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June 11, 2013

Office of the Attorney General of New Hampshire  
New Hampshire Department of Justice  
33 Capitol Street  
Concord, NH 03301  
**VIA FAX TO (603) 271-2110**

**Re: Business reporting a breach of security**

Ladies and Gentlemen:

I (William A. Ehrlich, Esquire) am writing to report a breach of security of "personal information" at a business. The business is VYC Tires, Inc. (doing business as *bestusedtires.com*). My contact information is listed above.

Our office represents VYC Tires, Inc. ("VYC"). VYC has fewer than 50 employees, and its only office and place of business is in Allentown, Pennsylvania.

VYC is in the business of selling motor vehicle tires, and the majority of its sales are made via the internet.

On May 22, 2013, late in the day, VYC received notification from CORESense, Ltd. (the company which VYC uses to manage and process its customer orders) that CORESense had just discovered there had been unauthorized access by an outside source to the personal information (including credit card and debit card information) of some of VYC's customers. Specifically, there had been unauthorized access to VYC's computer records containing the **first and last name, e-mail address, shipping and billing addresses, telephone number, credit or debit card number, and credit or debit card security code** for those customers of VYC who made on-line or telephone purchases **between March 23, 2013 and May 22, 2013**. The person or entity who accessed VYC's computer records without authorization may have taken the personal information listed in **bold** above of VYC's customers who made purchases between March 23, 2013 and May 22, 2013.

Number of New Hampshire residents affected:

The person or entity who accessed VYC's computer records without authorization as described above had access to the personal information of nine (9) New Hampshire residents.

What VYC has done, and is doing, in response to this incident:

Since May 22, 2013 (the day VYC was notified of this unauthorized access), the following action has been taken:

- The same day that VYC was notified of this unauthorized access, CORESense changed the password to the computer system and database on the FTP server containing VYC's customer data;
- Within 24 hours, CORESense implemented additional security measures to make the computer system and database containing VYC's customer data more secure;
- On May 30, 2013, CORESense advised VYC of new measures regarding passwords to the computer system and database which were being taken on June 3, 2013 to improve security, and also informed VYC of new monitoring software that was installed which can detect such unauthorized access; and
- VYC has also taken measures since May 22, 2013 to improve the security of the computers in VYC's office and thereby further protect VYC's customer data managed by CORESense.

Notice to affected residents:

Attached to this letter is a copy of the Notice to Customers/Consumers which VYC is using to advise its affected customers of this breach of security. VYC already transmitted this notice by e-mail to the affected New Hampshire residents on June 3 and 4, 2013.

The notification to Customers/Consumers was not delayed because of a law enforcement investigation.

Very truly yours,



William A. Ehrlich, Esquire

Enclosure  
WAE/slf

June 3, 2013

Dear Valued Customers of VYC Tires, Inc. (doing business as [bestusedtires.com](http://bestusedtires.com)):

We (VYC Tires, Inc.) are writing to you because of an incident which occurred with the off-site computer system which we use to manage and process our customer orders.

What happened:

On May 22, 2013, late in the day, we received notification from CORESense, Ltd. (the company which helps us manage and process our customer orders) that they had just discovered there had been unauthorized access by an outside source to the personal information (including credit card and debit card information) of some of our customers. Specifically, there had been unauthorized access to our computer records containing the **first and last name, e-mail address, shipping and billing addresses, telephone number, credit or debit card number, and credit or debit card security code** for those customers of VYC Tires, Inc. who made on-line or telephone purchases **between March 23, 2013 and May 22, 2013**. The person or entity who accessed our computer records without authorization may have taken the personal information listed in **bold** above of our customers who made purchases between March 23, 2013 and May 22, 2013.

Because VYC Tires, Inc. **never** collect Social Security numbers, birth dates, or driver's license numbers from our customers, Social Security numbers, birth dates, and driver's license numbers were **not** in the computer system which the unauthorized user had access to.

What we have done, and what we are doing in response to this incident:

Since May 22, 2013 (the day we were notified of this unauthorized access), the following action has been taken:

- The same day that we were notified of this unauthorized access, CORESense, Ltd. changed the password to the computer system and database on the FTP server containing our customer data
- Within 24 hours, CORESense, Ltd. implemented additional security measures to make the computer system and database containing our customer data more secure
- On May 30, 2013, CORESense, Ltd. advised us of new measures regarding passwords to the computer system and database which were being taken on June 3, 2013 to improve security, and also informed us of new monitoring software that was installed which can detect such unauthorized access
- We at VYC Tires, Inc. have also taken measures since May 22, 2013 to improve the security of the computers in our office and thereby further protect our customer data managed by CORESense, Ltd.
- We are notifying all of our customers who made purchases between March 23, 2013 and May 22, 2013 and whose personal information may have been taken of the unauthorized access to our computer records described above and the possible acquisition of this information by the unauthorized user

**What you can do to protect yourself:**

- Carefully review the credit card or debit card statements for the credit/debit card which you used to purchase products from us to see whether there have been any unauthorized purchases. If there have been, notify your card company immediately.

- Contact your credit/debit card company or bank and cancel the card you used to purchase products from us, and request a new card with a different account number and security code.

In addition, you may also wish to check your credit report today by contacting the three major credit reporting agencies to ensure that your credit history is correct and that no new accounts or loans have been opened in your name without your knowledge or permission. You have the right to a **free copy** of your credit report once a year from each of the credit reporting agencies. Check the reports for activities you did not authorize, and report any inconsistencies immediately.

Credit reporting agencies:

**Equifax:** <http://www.equifax.com>

Call: 1-800-685-1111 or

Write: P.O. Box 740241

Atlanta, GA 30374-0241

**Experian:** <http://www.experian.com>

Call: 1-888-397-3742 or

Write: P.O. Box 2002

Allen, TX 75013

**TransUnion:** <http://www.transunion.com>

Call: 1-800-916-8800 or

Write: P.O. Box 1000

Chester, PA 19022

You can also ask the credit reporting agencies to put a "fraud alert" on your credit report and request a "victim's statement." These devices alert creditors to the presence of identity theft and request creditors contact you personally before any new accounts or loans are opened in your name. A fraud alert lasts 90 days and can be renewed.

**How to contact us for more information regarding this incident:**

If you have additional questions about this incident, you may contact us (VYC Tires, Inc.) in the following ways:

- By e-mail: write to us at: [bestusedtires@hotmail.com](mailto:bestusedtires@hotmail.com)
- By telephone: (866) 480-8477 (toll free); or (610) 433-4477
- By fax: (610) 285-9789

**Where you can get more information about steps to avoid identity theft and protecting against the effects of a personal information security breach:**

- Most State Attorney General offices or State Consumer Protection Bureaus have information on protecting against the effects of a personal information security breach.
- The Federal Trade Commission (FTC) also has additional information: You may contact the Commission at:

By phone: Toll-free Identity Theft helpline: 1-877-ID-THEFT  
(1-877-438-4338);  
TTY: 1-866-653-4261

By mail: Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

Website: <http://www.ftc.gov>

- The Privacy Rights Clearinghouse (<https://www.privacyrights.org/Identity-Theft-Data-Breaches>) also has a lot of information regarding personal information security breaches. In particular, see their Fact Sheet 17b, which is on their website and which is entitled "How to Deal with a Security Breach."

- **Maryland residents may also obtain information from the Office of the Attorney General of Maryland at:**

**By phone: 1-888-743-0023 (toll-free)  
or (410) 576-6550**

**By mail: Office of Attorney General  
200 St. Paul Place  
Baltimore, MD 21202**

**Website: <http://www.oag.state.md.us>**

**In summary, we appreciate your business, and we take seriously our responsibility to keep your personal information confidential and secure. We apologize for this breach of security, and we will continue to work to keep your information safe.**

**Sincerely,**

**Dimitri Chernyak  
Vice President  
VYC Tires, Inc.**

**060313 1145**