



QUAYSIDE PUBLISHING GROUP

400 First Ave N, Suite 400

Minneapolis, MN 55401

t: 612.344.8100 f: 612.344.8691

quaysidepub.com * qbookshop.com

RECEIVED
13 JUN 27 PM 2:41
CONSUMER PROTECTION DIV.

ATTORNEY GENERAL
2013 JUN 27 AM 11:06

June 21, 2013

Office of the Attorney General of Iowa
Hoover State Office Building
1305 E. Walnut, 2nd Floor
Des Moines, IA 50319

We are writing to notify you of an incident that involved unauthorized access to our web server in which personal information, including credit card numbers, may have been stolen. We were recently made aware of this incident and have taken action to secure our servers.

WHAT HAPPENED?

We have established that malicious software planted by an outside source may have been able to access credit card information, names, and addresses during recent transactions with our ecommerce sites Qbookshop.com, Qbookshop.net, Motorbooks.com and WalterFoster.com. The estimated time this may have occurred was between April 29, 2013 and June 17, 2013. There were 639 orders (affecting 552 customers) placed on our sites during this period from most of the states/provinces in the US and Canada and from countries overseas.

We are uncertain about the extent of cardholder information that was obtained or the attempts that will be made to misuse information that was on our servers.

WHAT WE HAVE DONE AND WHAT WE ARE DOING IN RESPONSE TO THIS INCIDENT.

Upon becoming aware of the incident, we took immediate steps to contain the breach and initiated an investigation. Our shopping cart is temporarily suspended until we are absolutely certain that all malware has been removed from our server and we have simultaneously initiated additional security features. We have filed a police report with the Minneapolis Police (Case 13-193406) and have notified the FBI in Minneapolis.

On June 21, we sent a letter via US Mail to each of the consumers who did business with us during this time period to notify them of the breach in our security.

Sincerely,

Joseph Cella
Director of Operations, Quayside Publishing Group



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July 16, 2013

Susan M Kerr
Investigator
Iowa Department of Justice
Consumer Protection Division
Hoover Bldg, 1305 E Walnut
Des Moines, IA 50319

Re: File No. 2013-149317-E

As you requested in a letter dated July 10, attached is the letter that was sent to Iowa residents affected by the breach in our web server. The letter was sent June 21. There were 3 Iowa residents affected.

If you have any additional questions or concerns regarding this incident, you may contact me or Quayside Publishing Customer Service at (800) 458-0454, from 7am to 4:30 pm CT, Monday through Friday, or by email at security@quaysidepub.com.

Quayside Publishing Group apologizes to you and deeply regrets the inconvenience this incident may have caused our customers. We value the trust placed in us and we are committed to security and satisfaction in every transactions with us.

Sincerely,

Joseph Cella
Director of Operations
Quayside Publishing Group

RECEIVED
13 JUL 19 AM 10:42
CONSUMER PROTECTION DIV.

Equifax
www.equifax.com
800-525-6285

Experian
www.experian.com
888-397-3742

TransUnion
www.transunion.com
800-680-7289

When you receive your credit reports, study them carefully. Look for accounts you did not open. Look for inquiries from creditors that you did not initiate. Also look for personal information, such as home address and Social Security number that is not accurate. If you see anything you do not understand, call the credit reporting company at the telephone number on the report.

If you find suspicious activity on your credit report, or have reason to believe your information is being misused, contact your local police or sheriff's office and file a report of identity theft. Get a copy of the police report; many creditors want the information it contains to absolve you of any fraudulent debts. Even if you do not find any suspicious activity on your credit reports, experts recommend that you continue to monitor your credit reports and keep the fraud alert in place for at least a year.

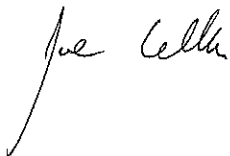
For more information about preventing identify theft, we suggest you visit the Federal Trade Commission's identity theft Web site at <http://www.consumer.ftc.gov/features/feature-0014-identity-theft>. You may contact the FTC by phone at (877) 438-4338 or by mail at 600 Pennsylvania Avenue NW, Washington, DC 20580.

WHERE CAN YOU FIND ADDITIONAL INFORMATION ABOUT THIS INCIDENT?

If you have any questions or concerns regarding this incident, you may contact Quayside Publishing Customer Service at (800) 458-0454, from 7am to 4:30 pm CT, Monday through Friday, or by email at security@quaysidepub.com.

Quayside Publishing Group apologizes to you and deeply regrets the inconvenience this incident may cause you. We value the trust you place in us and we are committed to your security and satisfaction in your transactions with us.

Sincerely,



Joseph Cella
Director of Operations
Quayside Publishing Group