

# BakerHostetler

## Baker & Hostetler LLP

999 Third Avenue  
Suite 3600  
Seattle, WA 98104-4040

T 206.332.1380  
F 206.624.7317  
www.bakerlaw.com

Randal L. Gainer  
direct dial: 206.332.1381  
rgainer@bakerlaw.com

September 15, 2017

**Via email (consumer@iowa.gov)  
and Overnight Mail**

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

*Re: Incident Notification*

Dear Sir or Madam:

We are writing on behalf of our client, Bulletproof 360, Inc. (“Bulletproof”), to update you on the incident notification provided to your office on March 21, 2017. As set forth in our prior letter, on March 21, 2017, Bulletproof mailed letters to customers notifying them that an unknown third party compromised Bulletproof’s e-commerce website and may have been able to access customer payment card information during the period from October 26, 2016 to January 31, 2017. This notification was based on the preliminary findings from the Payment Card Forensic Investigator (“PFI”) engaged by Bulletproof.

On August 1, 2017, Bulletproof received the PFI’s final forensic report, which indicated that payment card information used on Bulletproof’s e-commerce website may have been compromised during a longer period of time than initially determined; specifically, during the period from October 26, 2016 through May 30, 2017. Based on this new information, Bulletproof initiated an internal investigation of its e-commerce website and began to prepare notifications to customers who used their payment cards on Bulletproof’s website from February 1, 2017 through May 30, 2017. On September 5, 2017, Bulletproof’s investigation identified unauthorized computer software code that was inserted into the software that operates the checkout page to capture payment card information entered during the checkout process. Bulletproof immediately removed the code and determined that it was present and may have been capable of capturing information entered during the checkout process from August 28, 2017 through September 5, 2017. The information on the checkout page that the code could have potentially accessed includes

Atlanta Chicago Cincinnati Cleveland Columbus Costa Mesa Denver  
Houston Los Angeles New York Orlando Philadelphia Seattle Washington, DC

RECEIVED  
17 SEP 18 PM 3:05  
CONSUMER PROTECTION DIV.

names, addresses, phone numbers, email addresses, payment card numbers, expiration dates, and card security codes (CVV's).

Beginning today, September 15, 2017, Bulletproof is sending written notification via U.S. Mail to the potentially affected individuals, including to 299 Iowa residents in accordance with Iowa Code § 715C.1-2. A copy of the notice is attached.<sup>1</sup> Notice is being provided in the most expeditious time possible and without unreasonable delay. Bulletproof has also established a dedicated call center to answer any questions that individuals may have regarding the incident.

To help prevent a similar incident from occurring in the future, Bulletproof has implemented enhanced security measures, including installing a new website security platform, implementing a security information and event management system (SIEM), and implementing enhanced logging.

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

Sincerely,



Randal L. Gainer  
Partner

Enclosures

---

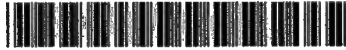
<sup>1</sup> This report is not a waiver of personal jurisdiction.



# BULLETPROOF™

c/o GCG  
PO Box 10498  
Dublin, Ohio 43017-4098

SMP1000002



Sample Customer  
123 Sample St  
Dublin, OH 43017-1234

September 15, 2017

Dear Sample Customer :

At Bulletproof 360, Inc. ("Bulletproof"), we understand the importance of protecting the security of your payment card information. Regrettably, this notice is to inform you about an incident involving some of your information.

After noticing unusual activity relating to customer online transactions, we began an immediate investigation of our website and took prompt action to address and stop the unauthorized activity. We also engaged a leading computer security firm to examine our systems for any signs of an issue, and notified law enforcement. On August 1, 2017, the investigation determined that an unknown third party had compromised our e-commerce system, potentially affecting customer payment card information. The information compromised by the incident may have included your name, payment card number, expiration date, and CVV number from payment cards used for online transactions on Bulletproof's e-commerce website from October 26, 2016 to May 30, 2017.

We are notifying you about this incident so you can take appropriate steps to protect your payment card account. Thus, we recommend that you remain vigilant by reviewing your credit card account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are reported in a timely manner. You should also review the additional information included with this letter on steps you can take to protect yourself.

If you incurred costs that your financial institution declined to reimburse related to fraudulent charges on a payment card you used for an online transaction with Bulletproof during the relevant time period, please contact us at the number below. We will reimburse you for any such reasonable, documented costs that your financial institution declined to pay.

We truly regret any inconvenience or concern this may have caused you. Your privacy and trust, and the protection of your personal data are matters we take very seriously. Please be assured that we have been working diligently with our computer security firm as part of our efforts to try to prevent a similar incident from happening in the future. If you have any questions, or you need further assistance, please call (844) 534-0816, Monday through Friday between the hours of 9 a.m. and 5 p.m. Eastern time.

Thank you for your support and loyalty to Bulletproof.

Sincerely,

Anna Collins,  
Chief Operating Officer

### **More Information About Ways to Protect Yourself**

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. 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 2000, Chester, PA 19016, [www.transunion.com](http://www.transunion.com), 1-800-916-8800

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



# BULLETPROOF™

c/o GCG  
PO Box 10498  
Dublin, Ohio 43017-4098

SMP1000002



Sample Customer  
123 Sample St  
Dublin, OH 43017-1234

September 15, 2017

Dear Sample Customer :

At Bulletproof 360, Inc. ("Bulletproof"), we understand the importance of protecting the security of your payment card information. Regrettably, this notice is to inform you about an incident involving some of your information.

After noticing unusual activity relating to customer online transactions, we began an immediate investigation of our website and took prompt action to address and stop the unauthorized activity. We also engaged a leading computer security firm to examine our systems for any signs of an issue, and notified law enforcement. On August 1, 2017, the investigation determined that an unknown third party had compromised our e-commerce system, potentially affecting customer payment card information. The information compromised by the incident may have included your name, payment card number, expiration date, and CVV number from payment cards used for online transactions on Bulletproof's e-commerce website from October 26, 2016 to May 30, 2017.

We are notifying you about this incident so you can take appropriate steps to protect your payment card account. Thus, we recommend that you remain vigilant by reviewing your credit card account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are reported in a timely manner. You should also review the additional information included with this letter on steps you can take to protect yourself.

If you incurred costs that your financial institution declined to reimburse related to fraudulent charges on a payment card you used for an online transaction with Bulletproof during the relevant time period, please contact us at the number below. We will reimburse you for any such reasonable, documented costs that your financial institution declined to pay.

We truly regret any inconvenience or concern this may have caused you. Your privacy and trust, and the protection of your personal data are matters we take very seriously. Please be assured that we have been working diligently with our computer security firm as part of our efforts to try to prevent a similar incident from happening in the future. If you have any questions, or you need further assistance, please call (844) 534-0816, Monday through Friday between the hours of 9 a.m. and 5 p.m. Eastern time.

Thank you for your support and loyalty to Bulletproof.

Sincerely,

Anna Collins,  
Chief Operating Officer



### **More Information About Ways to Protect Yourself**

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. 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 2000, Chester, PA 19016, [www.transunion.com](http://www.transunion.com), 1-800-916-8800

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 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:

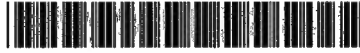
Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW  
Washington, DC 20580, 1-877-IDTHEFT (438-4338), [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)



**BULLETPROOF™**

c/o GCG  
PO Box 10498  
Dublin, Ohio 43017-4098

SMP1000002



Sample Customer  
123 Sample St  
Dublin, OH 43017-1234

September 15, 2017

Dear Sample Customer :

At Bulletproof 360, Inc. ("Bulletproof"), we understand the importance of protecting the security of your payment card information. Regrettably, this notice is to inform you about incidents involving some of your information.

After noticing unusual activity relating to customer online transactions, we began an immediate investigation of our website and took prompt action to address and stop the unauthorized activity. We also engaged a leading computer security firm to examine our systems for any signs of an issue, and notified law enforcement. On August 1, 2017, the investigation determined that an unknown third party had compromised our e-commerce system, potentially affecting customer payment card information. Additionally, on September 5, 2017, Bulletproof determined that unauthorized computer software code had been inserted on August 28, 2017 into the software that operates its e-commerce website's checkout page. Bulletproof immediately removed the unauthorized code. Bulletproof determined that the unauthorized code may have been capable of capturing information entered during the checkout process. The information compromised by the incidents may have included your name, payment card number, expiration date, and CVV number from payment cards used for online transactions on Bulletproof's e-commerce website from October 26, 2016 to May 30, 2017 and August 28, 2017 through September 5, 2017.

We are notifying you about these incidents so you can take appropriate steps to protect your payment card account. Thus, we recommend that you remain vigilant by reviewing your credit card account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are reported in a timely manner. You should also review the additional information included with this letter on steps you can take to protect yourself.

If you incurred costs that your financial institution declined to reimburse related to fraudulent charges on a payment card you used for an online transaction with Bulletproof during the relevant time period, please contact us at the number below. We will reimburse you for any such reasonable, documented costs that your financial institution declined to pay.

We truly regret any inconvenience or concern this may have caused you. Your privacy and trust, and the protection of your personal data are matters we take very seriously. Please be assured that we have been working diligently with our computer security firm as part of our efforts to try to prevent a similar incident from happening in the future. If you have any questions, or you need further assistance, please call (844) 534-0816, Monday through Friday between the hours of 9 a.m. and 5 p.m. Eastern time.

Thank you for your support and loyalty to Bulletproof.

Sincerely,

Anna Collins,  
Chief Operating Officer

### **More Information About Ways to Protect Yourself**

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. 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 2000, Chester, PA 19016, [www.transunion.com](http://www.transunion.com), 1-800-916-8800

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