

# BakerHostetler

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August 7, 2013

### **VIA OVERNIGHT DELIVERY**

Office of the New Hampshire Attorney General  
Consumer Protection and Anti-Trust Bureau  
33 Capitol Street  
Concord, NH 03301

*Attention:* James Boffetti, Bureau Chief

*Re: Incident Notification*

Dear Mr. Boffetti:

Our client, Smartphone Experts, recognizes the importance of the privacy and confidentiality of the personal information provided to us by our customers and has always been committed to protecting this information. Regrettably, on July 12, 2013, Smartphone Experts learned that an unauthorized person gained access into the computer system used to process payments for purchases made on their website. Although credit card information is encrypted when it is stored in the system, the unauthorized person may have had the technical ability to use a decryption feature of the system to view the name, address, credit or debit card account number, CVV code, and the card's expiration date associated with customer orders.

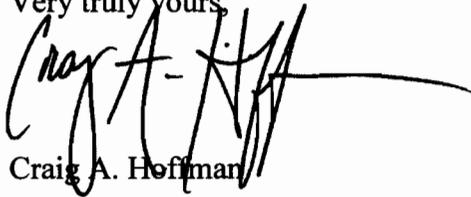
Smartphone Experts immediately implemented measures to prevent any further unauthorized access and engaged a leading data security firm to complete an investigation. Smartphone Experts is working with credit card companies so they can take steps to protect their cardholders.

August 7, 2013  
Mr. James Boffetti  
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In addition, Smartphone Experts is notifying approximately 545 New Hampshire residents. Notification is being sent to those residents in substantially the form attached hereto.

Please do not hesitate to contact me if you have any questions.

Very truly yours,

A handwritten signature in black ink, appearing to read "Craig A. Hoffman", with a long horizontal line extending to the right.

Craig A. Hoffman

Enclosure

# Smartphone Experts

August 6, 2013

##93031-LV1-0123456 T-0012 \*\*\*\*\*5-DIGIT 1234

SAMPLE A SAMPLE



APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



Dear Sample A Sample:

Smartphone Experts recognizes the importance of the privacy and confidentiality of the personal information provided to us by our customers and has always been committed to protecting this information. Regrettably, we are writing to inform you of an incident involving some of that information.

On July 12, 2013, we learned that a hacker gained access into the computer system we use to process payments for purchases made on our website. We immediately implemented measures to prevent any further unauthorized access and engaged a leading data security firm to complete an investigation.

Although credit card information is encrypted when it is stored in our system, the investigation revealed that the hacker may have had the technical ability to use a decryption feature of the system to view the name, address, credit or debit card account number, CVV code, and the card's expiration date associated with orders in our system. We are working with credit card companies to protect the cardholders that may have been affected.

Out of an abundance of caution, we are notifying you of the incident so you can take steps to protect your card from any attempted misuse. We recommend that you remain vigilant to the possibility of unauthorized charges on your card by reviewing your account statements. You should immediately report any unauthorized charges on your card to your financial institution because the major credit card companies have rules that typically guarantee cardholders will not be responsible for fraudulent charges.

While information that is typically used in identify theft, such as social security number, was not compromised in this incident, always remain vigilant about protecting your identity by monitoring your credit reports. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax  
PO Box 740256  
Atlanta, GA 30374  
[www.equifax.com](http://www.equifax.com)  
1-800-525-6285

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

TransUnion  
PO Box 6790  
Fullerton, CA 92834  
[www.transunion.com](http://www.transunion.com)  
1-800-680-7289



If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the attorney general's office in your home state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

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

We want to assure you that we are committed to maintaining the security of your personal information and are taking this matter seriously. We have implemented additional technical safeguards and are conducting a comprehensive internal review of our practices and procedures in order to prevent an incident like this from occurring in the future. If you have questions or concerns regarding this matter, please do not hesitate to contact us at 1-877-218-0049, Monday through Friday, 9:00 a.m. to 7:00 p.m. Eastern Time. (Closed on U.S. observed holidays.) Please be prepared to provide the following ten digit reference number when calling:

Sincerely,



Diana Kingree  
Senior Vice President, Commerce