

BakerHostetler

Baker & Hostetler LLP

45 Rockefeller Plaza
New York, NY 10111

T 212.589.4200
F 212.589.4201
www.bakerlaw.com

Theodore J. Kobus III
direct dial: 212.271.1504
tkobus@bakerlaw.com

March 3, 2017

VIA EMAIL (CONSUMER@IOWA.GOV) AND OVERNIGHT MAIL

Office of the AG of Iowa
Hoover State Office Building
1305 E. Walnut Street
Des Moines IA 50319

Re: Incident Notification

Dear Sir or Madam:

We are writing on behalf of our client, West Music Company, to notify you of a security incident that occurred at a company called Aptos which may have involved the payment card information of Iowa residents.

To process its payment card transactions on its websites (westmusic.com and percussionsource.com), West Music uses a digital commerce platform provided and maintained by a third party vendor named Aptos. On February 6, 2017, West Music learned from Aptos that Aptos discovered unauthorized access into the portion of the Aptos system containing payment card information related to various merchants using the Aptos platform, including West Music. Upon learning of the unauthorized access, Aptos contacted the FBI Cyber Division and the U.S. Department of Justice and engaged a cybersecurity firm to help contain and eliminate the issue. Given the active investigation, law enforcement requested that Aptos defer disclosing the matter to the potentially affected merchants or their customers until February 5, 2017. Aptos's investigation determined that malware injected into the Aptos system may have allowed unauthorized access to certain customer and payment card information maintained by Aptos. The unauthorized access occurred between February 2016 and December 2016. Based on the investigation, Aptos informed West Music that payment card transactions that were made on two West Music websites (www.westmusic.com and www.percussionsource.com) were affected by the incident, including both historical card transactions and transactions made during the period

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

RECEIVED
17 MAR -6 AM 10:53
CONSUMER PROTECTION DIV.

Office of the Attorney General

March 3, 2017

Page 2

of unauthorized access. The information that was potentially accessible on the Aptos system includes customer name, address, phone number, email, card number, card type, and expiration date.

West Music provided written notification via U.S. Mail on March 3, 2017, to 1618 Iowa residents in accordance with Iowa Code Ann. §715C.2 in substantially the same form as the letter attached hereto. Notification is being provided without unreasonable delay. West Music has established a dedicated call center to assist individuals with any questions they may have.

In order to help prevent a similar incident from occurring in the future, West Music is reinforcing its priority of information security with its third party vendors including reviewing and potentially revising existing third party vendor contract provisions concerning vendor information security practices.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Theodore J. Kobus III". The signature is written in a cursive style with a large, stylized initial 'T'.

Theodore J. Kobus III
Partner

Enclosures



<<Mail ID>>
<First Name> <Last Name>
<Address 1>
<Address 2>
<City>, <State>, <Zip>

<<Date>>

Dear <First Name> <Last Name>:

West Music values the relationship we have with our customers and understands the importance of protecting our customers' information, including payment card information that is maintained by our vendors. Regrettably, we are writing to notify you of an incident that involves your payment card information.

To process its payment card transactions on its websites (westmusic.com and percussionsource.com), West Music uses a digital commerce platform provided and maintained by a third party vendor named Aptos. On February 6, 2017, we learned from Aptos that it discovered unauthorized access into the portion of the Aptos system containing payment card information for various Aptos customers, including some West Music customers. Upon learning of the unauthorized access, Aptos contacted the FBI Cyber Division and the U.S. Department of Justice and engaged a cybersecurity firm to help contain and eliminate the issue. While investigating, law enforcement requested that Aptos defer disclosing and discussing the matter with potentially affected retailers (like West Music) and customers (you) until February 5, 2017 given the active investigation. The investigation determined that malware injected into the Aptos system may have allowed unauthorized access to certain customer and payment card information maintained by Aptos. The unauthorized access occurred between February 2016 and December 2016. Based on the investigation, Aptos informed us that payment card transactions that were made on www.westmusic.com and www.percussionsource.com were affected by the incident, including both historical card transactions and transactions made during the period of unauthorized access. This may have affected a transaction you made using a card ending in <<last four numbers of card>>. Your information that was potentially accessible on the Aptos system includes your name, address, phone number, email, card number, card type, and expiration date.

While Aptos represented that they are not aware of any actual payment card information being misused, it is always advisable to remain vigilant to the possibility of fraud by reviewing your payment card statements for any unauthorized activity. You should immediately report any unauthorized charges to your card issuer because payment card rules generally provide that cardholders are not responsible for unauthorized charges reported in a timely manner. The phone number to call is usually on the back of your payment card. Please see the section that follows this notice for additional steps you may take to protect your information.

We apologize for any inconvenience or concern this may have caused. Aptos has represented to us that the method of unauthorized access has been blocked, the malware has been completely removed from the Aptos system, and it is actively monitoring the system. We have established a call center specifically to help answer any questions you may have regarding the incident. To reach the call center, please call 1-888-221-8535 from 9:00 a.m. to 9:00 p.m. Eastern time, Monday to Friday.

Sincerely,

Ryan West
Senior Vice President

Additional Steps You Can Take

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 or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, 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

BakerHostetler

Baker & Hostetler LLP

45 Rockefeller Plaza
New York, NY 10111

T 212.589.4200
F 212.589.4201
www.bakerlaw.com

Theodore J. Kobus III
direct dial: 212.271.1504
tkobus@bakerlaw.com

March 3, 2017

VIA EMAIL (CONSUMER@IOWA.GOV)
AND OVERNIGHT MAIL

Office of the AG of Iowa
Hoover State Office Building
1305 E. Walnut Street
Des Moines IA 50319

Re: Incident Notification

Dear Sir or Madam:

We are writing on behalf of our client, West Music Company, to notify you of a security incident that occurred at a company called Aptos which may have involved the payment card information of Iowa residents.

To process its payment card transactions on its websites (westmusic.com and percussionsource.com), West Music uses a digital commerce platform provided and maintained by a third party vendor named Aptos. On February 6, 2017, West Music learned from Aptos that Aptos discovered unauthorized access into the portion of the Aptos system containing payment card information related to various merchants using the Aptos platform, including West Music. Upon learning of the unauthorized access, Aptos contacted the FBI Cyber Division and the U.S. Department of Justice and engaged a cybersecurity firm to help contain and eliminate the issue. Given the active investigation, law enforcement requested that Aptos defer disclosing the matter to the potentially affected merchants or their customers until February 5, 2017. Aptos's investigation determined that malware injected into the Aptos system may have allowed unauthorized access to certain customer and payment card information maintained by Aptos. The unauthorized access occurred between February 2016 and December 2016. Based on the investigation, Aptos informed West Music that payment card transactions that were made on two West Music websites (www.westmusic.com and www.percussionsource.com) were affected by the incident, including both historical card transactions and transactions made during the period

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

Office of the Attorney General
March 3, 2017
Page 2

of unauthorized access. The information that was potentially accessible on the Aptos system includes customer name, address, phone number, email, card number, card type, and expiration date.

West Music provided written notification via U.S. Mail on March 3, 2017, to 1618 Iowa residents in accordance with Iowa Code Ann. §715C.2 in substantially the same form as the letter attached hereto. Notification is being provided without unreasonable delay. West Music has established a dedicated call center to assist individuals with any questions they may have.

In order to help prevent a similar incident from occurring in the future, West Music is reinforcing its priority of information security with its third party vendors including reviewing and potentially revising existing third party vendor contract provisions concerning vendor information security practices.

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

Sincerely,



Theodore J. Kobus III
Partner

Enclosures



Return Mail Processing Center
PO Box 6336
Portland, OR 97228-6336

<<Mail ID>>
<First Name> <Last Name>
<Address 1>
<Address 2>
<City>, <State>, <Zip>

<<Date>>

Dear <First Name> <Last Name>:

West Music values the relationship we have with our customers and understands the importance of protecting our customers' information, including payment card information that is maintained by our vendors. Regrettably, we are writing to notify you of an incident that involves your payment card information.

To process its payment card transactions on its websites (westmusic.com and percussionsource.com), West Music uses a digital commerce platform provided and maintained by a third party vendor named Aptos. On February 6, 2017, we learned from Aptos that it discovered unauthorized access into the portion of the Aptos system containing payment card information for various Aptos customers, including some West Music customers. Upon learning of the unauthorized access, Aptos contacted the FBI Cyber Division and the U.S. Department of Justice and engaged a cybersecurity firm to help contain and eliminate the issue. While investigating, law enforcement requested that Aptos defer disclosing and discussing the matter with potentially affected retailers (like West Music) and customers (you) until February 5, 2017 given the active investigation. The investigation determined that malware injected into the Aptos system may have allowed unauthorized access to certain customer and payment card information maintained by Aptos. The unauthorized access occurred between February 2016 and December 2016. Based on the investigation, Aptos informed us that payment card transactions that were made on www.westmusic.com and www.percussionsource.com were affected by the incident, including both historical card transactions and transactions made during the period of unauthorized access. This may have affected a transaction you made using a card ending in <<last four numbers of card>>. Your information that was potentially accessible on the Aptos system includes your name, address, phone number, email, card number, card type, and expiration date.

While Aptos represented that they are not aware of any actual payment card information being misused, it is always advisable to remain vigilant to the possibility of fraud by reviewing your payment card statements for any unauthorized activity. You should immediately report any unauthorized charges to your card issuer because payment card rules generally provide that cardholders are not responsible for unauthorized charges reported in a timely manner. The phone number to call is usually on the back of your payment card. Please see the section that follows this notice for additional steps you may take to protect your information.

We apologize for any inconvenience or concern this may have caused. Aptos has represented to us that the method of unauthorized access has been blocked, the malware has been completely removed from the Aptos system, and it is actively monitoring the system. We have established a call center specifically to help answer any questions you may have regarding the incident. To reach the call center, please call 1-888-221-8535 from 9:00 a.m. to 9:00 p.m. Eastern time, Monday to Friday.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ryan West'.

Ryan West
Senior Vice President

Additional Steps You Can Take

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 or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111

Experian, PO Box 2002, Allen, TX 75013, www.experian.com, 1-888-397-3742

TransUnion, PO Box 2000, Chester, PA 19016, 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

AG CONSUMER [AG]

From: Freels, Kelly <KFreels@bakerlaw.com>
Sent: Friday, March 03, 2017 3:24 PM
To: AG CONSUMER [AG]
Cc: Falke, Erich; Packel, Eric
Subject: Incident Notification
Attachments: 2017-03-03 West Music IA regulatory notice.PDF

Please see the attached notification.

Kelly Freels
Legal Secretary to Erich M. Falke

BakerHostetler
Cira Centre
2929 Arch Street | 12th Floor
Philadelphia, PA 19104-2891
T 215.564.5732

kfreels@bakerlaw.com
bakerlaw.com

This email is intended only for the use of the party to which it is addressed and may contain information that is privileged, confidential, or protected by law. If you are not the intended recipient you are hereby notified that any dissemination, copying or distribution of this email or its contents is strictly prohibited. If you have received this message in error, please notify us immediately by replying to the message and deleting it from your computer.

Any tax advice in this email is for information purposes only. The content of this email is limited to the matters specifically addressed herein and may not contain a full description of all relevant facts or a complete analysis of all relevant issues or authorities.

Internet communications are not assured to be secure or clear of inaccuracies as information could be intercepted, corrupted, lost, destroyed, arrive late or incomplete, or contain viruses. Therefore, we do not accept responsibility for any errors or omissions that are present in this email, or any attachment, that have arisen as a result of e-mail transmission.

Envelope is for use with the following services:

UPS Next Day Air®
UPS Worldwide Express™
UPS 2nd Day Air®

Comments on this side.

open for:

Page 1 of 2

 FOR UPS SHIPPING ONLY

Visit ups.com or call 1-800-PICK-UPS® (1-800-742-5877) to schedule
PS|Ship - UPS Label

Domestic Shipment
• To qualify for this correspondence weight 8 oz. or those listed on 1

International Ship
• The UPS Express value. Certain countries. ups.com/international

• To qualify for the UPS Express Env
Note: Express Env containing sensitive or cash equivalent

1 OF 1
0.0 LBS LTR

KELLY FREELS
21556683100
BAKER HOSTETLER LLP
2929 ARCH STREET
PHILADELPHIA PA 19104

SHIP TO:
OFFICE OF THE AG OF IOWA
5152815164
HOOVER STATE OFFICE BUILDING
1305 E. WALNUT STREET
DES MOINES IA 50319-0106

 **IA 503 9-30**


UPS NEXT DAY AIR **1**
TRACKING #: 1Z W57 79X 01 9737 1585



BILLING: P/P

Reference No. 1: 108500.000001-11055
XDL 17.01.28 NY45 84.0A 01/2017 

FOLD on this line and place in shipping pouch with bar code and delivery address visible

HOOVER STATE OFFICE BUILDING
1305 E WALNUT ST
DES MOINES IA 50319 - 0106

P: BROWN S: SLIDE I: BXA
AMA - 1206 A
1ZW5779X019737 1585 1030
FNM4J3N 1085136 405 06 05:30:08 2017
US 5030 HIP 18.9.1 OKLIBR10

Serving you for more than 100 years
United Parcel Service.

