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New York City  
Westchester

April 30, 2015

Iowa Attorney General Tom Miller  
Consumer Protection Division  
Attn: Security Breach Notification  
1305 E. Walnut Street  
Des Moines, IA 50319

**RE: *Bulk Reef Supply*  
*Our File No. 04949.00106***

Dear Attorney General Tom Miller:

On behalf of our client BulkReefSupply, Inc. ("BRS"), please allow this to serve as a supplement to our correspondence dated February 27, 2015 ("initial correspondence"), which notified you of a breach of security potentially involving 226 Iowa residents.

As disclosed in our initial correspondence, BRS previously determined that an outside hacker intrusion occurred from July 30, 2014 through January 29, 2015, which may have compromised the data of some Iowa residents. This data security incident was initially discovered on January 21, 2015. As set forth in our initial correspondence, BRS promptly began an investigation and put several security measures in place on January 22, 2015 and January 30, 2015. Initial notification letters to the potentially affected Iowa residents were sent on February 18, 2015.

On March 25, 2015, BRS identified a small number of additional affected files that were not previously included in the scope of BRS' initial announcement regarding the intrusion discovered in January 2015. Additional security measures were immediately put in place on March 25th to ensure that this intrusion was stopped. These additional affected files may have affected an additional 70 Iowa residents who logged in between February 22<sup>nd</sup> and March 16<sup>th</sup>, 2015.

Following the March 2015 discovery, BRS informed the potentially affected 70 Iowa residents that logged into the website between February 22nd and March 16th, 2015. A copy of this correspondence is enclosed for your reference. As set forth in the enclosed notification letter, these additional residents are

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15 MAY -4 AM 10:34  
CONSUMER PROTECTION DIV.

Iowa Attorney General Tom Miller

April 30, 2015


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afforded the same identity protections as those residents originally notified, including Experian's ProtectMyID Alert for one year at no cost to them.

Should you need additional information regarding this matter, please contact me.

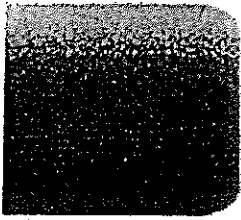
Very truly yours,



DAVID J. SHANNON

DJS:jl

Encl.

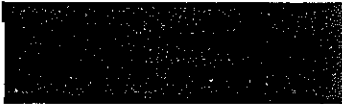


# BULK REEF SUPPLY

April 15, 2015

6325 Sandburg Road, Suite 400  
Golden Valley, MN 55427

A9630-L01-0000001 0001 00000001 \*\*\*\*\*3-DIGIT 158



**RE: Important Security and Protection Notification**  
**Please read this entire letter.**

Dear 

We are contacting you again because our mailing vendor mistakenly used incorrect addresses for some customers. This letter provides the same information as our earlier April 6<sup>th</sup> letter previously mailed to you. If this letter is repetitive please accept our apologies.

We are contacting BulkReefSupply.com ("BRS") customers that logged into the BRS website between February 22 and March 16, 2015. BRS previously determined that a data security incident occurred from July 30, 2014 through January 29, 2015 that may have compromised the data of some customers. The outside cyber hacker intrusion was initially discovered on January 21, 2015. BRS promptly began an investigation and put several security measures in place on January 22, 2015 and January 30, 2015. We recently identified a small number of additional affected files that were not previously included in the scope of our earlier announcement. In an effort to be transparent and timely, we are informing potentially affected customers that logged into the website between February 22 and March 16, 2015 who may have been affected. Additional security measures were put in place on March 25 to ensure that this intrusion has been stopped.

This incident involved the names, addresses, telephone numbers, email addresses/user names, passwords and credit card information of some customers. The information DID NOT include SSN, personal health information or Fed ID numbers. As a result of this intrusion, some customers' personal information may have been potentially exposed to others. Please be assured that we are taking every step necessary to address the incident, and that we are committed to fully protecting all of the information that you have entrusted to us

As soon as BRS discovered this potential issue, a computer forensic expert company was retained. Several safeguards were implemented to eliminate current threats, monitor for future threats and alert of potential future intrusions. In addition, forensic analysis is being conducted to confirm that the problem is corrected. BRS has added protections to the location of customer personal information and has put monitoring measures in place to alert of any future cyber attack. BRS is confident that the risk of any potential future or ongoing breach has been mitigated. BRS has also notified law enforcement and provided it with all the information about this intrusion.

Initial notification letters were sent out on February 18, 2015. If you previously received a letter regarding the data security incident, and you took advantage of the identity protection service offered in that letter, you do not need to sign up for identity protection again. You should remain diligent in monitoring your personal information as recommended on the following pages.

(OVER PLEASE)

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A9630-

**What we are doing to protect your information:**

To help protect your identity, we are offering a complimentary one-year membership of Experian's® ProtectMyID® Alert. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

## Activate ProtectMyID Now in Three Easy Steps

1. ENSURE That You Enroll By: June 30, 2015 (Your code will not work after this date.)
2. VISIT the ProtectMyID Web Site to enroll: [www.protectmyid.com/alert](http://www.protectmyid.com/alert)
3. PROVIDE Your Activation Code: ECSYCW4MF

If you have questions or need an alternative to enrolling online, please call (877) 297-7780 and provide Engagement #: PC93355.

### Additional details regarding your 12-MONTH ProtectMyID Membership:

A credit card is not required for enrollment.

Once your ProtectMyID membership is activated, you will receive the following features:

- ◆ Free copy of your Experian credit report
  - ◆ Surveillance Alerts for:
    - Daily Bureau Credit Monitoring: Alerts of key changes & suspicious activity found on your Experian credit report.
  - ◆ Identity Theft Resolution & ProtectMyID ExtendCARE: Toll-free access to US-based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.
    - It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- \$1 Million Identity Theft Insurance\*:** Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-297-7780.

**What you can do to protect your information:** There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to the final page of this letter.

You should also change your BRS account password for additional protection.

We sincerely apologize for this incident, regret any inconvenience it may cause you and encourage you to take advantage of the product outlined herein. Should you have questions or concerns regarding this matter and/or the protections available to you, please do not hesitate to contact us at 763-432-9691 or go to [www.bulkreefsupply.com](http://www.bulkreefsupply.com)

Sincerely,



Andrew Duneman, President  
BulkReefSupply.com.

\* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of AIG. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.



## ADDITIONAL ACTIONS TO HELP REDUCE YOUR CHANCES OF IDENTITY THEFT

### ⇒ PLACE A 90-DAY FRAUD ALERT ON YOUR CREDIT FILE

An initial 90-day security alert indicates to anyone requesting your credit file that you suspect you are a victim of fraud. When you or someone else attempts to open a credit account in your name, increase the credit limit on an existing account, or obtain a new card on an existing account, the lender should take steps to verify that you have authorized the request. If the creditor cannot verify this, the request should not be satisfied. You may contact one of the credit reporting companies below for assistance.

**Equifax**  
1-800-525-6285  
www.equifax.com

**Experian**  
1-888-397-3742  
www.experian.com

**TransUnion**  
1-800-680-7289  
www.transunion.com

### ⇒ PLACE A SECURITY FREEZE ON YOUR CREDIT FILE

If you are very concerned about becoming a victim of fraud or identity theft, a security freeze might be right for you. Placing a freeze on your credit report will prevent lenders and others from accessing your credit report entirely, which will prevent them from extending credit. With a security freeze in place, you will be required to take special steps when you wish to apply for any type of credit. This process is also completed through each of the credit reporting companies.

### ⇒ ORDER YOUR FREE ANNUAL CREDIT REPORTS

Visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call 877-322-8228.

Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

### ⇒ MANAGE YOUR PERSONAL INFORMATION

Take steps such as: carrying only essential documents with you; being aware of whom you are sharing your personal information with and shredding receipts, statements, and other sensitive information.

### ⇒ USE TOOLS FROM CREDIT PROVIDERS

Carefully review your credit reports and bank, credit card and other account statements. Be proactive and create alerts on credit cards and bank accounts to notify you of activity. If you discover unauthorized or suspicious activity on your credit report or by any other means, file an identity theft report with your local police and contact a credit reporting company.

### ⇒ OBTAIN MORE INFORMATION ABOUT IDENTITY THEFT AND WAYS TO PROTECT YOURSELF

- Visit <http://www.experian.com/credit-advice/topic-fraud-and-identity-theft.html> for general information regarding protecting your identity.
- The Federal Trade Commission has an identity theft hotline: 877-438-4338; TTY: 1-866-653-4261. They also provide information on-line at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft).

Depending on your state of residency, you may also obtain information from the below sources about steps you can take to avoid identity theft:

**North Carolina Residents only**  
Attorney General for North Carolina  
ATTN: Security Breach Notification  
9001 Mail Service Center, 200 St. Paul Place  
Raleigh, NC 27699  
<http://www.ncdoj.com>  
toll free number: 877-566-7226

**Maryland Residents only**  
Office of the Attorney General  
200 St. Paul Place  
Baltimore, MD 21202  
[www.oag.state.md.us](http://www.oag.state.md.us)  
toll free number: 888-743-0023