

September 30, 2021

**Via Email** (consumer@ag.iowa.gov)

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

To Whom It May Concern:

In accordance with Iowa Code §§ 715C.1, 715C.2, I am writing on behalf of The Neiman Marcus Group, LLC (“NMG” or the “Company”) to notify you regarding a data security issue.

Earlier this month, NMG learned that in May 2020 an unauthorized party obtained personal information associated with certain Neiman Marcus customers’ online accounts. The personal information for affected customers varied and may have included names and contact information; payment card numbers and expiration dates (without CVV numbers); Neiman Marcus virtual gift card numbers (without PINs); and usernames, passwords, and security questions and answers associated with Neiman Marcus online accounts. More than 85 percent of the affected payment and virtual gift cards are expired or invalid. Although the affected payment and virtual gift card data and a portion of the impacted passwords were encrypted, the unauthorized party appears to have obtained the relevant decryption keys. The rest of the impacted passwords were hashed. The Company previously discontinued use of security questions and answers for customers’ Neiman Marcus online accounts.

Promptly after learning of the issue, NMG engaged Mandiant, a leading cybersecurity expert, and notified federal law enforcement. NMG’s investigation is ongoing, and the Company is working quickly to determine the nature and scope of the matter. To protect the Company’s customers, NMG required an online account password reset for affected customers who had not changed their password since May 2020. The Company will continue to take actions to enhance its system security and safeguard information.

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NMG identified approximately 12,501 Iowa residents whose information was affected by this issue. Enclosed for your reference is a copy of the notice being emailed to affected customers.

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

Very truly yours,



Lisa J. Sotto

Enclosure

cc: Hannah Kim, Esq.



1618 Main Street  
Dallas, TX 75201

September 30, 2021

## NOTICE OF DATA BREACH

To Our Customers,

We are writing to notify you about an issue that may involve your Neiman Marcus online account information.

### **What Happened?**

Earlier this month, we learned that in May 2020 an unauthorized party obtained personal information associated with certain of our customers' online accounts.

### **What Information Was Involved?**

The personal information for affected customers varied and may have included your name and contact information; payment card number and expiration date (without CVV number); Neiman Marcus virtual gift card number (without PIN); and the username, password, and security questions and answers associated with your Neiman Marcus online account. More than 85% of affected payment and virtual gift cards are expired or invalid.

### **What We Are Doing**

Promptly after learning of the issue, we engaged a leading cybersecurity expert and notified law enforcement. Our investigation is ongoing, and we are working quickly to determine the nature and scope of the matter. To protect our customers, we required an online account password reset for affected customers who had not changed their password since May 2020. We will continue to take actions to enhance our system security and safeguard information.

### **What You Can Do**

We deeply regret that this incident occurred. We take our obligation to safeguard personal information very seriously and are alerting you so you can take steps to help protect your information. These steps include the following:

- If you detect unauthorized transactions involving your payment card, please contact your payment card company or financial institution.
- Change your credentials for any other online account if you used credentials that are the same as or similar to those used for your Neiman Marcus account.
- Order a credit report. You are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free at 1-877-322-8228. We encourage you to remain vigilant by reviewing your account statements and monitoring your free credit reports.

The Reference Guide below provides recommendations by the U.S. Federal Trade Commission on the protection of personal information.

### **For More Information**

We hope this information is useful to you. For more details about this issue, please visit <https://www.neimanmarcus.com/2021-customer-online-account-info> or call (866) 571-9725 Monday through Friday 8 a.m. – 10 p.m. CST, Saturday and Sunday 10 a.m. – 7 p.m. CST (excluding major U.S. holidays). Please be prepared to provide engagement number B019206.

We regret any inconvenience this may cause you.

Sincerely,



David Goubert  
President and Chief Customer Officer

### **Reference Guide**

We encourage affected customers to take the following steps:

**Order Your Free Credit Report.** To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com), call toll-free at 1-877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC's") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov) and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three nationwide consumer reporting agencies provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you have not requested credit. Some companies bill under names other than their store or commercial names. The consumer reporting agency will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report. Errors in this

information may be a warning sign of possible identity theft. You should notify the consumer reporting agencies of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate consumer reporting agency by telephone and in writing. Consumer reporting agency staff will review your report with you. If the information cannot be explained, then you will need to call the creditors involved. Information that cannot be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

**Report Incidents.** If you detect any unauthorized transactions in a financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to law enforcement, the FTC and your state Attorney General. If you believe your identity has been stolen, the FTC recommends that you take these steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. For streamlined checklists and sample letters to help guide you through the recovery process, please visit <https://www.identitytheft.gov/>.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft and how to repair identity theft:

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

**Consider Placing a Fraud Alert on Your Credit File.** To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three consumer reporting agencies. For more information on fraud alerts, you also may contact the FTC as described above.

Equifax	Equifax Information Services LLC P.O. Box 740241 Atlanta, GA 30374	1-800-525-6285	<a href="http://www.equifax.com">www.equifax.com</a>
Experian	Experian Inc. P.O. Box 9554 Allen, TX 75013	1-888-397-3742	<a href="http://www.experian.com">http://www.experian.com</a>

TransUnion	TransUnion LLC P.O. Box 2000 Chester, PA 19016	1-800-680- 7289	<a href="http://www.transunion.com">www.transunion.com</a>
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**Consider Placing a Security Freeze on Your Credit File.** You may wish to place a “security freeze” (also known as a “credit freeze”) on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the consumer reporting agencies without your consent. *Unlike a fraud alert, you must place a security freeze on your credit file at each consumer reporting agency individually.* There is no charge to place or lift a security freeze. For more information on security freezes, you may contact the three nationwide consumer reporting agencies or the FTC as described above. As the instructions for establishing a security freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information.

The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Addresses where you have lived over the past five years
- A legible copy of a government-issued identification card (such as a state driver’s license or military ID card)
- Proof of your current residential address (such as a current utility bill or account statement)

**For Iowa Residents.** You may contact law enforcement or the Iowa Attorney General’s Office to report suspected incidents of identity theft. This office can be reached at:

Office of the Attorney General of Iowa  
Hoover State Office Building  
1305 E. Walnut Street  
Des Moines, IA 50319  
(515) 281-5164  
[www.iowaattorneygeneral.gov](http://www.iowaattorneygeneral.gov)

**For Maryland Residents.** You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You may contact the Maryland Attorney General at:

Maryland Office of the Attorney General  
Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
(888) 743-0023 (toll-free in Maryland)  
(410) 576-6300  
[www.marylandattorneygeneral.gov](http://www.marylandattorneygeneral.gov)

**For Massachusetts Residents.** You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request to place a security freeze on your account.

**For New Mexico Residents.** You have rights under the federal Fair Credit Reporting Act ("FCRA"). These include, among others, the right to know what is in your file; to dispute incomplete or inaccurate information; and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf> or [www.ftc.gov](http://www.ftc.gov).

**For New York Residents.** You can obtain information from the New York State Office of the Attorney General about how to protect yourself from identity theft and tips on how to protect your privacy online. You can contact the New York State Office of the Attorney General at:

Office of the Attorney General  
The Capitol  
Albany, NY 12224-0341  
1-800-771-7755 (toll-free)  
1-800-788-9898 (TDD/TTY toll-free line)  
<https://ag.ny.gov/>

Bureau of Internet and Technology (BIT)  
28 Liberty Street  
New York, NY 10005  
Phone: (212) 416-8433  
<https://ag.ny.gov/internet/resource-center>

**For North Carolina Residents.** You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at:

North Carolina Attorney General's Office  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
(877) 566-7226 (toll-free in North Carolina)  
(919) 716-6400  
[www.ncdoj.gov](http://www.ncdoj.gov)

**For Oregon Residents.** We encourage you to report suspected identity theft to the Oregon Attorney General at:

Oregon Department of Justice  
1162 Court Street NE  
Salem, OR 97301-4096  
(877) 877-9392 (toll-free in Oregon)

(503) 378-4400

[www.doj.state.or.us](http://www.doj.state.or.us)

**For Rhode Island Residents.** You may obtain information about preventing and avoiding identity theft from the Rhode Island Office of the Attorney General at:

Rhode Island Office of the Attorney General  
Consumer Protection Unit  
150 South Main Street  
Providence, RI 02903  
(401)-274-4400  
[www.riag.ri.gov](http://www.riag.ri.gov)

You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request for a security freeze on your account.

**For Washington, D.C. Residents.** You may obtain information about preventing and avoiding identity theft from the Office of the Attorney General for the District of Columbia at:

Office of the Attorney General for the District of Columbia  
400 6th Street NW  
Suite 1100 South  
Washington, D.C. 20001  
(202)-727-3400  
[www.oag.dc.gov](http://www.oag.dc.gov)