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APR 27 2016

CONSUMER PROTECTION DIVISION
SEATTLE

BakerHostetler

Baker & Hostetler LLP

312 Walnut Street
Suite 3200
Cincinnati, OH 45202-4074

T 513.929.3400
F 513.929.0303
www.bakerlaw.com

Craig A. Hoffman
direct dial: 513.929.3491
cahoffman@bakerlaw.com

April 26, 2016

VIA OVERNIGHT DELIVERY

Paula Sells, Esq.
General Counsel
Washington State Office of the Attorney General
Consumer Protection Division
800 5th Ave, Suite 2000
Seattle, WA 98104-3188

Re: Incident Response

Dear Ms. Sells:

Our client, AIM Inc (“AIM”), on April 4, 2016, received a report that an unauthorized person was able to gain access to certain images that had been uploaded to AIM’s website. Upon learning this, AIM immediately began an internal investigation, engaged a leading security firm, and alerted law enforcement. The investigation determined that the unauthorized person identified an issue in the document upload feature of the website server that customers used to upload license and age verification documents. For most individuals the information that was accessed included the customer’s name and driver’s license. For a small percentage of individuals the information that was accessed may have included their name and driver’s license and/or state identification number, Social Security number, passport or military identification

AIM began mailing notification letters to affected individuals on April 26, 2016 and is offering one year credit monitoring and identity theft protection services through Experian. AIM also is providing call center support for those affected.

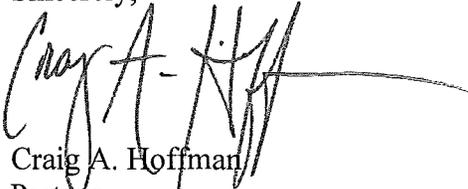
AIM is notifying 1639 Washington residents in substantially the same form as the letter attached hereto.¹ Notification is being provided in the most expedient time possible and without unreasonable delay to determine the scope and identify individuals potentially affected. *See* Wash. Rev. Code §19.255.010(16).

¹ This report is not, and does not constitute a waiver of personal jurisdiction.

Paula Sells, Esq.
April 26, 2016
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Please do not hesitate to contact me if you have any questions regarding this matter.

Sincerely,



Craig A. Hoffman
Partner

Enclosure



Return Mail Processing
P.O. Box 265
Claysburg, PA 16625-0265

April 26, 2016

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SAMPLE A SAMPLE
APT ABC
123 ANY ST
ANYTOWN, US 12345-6789



Dear Sample A Sample:

AIM Inc understands the importance of protecting personal information. We are writing to inform you about an incident involving some of your information.

AIM Inc received a report on April 4, 2016, that an unauthorized person was able to gain access to certain images that had been uploaded to our website. We immediately conducted an investigation, engaged a leading security firm, and alerted law enforcement. The investigation determined that the unauthorized person identified an issue in the document upload feature of the website that customers used to upload firearms license and documents for age verification. No payment, order history, or account information was affected. The information in the image you provided may include your name and driver's license number. We removed all of the images from the website server and worked with the security firm and the vendor that hosts the website to enhance the security of the upload feature. The security firm conducted a review of the entire website to look for any other issues.

We recommend that you remain vigilant to the possibility of identity theft by reviewing your credit report for any unauthorized activity. 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. Due to privacy laws we are not able to enroll you directly. For more information on identity theft prevention and ProtectMyID® Alert, including instructions on how to activate your free membership, please see the additional information provided in this letter. You should also review the More Information on Ways to Protect Yourself section that follows.

In addition to a comprehensive review of the website, we are working with the security firm to implement enhanced security measures. If you have any questions concerning this notice, please call 1-877-238-2074 between the hours of 9 a.m. and 7 p.m. Eastern Time, Monday through Friday and provide reference number 9906041816 when calling.

We greatly appreciate your business and deeply regret any inconvenience.

Sincerely,

Steve Neal, President
AIM Inc

Sincerely,

Bryan Flannagan, Vice President of Operations
AIM Inc

0123456



B8824-L01

Activate ProtectMyID Now in Three Easy Steps

1. **ENSURE That You Enroll By: July 31, 2016** (Your code will not work after this date.)
2. **Visit the ProtectMyID Web Site to enroll:** <http://www.protectmyid.com/alert>
3. **PROVIDE Your Activation Code: ABCDEFGHI**

If you have questions or need an alternative to enrolling online, please call (877) 297-7780 and provide engagement #: **PC101032**.

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.

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (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.

MORE INFORMATION ON WAYS TO PROTECT YOURSELF

We recommend that you remain vigilant by reviewing your account statements and 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 740256, Atlanta, GA 30374, www.equifax.com, 1-800-525-6285
Experian, PO Box 9554, Allen, TX 75013, www.experian.com, 1-888-397-3742
TransUnion, PO Box 2000, Chester, PA 19022-2000, 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

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