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July 17, 2016

**VIA EMAIL**

Washington State Attorney General's Office  
SecurityBreach@atg.wa.gov

Re: Data Security Breach Notification

To Whom It May Concern:

NLU Products, LLC ("BGZ brands"), a client of Dorsey & Whitney LLP, is notifying the Office of the Attorney General of the State of Washington that BGZ brands has notified 2,527 residents of Washington regarding a data security incident described below.

On approximately June 8, 2016, BGZ brands learned that a third party likely obtained customer data from BGZ brands by improperly accessing BGZ brand's internal computer network. The data compromised included names, shipping and billing addresses, credit/debit card numbers, and credit security codes.

BGZ brands has reported the incident to appropriate law-enforcement authorities to initiate an investigation and has notified the three major U.S. credit reporting agencies. It has also offered one year of free credit monitoring services to the affected residents. Upon learning of the incident, BGZ brands retained two top-rated, certified independent investigation teams to separately analyze the intrusion and to assist it in preventing future threats. It will continue to use the results of their investigations to implement any needed changes, and will continue to conduct regular assessments of its system to ensure its security.

BGZ brands notified affected Washington residents of the data security incident on July 5, 2016 and July 6, 2016. A sample of the notification to the Washington residents is enclosed.

If you would like any additional information concerning the above event, please feel free to contact us at your convenience.

Sincerely,



Robert Cattanach  
Partner

DORSEY & WHITNEY LLP

Enclosure



BODYGUARDZ 



MOXYO

July 05, 2016

Dear Erica Larson,

We are writing to inform you of a data security incident that may have exposed some of your personal information. We greatly value your business and take the protection and proper use of your information very seriously. For this reason, we are contacting you directly to explain the circumstances of the incident.

**What happened?**

We recently discovered that we have been the victim of a data security incident that began in April 2015, during which personal, private and unencrypted credit/debit card information may have been exposed to an outside party and compromised.

We are reporting the incident to the appropriate state agencies and federal authorities for investigation. Our notification has not been delayed as a result of any law enforcement investigation.

**What information was involved?**

The potentially compromised information may have included your name, shipping address, billing address, credit card security code and/or credit/debit card number ending in 1234. Compromised information could reasonably be used to attempt fraudulent credit/debit card purchases. Please note that we do not obtain Social Security numbers from our customers, so the potentially compromised information does NOT include your Social Security number.

**What we are doing.**

We take the protection of personal information very seriously and sincerely apologize for any inconvenience experienced as a result of this incident. We want you to know that we have determined the cause of the incident and are taking immediate actions to prevent future incidents of this nature.

Upon learning of the incident, we immediately retained two top-rated, certified independent investigation teams to separately analyze the intrusion and to assist us in preventing future threats. We continue to use the results of their investigations to implement any needed changes, and will continue to conduct regular assessments of our system to ensure its security.

To help relieve concerns and restore confidence following this incident, we have also secured the services of Kroll to provide identity monitoring at no cost to you for one year. Kroll is a global leader in risk mitigation and response, and has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, Identity Consultation, and Identity Restoration.

Visit [kroll.idmonitoringservice.com](http://kroll.idmonitoringservice.com) to enroll and take advantage of your identity monitoring services.

Please enter your membership number and zip code as they appear below.

Membership Number: **A12345678**

Zip Code: **55555**

To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file. Kroll's activation website is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari.

[Click here to download a description of your Identity Monitoring Services.](#)

[Click here to download Additional Resources.](#)

Additional information describing your services is included with this email. **You must enroll by September 15, 2016 to take advantage of your identity monitoring services.**

**What you can do.**

Please review the enclosed "Additional Resources" section included with this letter. This section describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file. You may also obtain information from the Federal Trade Commission and the credit reporting agencies, whose contact information is included in the "Additional Resources" section, about fraud alerts and security freezes.

**For more information.**

If you have questions, please call 1-866-442-5364, Monday through Friday from 8:00 a.m. to 5:00 p.m. Central Time. Please have your membership number ready.

Thanks for your ongoing patience and understanding as we work through this process. Protecting your information is critical to us. We trust that the services we are offering to you demonstrate our continued commitment to your security and satisfaction.

Sincerely,



Kirk Feller  
President & CEO, BGZ brands

2801 N. Thanksgiving Way Suite 300 | Lehi, UT 84043 US

[opt out](#) using TrueRemove®

## ADDITIONAL RESOURCES

### Contact information for the three nationwide credit reporting agencies is:

**Equifax**, PO Box 740241, Atlanta, GA 30374, [www.equifax.com](http://www.equifax.com), 1-800-685-1111

**Experian**, PO Box 2104, Allen, TX 75013, [www.experian.com](http://www.experian.com), 1-888-397-3742

**TransUnion**, PO Box 2000, Chester, PA 19022, [www.transunion.com](http://www.transunion.com), 1-800-888-4213

**Free Credit Report.** It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit report for 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 agencies.

To order your annual free credit report please visit **[www.annualcreditreport.com](http://www.annualcreditreport.com)** or call toll free at **1-877-322-8228**.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at [www.consumer.ftc.gov](http://www.consumer.ftc.gov)) to:  
Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

### **For Colorado, Georgia, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents:**

You may obtain one or more (depending on the state) additional copies of your credit report, free of charge. You must contact each of the credit reporting agencies directly to obtain such additional report(s).

**Fraud Alert.** You may place a fraud alert in your file by calling one of the three nationwide credit reporting agencies above. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit.

**Security Freeze.** You have the ability to place a security freeze on your credit report.

A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line, or a written request to any of the three credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The credit reporting agencies may charge a fee to place a freeze, temporarily lift it or permanently remove it. The fee is waived if you are a victim of identity theft and have submitted a valid investigative or law enforcement report or complaint relating to the identity theft incident to the credit reporting agencies. (You must review your state's requirement(s) and/or credit bureau requirement(s) for the specific document(s) to be submitted.)

**For Massachusetts residents:** The fee for each placement of a freeze, temporary lift of a freeze, or removal of a freeze is \$5.

**Federal Trade Commission and State Attorneys General Offices.** 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 home state. You may also contact these agencies for information on how to prevent or avoid identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/), 1-877-IDTHEFT (438-4338).

**For Maryland residents:** You may contact the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, [www.oag.state.md.us](http://www.oag.state.md.us), 1-888-743-0023.

**For North Carolina residents:** You may contact the North Carolina Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, [www.ncdoj.com](http://www.ncdoj.com), 1-877-566-7226.

### **Reporting of identity theft and obtaining a police report.**

**For Iowa residents:** You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.

**For Massachusetts residents:** You have the right to obtain a police report if you are a victim of identity theft.

**For Oregon residents:** You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.



## TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You've been provided with access to the following services<sup>1</sup> from Kroll:

### **Credit Monitoring through TransUnion**

You'll receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll investigator, who can help you determine if it's an indicator of identity theft.

### **Identity Consultation**

You have unlimited access to consultation with a dedicated licensed investigator at Kroll. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

### **Identity Restoration**

If you become a victim of identity theft, an experienced licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and will do most of the work for you. Your investigator can dig deep to uncover all aspects of the identity theft, and then work to resolve it.

<sup>1</sup> Kroll's activation website is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari.

To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.