed. Rural King was able to determine that certain transaction information was definitely compromised, but was unable to say with certainty whether other transactions had definitely been compromised. In order to protect its valued customers, Rural King has notified consumers in both categories.

Rural King contacted the New Hampshire residents via letter on April 2. Some customers received a letter informing them that Rural King believed that their

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Bryan Cave LLP

transaction data had been compromised; other consumers received a letter informing them that Rural King believed that their transaction data may have been compromised. A template of those letters is attached. As you can see, both letters provided the New Hampshire residents with information necessary to obtain one year of free credit monitoring through Experian.

Rural King has taken steps to prevent the criminal intruder from regaining access to our web server, and Rural King is working with a third party computer forensics firm to harden its web server to help prevent future breaches from occurring. Rural King has also reset all user passwords on its website so that users will be prompted to create a new password during their next transaction.

Additionally, Rural King has ensured that the credit card brands received notification of this criminal act, and it is working with the Federal Bureau of Investigation to bring the perpetrator of this attack to justice.

If you would like any additional information concerning the above referenced event, please feel free to contact me at your convenience.

Very truly yours,

Handwritten signature of Jena M. Valdetero in black ink, with a vertical line separating the name from a set of initials.

Jena Valdetero
Bryan Cave LLP

Enclosures

March 31, 2014

Dear Valued Customer

On March, 7, 2014, RK Internet, LLC ("Rural King") became suspicious of a criminal intrusion into the Rural King web server. Rural King immediately hired a leading third party computer forensics firm to investigate the criminal cyber security intrusion and to terminate the unauthorized access. Unfortunately, the investigator has concluded that, beginning on February 6th and continuing until March 12th, the criminal intruder used malicious code and may have gained access to the first and last name, credit or debit card number, expiration date, card verification code, telephone number, and shipping and billing address associated with your transaction. We also believe the email address and password associated with your account on www.ruralking.com may have been exposed. We deeply regret this situation. We are providing this letter to help keep you better informed of the situation, so that you may avoid future inconvenience as a result of the attack.

To provide you with peace of mind, we have contracted with Experian to provide you one year of credit monitoring and protection under Experian's ProtectMyID Elite Program. The cost of this membership will be paid by Rural King. Attachment A provides information regarding the features you will receive once your membership is activated. Please contact us at the number below to receive the information necessary to activate your free membership.

Rural King has taken steps to prevent the criminal intruder from regaining access to our web server, and we are working with the third party computer forensics firm to harden our web server to help prevent future breaches from occurring. We also have reset all user passwords on our website so that users will be prompted to create a new password during the next transaction. Rural King has ensured that the credit card brands received notification of this criminal act, and we are working with the Federal Bureau of Investigation to bring the perpetrator of this attack to justice.

In the event that you determine that there has been fraudulent activity on any of your accounts, you should promptly notify the financial institution or company that maintains the account. You should also contact the appropriate government agencies including law enforcement, your state's Attorney General and/or Division of Consumer Protection, and/or the Federal Trade Commission. Attachment B includes additional information on preventing identity theft and contains contact information for the FTC and for each state's Attorney General.

Please know that we take the security of your personal information very seriously and are taking the appropriate steps to strengthen our data safety and preventive measures to minimize the risk of a similar incident in the future.

Should you have further questions or need additional assistance concerning this matter, do not hesitate to contact us by mail at 4216 DeWitt Ave., Mattoon, IL 61938 or by phone at 1-800-561-1752.

Sincerely,

Your Friends at Rural King

Attachment A

Experian ProtectMyID Elite Features

Once your ProtectMyID membership is activated, you will receive the following features:

- **Free copy of your Experian credit report**
- **Surveillance Alerts for:**
 - **Daily 3 Bureau Credit Monitoring:** Alerts of key changes & suspicious activity found on your Experian, Equifax®, and TransUnion® credit reports.
 - **Internet Scan:** Alerts if your personal information is located on sites where compromised data is found, traded or sold.
 - **Change of Address:** Alerts of any changes in your mailing address.
- **Identity Theft Resolution & ProtectMyID ExtendCARE:** Toll-free access to US-based customer care and a dedicated Identify 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 Insurance¹:** Immediately covers certain costs including lost wages, private investigator fees, and unauthorized electronic fund transfers.
- **Lost Wallet Protection:** If you misplace or have your wallet stolen, an agent will help you cancel your credit, debit, and medical insurance cards.

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 877-441-6943.

Please contact us at 1-800-561-1752 in order to receive information necessary to activate your one year of free Experian ProtectMyID Elite coverage.

¹ 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.

Attachment B

ADDITIONAL ACTIONS TO HELP REDUCE YOUR CHANCES OF IDENTITY THEFT

➤ **ORDER YOUR FREE ANNUAL CREDIT REPORTS**

Continue to remain vigilant for possible identity theft by reviewing your credit card and bank account statements and monitoring your credit report, if you have not already done so. 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://annualcreditreport.com> or calling toll-free (877) 322-8228. Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

➤ **PLACE A 90-DAY FRAUD ALERT ON YOUR CREDIT FILE**

An **initial 90 day security alert** indicates to anyone requesting your credit file that you suspect you are a victim of fraud. When you or someone else attempts to open a credit account in your name, increase the credit limit on an existing account, or obtain a new card on an existing account, the lender should take steps to verify that you have authorized the request. If the creditor cannot verify this, the request should not be satisfied. You may contact one of the credit reporting companies below for assistance.

COMPANY	TELEPHONE	ADDRESS	WEBSITE
Equifax	800-525-6285	P.O. Box 740241 Atlanta, GA 30374-0241	http://www.equifax.com
Experian	888-397-3742	P.O. Box 9532 Allen, TX 75013	http://www.experian.com
TransUnion	800-680-7289	Fraud Victim Assistance Division P.O. Box 6790 Fullerton, CA 92834-6790	http://www.transunion.com

➤ **PLACE A SECURITY FREEZE ON YOUR CREDIT FILE**

Additionally, you may obtain a "credit freeze" by contacting each credit bureau listed above. A credit freeze (also known as a security freeze) is a way to provide additional security to your personal information by making your credit report inaccessible, unless you give specific authorization with a password or personal identification number. If you have been a victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit reporting agency may charge a small fee (typically no more than \$10, although the fee varies by state) to place, lift or remove a security freeze. When you request a credit freeze, you may be asked to provide your name, address, date of birth, social security number, and your previous two addresses. If you would like more information on how to obtain a credit freeze, you may contact the consumer reporting agencies listed above.

➤ **USE TOOLS FROM CREDIT PROVIDERS**

Carefully review your credit reports and bank, credit card and other account statements. Be proactive and create alerts on credit cards and bank accounts to notify you of activity. If you discover unauthorized or suspicious activity on your credit report or by any other means, file an identity theft report with your local police and contact one of the credit reporting companies listed above.

➤ **OBTAIN MORE INFORMATION ABOUT IDENTITY THEFT AND WAYS TO PROTECT YOURSELF**

- Visit <http://www.experian.com/credit-advice/topic-fraud-and-identity-theft.html> for general information regarding protecting your identity.
- The Federal Trade Commission has an identity theft hotline: 877-438-4338; TTY: 1-866-653-4261. They also provide information on-line at www.ftc.gov/idtheft.
- Information about reporting and preventing identity theft can also be found at <http://www.consumer.ftc.gov/features/feature-0014-identity-theft>.
- You also have the right to file and obtain a police report about this incident.

Federal Trade Commission Contact Information

Federal Trade Commission, Bureau of Consumer Protection,
600 Pennsylvania Avenue, NW Washington, DC 20580
Tel: 1-877-438-4338
<https://www.ftccomplaintassistant.gov/>.

Attorneys General and/or Divisions of Consumer Protection Contact Information

STATE	CONTACT INFORMATION
Alabama	334.242.7300 / 1.800.392.5658
Alaska	907.465.2133 / 907.269.5200
Arizona	520.628.6504 / 800.352.8431
Arkansas	501.682.2341 / 800.482.8982
California	916.322.3360
Colorado	720.508.6000 / 720.508.6006
Connecticut	860.808.5318 / 860.808.5400
Delaware	800.220.5424 / 302.577.8600
DC	202.727.3400 / 202.442.9828
Florida	850.414.3300
Georgia	404.656.3300 / 404.651.8600
Hawaii	808.586.1500

STATE	CONTACT INFORMATION
Nebraska	402.471.2682 / 800.727.6432
Nevada	775.684.1100
New Hampshire	603.271.3658 / 603.271.3643
New Jersey	609.292.8740
New Mexico	505.827.6000 / 800.678.1508
New York	518.474.7330 / 800.771.7755
North Carolina	919.716.6400
North Dakota	701.328.2210 / 800.472.2600
Ohio	614.466.4986
Oklahoma	405.521.3921
Oregon	503.378.4400 / 877.877.9392
Pennsylvania	717.787.3391 / 800.441.2555

STATE	CONTACT INFORMATION
Idaho	208.334.2424
Illinois	1.866.999.5630
Indiana	317.232.6201 / 800.382.5516
Iowa	515.281.5164 / 888.777.4590
Kansas	785.296.2215 / 800.432.2310
Kentucky	502.696.5300 / 888.432.9257
Louisiana	225.326.6079 / 800.351.4889
Maine	207.626.8800
Maryland	410.576.6300 / 410.528.8662
Massachusetts	617.727.2200 / 617.727.8400
Michigan	517.373.1110 / 877.765.8388
Minnesota	651.296.3353 / 800.657.3787
Mississippi	601.359.3680
Missouri	573.751.3321 / 800.392.8222
Montana	406.444.2026 / 800.481.6896

STATE	CONTACT INFORMATION
Puerto Rico	787.721.2900
Rhode Island	401.274.4400
South Carolina	803.734.3970
South Dakota	605.773.3215 / 605.773.4400
Tennessee	615.741.3491 / 615.741.1671
Texas	512.463.2100 / 512.463.2185
U.S. Virgin Islands	340.774.5757
Utah	801.538.9600
Vermont	802.828.3171
Virginia	804.786.2071 / 804.786.2042
Washington	360.753.6200 / 206.464.6684
West Virginia	304.558.2021 / 304.558.8986
Wisconsin	608.266.1221 / 800.422.7128
Wyoming	307.777.7841 / 307.777.5833

For residents of Maryland:

You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General: Maryland Office of the Attorney General, Consumer Protection Division 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us.

For residents of North Carolina:

You may also obtain information about preventing and avoiding identity theft from North Carolina Attorney General's Office: North Carolina Attorney General's Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, www.ncdoj.gov.

March 31, 2014

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 - 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.
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- Information about reporting and preventing identity theft can also be found at <http://www.consumer.ftc.gov/features/feature-0014-identity-theft>.
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New Jersey	609.292.8740
New Mexico	505.827.6000 / 800.678.1508
New York	518.474.7330 / 800.771.7755
North Carolina	919.716.6400
North Dakota	701.328.2210 / 800.472.2600
Ohio	614.466.4986
Oklahoma	405.521.3921
Oregon	503.378.4400 / 877.877.9392
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Kentucky	502.696.5300 / 888.432.9257
Louisiana	225.326.6079 / 800.351.4889
Maine	207.626.8800
Maryland	410.576.6300 / 410.528.8662
Massachusetts	617.727.2200 / 617.727.8400
Michigan	517.373.1110 / 877.765.8388
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For residents of North Carolina:

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