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November 8, 2019

FILE NO: 035559,0000044

**Via Email** (securitybreach@atg.wa.gov)

Office of the Attorney General  
1125 Washington St. SE  
PO Box 40100  
Olympia, WA 98504-0100

To Whom It May Concern:

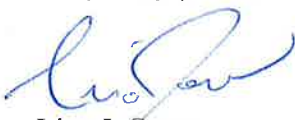
In accordance with R.C.W. 19.255.010, I am writing on behalf of First Aid Beauty Limited (“First Aid Beauty” or the “Company”) to notify you regarding the nature and circumstances of a recent data security issue.

First Aid Beauty recently learned of a data security issue affecting the firstaidbeauty.com website. Based on the Company’s investigation, First Aid Beauty believes that between April 15, 2019 and October 25, 2019, an unauthorized third party placed malicious code on firstaidbeauty.com. The malicious code appears to have enabled the unauthorized party to obtain certain information pertaining to customers who made a purchase on firstaidbeauty.com during the relevant time period. The affected personal information included names, shipping and billing addresses, telephone numbers, email addresses, and payment card information (including card number, card verification code and expiration date).

Promptly after becoming aware of the issue, First Aid Beauty blocked the malicious code and took firstaidbeauty.com offline. First Aid Beauty also engaged a leading data security expert to conduct a forensic investigation. The malicious code has now been removed and no longer poses a risk to firstaidbeauty.com users shopping on the website. The Company is offering complimentary credit monitoring to affected individuals.

There are approximately 663 Washington residents affected by this issue. Enclosed for your reference is a copy of the notification being sent to affected individuals. Please do not hesitate to contact me if you have any questions.

Very truly yours,



Lisa J. Sotto

Enclosure



**FIRST AID BEAUTY**

70 Bridge Street, Suite 203  
Newton, MA 02458

November 8, 2019



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



## **NOTICE OF DATA BREACH**

Dear Sample A Sample:

We recently became aware of a data security issue affecting your personal information.

### **What Happened?**

We recently learned of a data security issue affecting our [firstaidbeauty.com](http://firstaidbeauty.com) website. Based on our investigation, we believe that between April 15, 2019 and October 25, 2019, an unauthorized third party placed malicious code on [firstaidbeauty.com](http://firstaidbeauty.com). The malicious code appears to have enabled the unauthorized party to obtain certain information pertaining to customers who made a purchase on [firstaidbeauty.com](http://firstaidbeauty.com) during the relevant time period.

### **What Information was Involved?**

The affected personal information included names, shipping and billing addresses, telephone numbers, email addresses, and payment card information (including card number, card verification code and expiration date).

### **What We Are Doing**

We took steps to block the malicious code and took [firstaidbeauty.com](http://firstaidbeauty.com) offline after we learned of the issue. We engaged a leading data security expert to investigate the matter and understand the scope of the issue. The malicious code has been removed and no longer poses a risk to [firstaidbeauty.com](http://firstaidbeauty.com) users.

### **What You Can Do**

We are alerting you about this issue so you can take steps to protect yourself. Please consider the following recommendations:

- **Register for Credit Monitoring Services.** We have arranged to offer identity protection and credit monitoring services to affected individuals for **one year** at no cost to you.
- **Review Your Account Statements.** We encourage you to remain vigilant by reviewing your account statements. If you believe there is an unauthorized charge on your card, please contact your financial institution or card issuer immediately.
- **Order a Credit Report.** U.S. residents are entitled under U.S. law to one free credit report annually from each of the three nationwide consumer reporting agencies. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free at **1-877-322-8228**.

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- Review the Attached Reference Guide. The enclosed Reference Guide provides additional recommendations on the protection of personal information and information about registering for credit monitoring services.

### **For More Information**

If you have any questions about this issue, please call 1-888-830-0605. Someone will be available to take your call Monday through Friday from 9AM to 5PM EST.

We value your business. My top priority is to bring the best to you – in skincare and the security of your information. We sincerely regret any inconvenience or concern this issue may have caused you and are taking steps to help ensure this does not happen again.

Sincerely,

A handwritten signature in black ink, appearing to read "Lilli A. Gordon", with a long horizontal flourish extending to the right.

Lilli A. Gordon, CEO and Founder, First Aid Beauty

## Reference Guide

We encourage affected individuals to take the following steps:

**Register for Identity Protection and Credit Monitoring Services.** We have arranged with **Experian** to help you protect your identity and your credit information for **one year** at no cost to you. To activate your membership in Experian's® IdentityWorks<sup>SM</sup> and start monitoring your personal information please follow the steps below:

- Ensure that you enroll by **January 31, 2020** (Your code will not work after this date.)
- Visit the Experian IdentityWorks website to enroll: [www.experianidworks.com/credit](http://www.experianidworks.com/credit)
- Provide your activation code: **ABCDEFGHI**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 1-877-890-9332 by **January 31, 2020**. Be prepared to provide engagement number **DB16154** as proof of eligibility for the identity restoration services by Experian.

**Order Your Free Credit Report.** To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com), call toll-free at 1-877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov) and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three consumer reporting agencies provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store or commercial names. The consumer reporting agency will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the consumer reporting agency at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the consumer reporting agencies of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate consumer reporting agency by telephone and in writing. Consumer reporting agency staff will review your report with you. If the information can't be explained, then you will need to call the creditors involved. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

**Report Incidents.** If you detect any unauthorized transactions in a financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to law enforcement, the FTC and your state Attorney General. If you believe your identity has been stolen, the FTC recommends that you take these steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. For streamlined checklists and sample letters to help guide you through the recovery process, please visit <https://www.identitytheft.gov/>.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft and how to repair identity theft:

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/)

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**Consider Placing a Fraud Alert on Your Credit File.** To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three consumer reporting agencies. For more information on fraud alerts, you also may contact the FTC as described above.

Equifax	Equifax Information Services LLC P.O. Box 740241 Atlanta, GA 30374	1-800-525-6285	www.equifax.com
Experian	Experian Inc. P.O. Box 9554 Allen, TX 75013	1-888-397-3742	www.experian.com
TransUnion	TransUnion LLC P.O. Box 2000 Chester, PA 19022-2000	1-800-680-7289	www.transunion.com

**Consider Placing a Security Freeze on Your Credit File.** You may wish to place a “security freeze” (also known as a “credit freeze”) on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the consumer reporting agencies without your consent. *Unlike a fraud alert, you must place a security freeze on your credit file at each consumer reporting agency individually.* There is no charge to place or lift a security freeze. For more information on security freezes, you may contact the three nationwide consumer reporting agencies or the FTC as described above. As the instructions for establishing a security freeze differ from state to state, please contact the three nationwide consumer reporting agencies to find out more information.

The consumer reporting agencies may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Addresses where you have lived over the past five years
- A legible copy of a government-issued identification card (such as a state driver’s license or military ID card)
- Proof of your current residential address (such as a current utility bill or account statement)

**For Iowa Residents.** You may contact law enforcement or the Iowa Attorney General’s Office to report suspected incidents of identity theft. This office can be reached at:

Office of the Attorney General of Iowa  
Hoover State Office Building  
1305 E. Walnut Street  
Des Moines, IA 50319  
(515) 281-5164  
[www.iowaattorneygeneral.gov](http://www.iowaattorneygeneral.gov)

**For Maryland Residents.** You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You may contact the Maryland Attorney General at:

Maryland Office of the Attorney General  
Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
(888) 743-0023 (toll-free in Maryland)  
(410) 576-6300  
[www.oag.state.md.us](http://www.oag.state.md.us)

**For Massachusetts Residents.** You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request to place a security freeze on your account.

**For New Mexico Residents.** You have rights under the federal Fair Credit Reporting Act ("FCRA"). These include, among others, the right to know what is in your file; to dispute incomplete or inaccurate information; and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf> or [www.ftc.gov](http://www.ftc.gov).

**For New York Residents.** You can obtain information from the New York State Office of the Attorney General about how to protect yourself from identity theft and tips on how to protect your privacy online. You can contact the New York State Office of the Attorney General at:

Office of the Attorney General  
The Capitol  
Albany, NY 12224-0341  
1-800-771-7755 (toll-free)  
1-800-788-9898 (TDD/TTY toll-free line)  
<https://ag.ny.gov/>

Bureau of Internet and Technology (BIT)  
28 Liberty Street  
New York, NY 10005  
Phone: (212) 416-8433  
<https://ag.ny.gov/internet/resource-center>

**For North Carolina Residents.** You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at:

North Carolina Attorney General's Office  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
(877) 566-7226 (toll-free in North Carolina)  
(919) 716-6400  
[www.ncdoj.gov](http://www.ncdoj.gov)

**For Oregon Residents.** We encourage you to report suspected identity theft to the Oregon Attorney General at:

Oregon Department of Justice  
1162 Court Street NE  
Salem, OR 97301-4096  
(877) 877-9392 (toll-free in Oregon)  
(503) 378-4400  
<http://www.doj.state.or.us>



**For Rhode Island Residents.** You may obtain information about preventing and avoiding identity theft from the Rhode Island Office of the Attorney General at:

Rhode Island Office of the Attorney General  
Consumer Protection Unit  
150 South Main Street  
Providence, RI 02903  
(401)-274-4400  
<http://www.riag.ri.gov>

You have the right to obtain a police report and request a security freeze as described above. The consumer reporting agencies may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request for a security freeze on your account.