

January 15, 2020

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VIA EMAIL

Consumer Protection Division
Security Breach Notifications
Office of the Attorney General of Iowa
1305 E. Walnut Street
Des Moines, IA 50319
consumer@ag.iowa.gov

Re: Notification of Security Incident

To Whom It May Concern:

I am writing on behalf of Hanna Andersson, LLC to inform you of a recent security incident involving Hanna Andersson's website. On December 5, 2019, law enforcement informed Hanna Andersson that credit cards used on its website were available for purchase on a dark web site. Hanna Andersson immediately launched an investigation. The investigation has confirmed that Hanna Andersson's third-party ecommerce platform, Salesforce Commerce Cloud, was infected with malware that may have scraped information entered by customers into the platform during the purchase process. The earliest potential date of compromise identified by forensic investigators is September 16, 2019, and the malware was removed on November 11, 2019.

Although the investigation to date indicates that not all customers who made purchases through Hanna Andersson's website during that time period were affected, it has not been possible to determine which specific customers were impacted. As a result, Hanna Andersson determined on December 31 that it would notify all customers who made a purchase on its website during the relevant timeframe that they may have been impacted by this incident. This notification is being mailed to 1,200 residents of your state beginning January 15, 2020. As described in the notification, a copy of which is enclosed, the incident may have resulted in access to name, billing and shipping address, payment card number, CVV code, and expiration date.

Hanna Andersson is cooperating with law enforcement and the payment card brands in their investigation of and response to the incident. It has taken steps to re-secure the online purchasing

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platform on its website and to further harden it against compromise, including increasing use of multi-factor authentication and enhanced system monitoring.

Please contact me if you have further questions.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Amelia M. Gerlicher".

Amelia M. Gerlicher

Enclosure

Hanna Andersson

C/O ID Experts
PO Box 4219
Everett, WA 98204

To Enroll, Please Call:
833-719-0092
Or Visit:
<https://ide.myidcare.com/hannacard>
Enrollment Code:
<<XXXXXXXXXX>>

F2270-1MS-0000001 P001 T00001 *****ALL FOR **** ###



<<FIRST NAME>> <<LAST NAME>>
<<ADDRESS1>>
<<ADDRESS2>>
<<CITY>>, <<STATE>> <<ZIP>>



January 15, 2020

NOTICE OF SECURITY INCIDENT

Dear <<First Name>> <<Last Name>>,

As a valued customer, I am writing to inform you about a recent incident that involved personal information about you.

WHAT HAPPENED

Law enforcement recently notified Hanna Andersson that it had obtained evidence indicating that an unauthorized third party had accessed information entered on Hanna Andersson's website during purchases made between September 16 and November 11, 2019. Although our investigation to date indicates that not all customers who made purchases through our website during that time period were affected, we are notifying all potentially affected customers out of an abundance of caution so that they can take appropriate protective steps.

WHAT INFORMATION WAS INVOLVED

The incident potentially involved information submitted during the final purchase process on our website, www.hannaandersson.com, including name, shipping address, billing address, payment card number, CVV code, and expiration date.

WHAT WE ARE DOING

We have taken steps to re-secure the online purchasing platform on our website and to further harden it against compromise. In addition, we have retained forensic experts to investigate the incident and are cooperating with law enforcement and the payment card brands in their investigation of and response to the incident.

In addition, as an added benefit to help protect your identity, we are offering MyIDCare™ identity theft protection services through ID Experts®. MyIDCare services include: 12 months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed id theft recovery services. With this protection, MyIDCare will help you resolve issues if your identity is compromised.

You can enroll in free MyIDCare services, by calling 833-719-0092 or going to <https://ide.myidcare.com/hannacard> and using the Enrollment Code at the top of the letter. Please note the deadline to enroll is April 15, 2020.

WHAT YOU CAN DO

You should regularly review your account statements to identify suspicious or unusual activity on your account. Promptly report any such activity to your bank. This incident does not affect your credit report, but we have also enclosed tips for identity theft prevention more generally with this letter.

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FOR MORE INFORMATION

We are committed to maintaining the highest level of confidence among our customers, and we sincerely apologize for the concern and inconvenience that this incident has caused. If you have questions or concerns about this, or if we can be of further assistance to you, please do not hesitate to call us at 833-719-0092.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Edwards". The signature is fluid and cursive, with a large initial "M" and "E".

Mike Edwards
President and CEO

ADDITIONAL INFORMATION ABOUT IDENTITY THEFT

- Regular monitoring of your credit report helps identify suspicious activity. Under federal law, you are entitled to obtain one free copy of your credit report every twelve months from each of the nationwide consumer reporting agencies. You can obtain a free copy of your credit report from each agency by calling 1-877-322-8228 or visiting www.annualcreditreport.com. We recommend that you periodically obtain credit reports from each nationwide credit reporting agency. If you discover fraudulent activity, you can contact your local law enforcement agency, the attorney general of your state, or the Federal Trade Commission. You can also request that the credit reporting agency delete that information from your credit report file.
- You may also consider contacting the credit reporting agencies directly if you wish to put in place a fraud alert or a security freeze. A fraud alert will notify any merchant checking your credit history that you may be the victim of identity theft and that the merchant should take additional measures to verify the application. Contacting any one of the three agencies will place an alert on your file at all three. A security freeze restricts all creditor access to your account but might also delay any requests you might make for new accounts.
 - Equifax: 800-525-6285; www.equifax.com; P.O. Box 740241, Atlanta, GA 30374-0241
 - Experian: 1-888-EXPERIAN (397-3742); www.experian.com; P.O. Box 9554, Allen, TX 75013
 - TransUnion: 800-680-7289; www.transunion.com; Fraud Victim Assistance Division, P.O. Box 6790, Fullerton, CA 92834-6790
- To report incidents of fraud and identity theft, you can contact the Federal Trade Commission (FTC) at 1-877-ID-THEFT, through their website at <http://identitytheft.gov>, or in writing at Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20850.
- *IF YOU ARE A MARYLAND RESIDENT:* You may also obtain information about avoiding identity theft from the Maryland Attorney General's Office. This office can be reached at: Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, www.oag.state.md.us.
- *IF YOU ARE A NORTH CAROLINA RESIDENT:* You may also obtain information about preventing identity theft from the North Carolina Attorney General's Office. This office can be reached at: North Carolina Department of Justice, 9001 Mail Service Center, Raleigh, NC 27699-9001, (877) 566-7226, www.ncdoj.com.
- *IF YOU ARE A NEW YORK RESIDENT:* You may also obtain information about preventing identity theft from the New York Department of State's Division of Consumer Protection. This office can be reached at: New York State Division of Consumer Protection, 123 William Street, New York, NY 10038-3804, or One Commerce Plaza, 99 Washington Ave., Albany, NY 12231-0001, 1 (800) 697-1220, www.dos.ny.gov/consumerprotection.



