

September 18, 2023

VIA EMAIL

Office of the Attorney General
Consumer Protection Division
Security Breach Notifications
1305 E. Walnut Street
Des Moines, Iowa 50319-0106

RE: Notification of Data Security Incident Pursuant to Iowa Code Chapter 715C

Dear Attorney General Bird:

We are writing on behalf of Amana Meat Shop & Smokehouse (“Amana Meat Shop”) to advise you that approximately 2,512 Iowa residents may have been impacted by a security incident that occurred at one of our third-party vendors, CommerceV3. Amana Meat Shop is a meat products store located at 4513 F St., Amana, IA 52203. Please note that no data maintained by Amana Meat Shop was involved in this data incident, and Amana Meat Shop’s internal information systems were not impacted.

On June 6, 2023, Amana Meat Shop was notified by its third-party vendor, CommerceV3, Inc., that an unauthorized party obtained access to CommerceV3’s systems between November 24, 2021 and December 14, 2022. CommerceV3 is a third-party e-commerce platform Amana Meat Shop uses to process payment card information when an order is placed on its website.

CommerceV3 has informed Amana Meat Shop that it engaged a third-party PCI forensic investigator in cooperation with the major card brands and banks to conduct a review of the potentially affected data. CommerceV3’s investigation found that the unauthorized party obtained personal information, including name, email address, billing address, payment card number, CVV code, and expiration date through online purchases between November 24, 2021, and December 14, 2022.

Amana Meat Shop has engaged breach notification professionals, IDX, a Zerofox Company, to establish a dedicated assistance line for individuals who may have questions about this incident. IDX has advised Amana Meat Shop that it mailed notification letters to the approximately 2,512 affected Iowa residents on September 13, 2023. A sample copy of the notice the Iowa residents will receive is enclosed.

Please contact the undersigned at jrs@shuttleworthlaw.com or 319-365-9461 should you need further information or have any additional questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jason R. Sytsma", with a long horizontal flourish extending to the right.

JASON R. SYTSMA
jrs@shuttleworthlaw.com

Enc. Notice of Data Breach

cc: ket@shuttleworthlaw.com



Amana Meat Shop & Smokehouse

Return to IDX:
P.O. Box 989728
West Sacramento, CA 95798-9728

Via-First-Class Mail



September 13, 2023

Notice of Data Breach

Dear _____ :

The Amana Meat Shop & Smokehouse was alerted by CommerceV3, Inc., a third-party e-commerce platform, of a data security incident within their system that may have involved your personal information. We want to make you aware of CommerceV3’s incident and provide details on the proactive steps you can take to help protect your information. This notification was not delayed by law enforcement.

Why Does CommerceV3 Have My Information?

CommerceV3 provides the e-commerce platform we use to process payment card information when an order is placed on our website.

What Happened

CommerceV3 informed us on June 6, 2023, that an unauthorized party obtained access to CommerceV3’s systems between November 24, 2021 and December 14, 2022. We understand that CommerceV3 engaged a third-party PCI forensic investigator in cooperation with the major card brands and merchant banks to conduct a review of the potentially affected data to identify the individuals whose information was potentially exposed for notification purposes.

What Information Was Involved

CommerceV3’s investigation found that the unauthorized party obtained personal information, including name, email address, billing address, payment card number, CVV code, and expiration date through online purchases between November 24, 2021, and December 14, 2022.

What We Are Doing

Please be assured that, upon learning of the incident, we promptly took action to evaluate its nature and scope. We conducted a thorough review of our systems and confirmed that the incident did not affect the Amana Meat Shop's internal network. We are working closely with CommerceV3 to address the issue and ensure notifications are sent to any of our customers who may have been impacted by the incident. CommerceV3 has informed us that it has implemented additional security measures designed to further protect the privacy of its customers’ data.

What You Can Do

We recommend that you review the attached reference guide, which contains important information about steps you can take to safeguard your personal information, such as the implementation of fraud alerts and security freezes. As data incidents are increasingly common, we encourage you to always remain vigilant, monitor your accounts, and immediately report any suspicious activity or suspected misuse of your personal information.

For More Information

We regret any inconvenience that this issue may cause. Please know that the protection of personal information is a top priority. To assist our customers we are utilizing IDX to offer a dedicated call center. If you have any questions, please do not hesitate to call IDX (888) 797-0666, Monday – Friday, from 8 am - 8 pm Central Time.

Sincerely,

Amana Meat Shop & Smokehouse
4513 F St.
Amana, IA 52203



Additional Important Information

For residents of all states:

Fraud Alerts: You can place fraud alerts with the three credit bureaus by phone and online with Equifax (https://assets.equifax.com/assets/personal/Fraud_Alert_Request_Form.pdf); TransUnion (<https://www.transunion.com/fraud-alerts>); or Experian (<https://www.experian.com/fraud/center.html>). A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. As of September 21, 2018, initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are below.

Monitoring: You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

Security Freeze: You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse or a minor under the age of 16, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. As of September 21, 2018, it is free to place, lift, or remove a security freeze. You may also place a security freeze for children under the age of 16. You may obtain a free security freeze by contacting any one or more of the following national consumer reporting agencies:

Equifax Security Freeze

P.O. Box 105788
Atlanta, GA 30348
equifax.com/personal/credit-report-services/
1-800-349-9960

Experian Security Freeze

P.O. Box 9554
Allen, TX 75013
experian.com/freeze/center.html
1-888-397-3742

TransUnion Security Freeze

P.O. Box 160
Woodlyn, PA 19094
transunion.com/credit-freeze
1-888-909-8872

More information can also be obtained by contacting the Federal Trade Commission listed below.

Implementing an Identity Protection PIN (IP PIN) with the IRS:

To help protect against a fraudulent tax return being filed under your name, we recommend Implementing an Identity Protection PIN (IP PIN) with the IRS. An IP PIN is a six-digit number that prevents someone else from filing a tax return using your Social Security number or Individual Taxpayer Identification Number. The IP PIN is known only to you and the IRS. It helps the IRS verify your identity when you file your electronic or paper tax return. Even though you may not have a filing requirement, an IP PIN still protects your account.

If you don't already have an IP PIN, you may get an IP PIN as a proactive step to protect yourself from tax-related identity theft. If you want to request an IP PIN, please note: you must pass an identity verification process; and Spouses and dependents are eligible for an IP PIN if they can pass the identity verification process. The fastest way to receive an IP PIN is by using the online Get an IP PIN tool found at: <https://www.irs.gov/identity-theft-fraud-scams/get-an-identity-protection-pin>. If you wish to get an IP PIN and you don't already have an account on IRS.gov, you must register to validate your identity.

Some items to consider when obtaining an IP PIN with the IRS:

- An IP PIN is valid for one calendar year.
- A new IP PIN is generated each year for your account.
- Logging back into the Get an IP PIN tool, will display your current IP PIN.
- An IP PIN must be used when filing any federal tax returns during the year including prior year returns.

For residents of Hawaii, Michigan, Missouri, New Mexico, North Carolina, Vermont, Virginia, and Wyoming: It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia:

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report from each of the three nationwide credit reporting agencies. To order your free credit report, please visit www.annualcreditreport.com, or call toll-free at 1-877-322-8228. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available at <https://www.consumer.ftc.gov/articles/0155-free-credit-reports>) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

For residents of Vermont: If you do not have internet access but would like to learn more about how to place a security freeze on your credit report, contact the Vermont Attorney General's Office at 802-656-3183 (800-649-2424 toll free in Vermont only).

For residents of New Mexico: Individuals interacting with credit reporting agencies have rights under the Fair Credit Reporting Act. We encourage you to review your rights under the Fair Credit Reporting Act by visiting https://files.consumerfinance.gov/f/documents/bcftp_consumer-rights-summary_2018-09.pdf, or by requesting information in writing from the Consumer Financial Protection Bureau, 1700 G Street N.W., Washington, DC 20552.

For residents of Washington, D.C.: You can obtain information about steps to take to avoid identity theft from the Office of the Attorney General for the District of Columbia at: 441 4th Street, NW, Washington, DC 20001; 202-727-3400; www.oag.dc.gov.

For residents of Iowa: State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

For residents of Oregon: State laws advise you to report any suspected identity theft to law enforcement, including the Attorney General, and the Federal Trade Commission.

For residents of Maryland, Rhode Island, Illinois, New York, and North Carolina: You can obtain information from the Maryland and North Carolina Offices of the Attorney General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

For residents of Massachusetts and Rhode Island: It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft.

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

Rhode Island Office of the Attorney General Consumer Protection, 150 South Main Street, Providence, RI 02903
1-401-274-4400 www.riag.ri.gov

North Carolina Office of the Attorney General Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001 1-877-566-7226 www.ncdoj.com

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

New York Office of Attorney General Consumer Frauds & Protection, The Capitol, Albany, NY 12224
1-800-771-7755 <https://ag.ny.gov/consumer-frauds/identity-theft>