



Nutranext, LLC  
1221 Broadway  
Oakland, CA 94612

September 2, 2020  
*VIA EMAIL: [SecurityBreach@atg.wa.gov](mailto:SecurityBreach@atg.wa.gov)*

1125 Washington Street SE  
PO Box 40100  
Olympia, WA 98504-0100

**Re: Security Incident Notification**

Dear Sir or Madam:

We are writing to provide notice pursuant to RCW 19.255.010. On August 3, 2020, Nutranext became aware that it was the victim of a malware attack. On May 27, 2020, someone outside our company maliciously installed software without authorization that potentially allowed them to capture personal information from people using our websites for Rainbow Light<sup>®</sup>, Natural Vitality<sup>®</sup> and Neocell<sup>®</sup>. The personal information that could have been obtained includes name, email address, telephone number, address, credit card number, expiration date, and CVV code. As soon we became aware of this intrusion, we shut down our websites to prevent unauthorized access to consumer data and partnered with cybersecurity experts to investigate the issue.

We identified 580 Washington residents whose personal information may have been affected by this incident. We will be providing notice via U.S. Mail to affected Washington residents on September 2, 2020.

If you should have any questions or if we can provide further assistance to the Washington residents affected by this incident, please feel free to contact me at [Marley.Degner@clorox.com](mailto:Marley.Degner@clorox.com).

Sincerely,

A handwritten signature in black ink that reads "Marley Degner".

Marley Degner  
Director, Legal



Return Mail Processing  
PO Box 589  
Claysburg, PA 16625-0589

(800) 240-9395  
info@nutranext.net

September 2, 2020

F7566-L03-0000003 P001 T00001 \*\*\*\*\*MIXED AADC 159



SAMPLE A SAMPLE - L03 ALL OTHERS

APT 123

123 ANY ST

ANYTOWN, US 12345-6789



***RE: Important Security Notification***  
***Please read this entire letter.***

Dear Sample A Sample:

We are writing to inform you that, on August 3, 2020, Nutranext became aware that it was the victim of a malware attack. On May 27, 2020 someone outside our company maliciously installed software without authorization that potentially allowed them to capture personal information from people using our websites for Rainbow Light®, Natural Vitality® and Neocell®. The personal information that could have been obtained includes your name, email address, telephone number, address, credit card number, expiration date, and CVV code. As soon we became aware of this intrusion, we shut down our websites to prevent unauthorized access to consumer data and partnered with cybersecurity experts to investigate the issue.

Please know that protecting your personal information is something that we take very seriously. We have resolved this incident and taken steps to prevent an attack in the future, as well as made additional improvements that strengthen our cybersecurity protections.

There are important steps that you can take to reduce the potential risk of fraud and/or identity theft. To help protect your identity, we are offering a **complimentary** one-year membership in Experian IdentityWorks. This product helps detect possible misuse of your personal information and provides you with identity protection support focused on immediate identification and resolution of identity theft. If you enroll, you will receive communications detailing any key changes to your credit reports from all three credit bureaus. To enroll in this service, please contact Experian before November 10, 2020 by visiting the website or calling the phone number listed below. You will also need the Activation Code provided below. Your coverage will last for one year from the date of enrollment.

Website enrollment: <https://www.experianidworks.com/3bcredit>

Phone enrollment: (866) 578-5422

Your Engagement Number: **DB22020**

Your Activation Code: **ABCDEFGHI**

0000003



F7566-L03

The Federal Trade Commission (FTC) recommends that you remain vigilant by checking your credit reports periodically. Checking your credit reports periodically can help you spot problems and address them quickly. You can also order free copies of your annual reports through [www.annualcreditreport.com](http://www.annualcreditreport.com). You should monitor your financial accounts for any suspicious activity. For more information about steps you can take to reduce the likelihood of identity theft or fraud, call 1-877-ID-THEFT (877-438-4338), visit the FTC's website at <http://www.ftc.gov/bcp/edu/microsites/idtheft/>, or write to: Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580. However, if you believe you are the victim of identity theft, you should immediately contact your local law enforcement agency, your state's attorney general, or the FTC.

### Contact Information for Consumer Reporting Agencies and Information on Credit Report Fraud Alerts

You may also place a fraud alert on your credit file free of charge. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. You can call any one of the three major credit bureaus at the contact information below or place fraud alerts online at the websites below. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts.

	<b>Experian</b>	<b>Equifax</b>	<b>TransUnion</b>
<b>Phone</b>	1-888-397-3742	1-800-525-6285 or 1-888-766-0008	1-800-680-7289
<b>Address</b>	Experian Fraud Division P.O. Box 9554 Allen, TX 75013	Equifax Consumer Fraud Division PO Box 740256 Atlanta, GA 30374	TransUnion LLC P.O. Box 2000 Chester, PA 19016
<b>Online Credit Report Fraud Alert Form</b>	<a href="https://www.experian.com/fraud/center.html">https://www.experian.com/fraud/center.html</a>	<a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a>	<a href="https://fraud.transunion.com/fa/fraudAlert/landingPage.jsp">https://fraud.transunion.com/fa/fraudAlert/landingPage.jsp</a>

### Information on Security Freezes

In addition to a fraud alert, you may place a security freeze on your credit file. A security freeze will block a credit bureau from releasing information from your credit report without your prior written authorization. Please be aware that it may delay, interfere with, or prevent the timely approval of any requests you make for new loans, mortgages, employment, housing or other services. The fees for placing a security freeze vary by state, and a consumer reporting agency may charge a fee of up to \$10.00 to place a freeze or lift or remove a freeze.

To place a security freeze on your credit report, you may send a written request to **each** of the major consumer reporting agencies by regular, certified, or overnight mail. You can also place security freezes online by visiting **each** consumer reporting agency online.

	<b>Experian</b>	<b>Equifax</b>	<b>TransUnion</b>
<b>Address</b>	Experian Security Freeze P.O. Box 9554 Allen, TX 75013	Equifax Security Freeze P.O. Box 105788 Atlanta, Georgia 30348	TransUnion LLC P.O. Box 2000 Chester, PA 19016
<b>Online Security Freeze Form</b>	<a href="https://www.experian.com/freeze/center.html">https://www.experian.com/freeze/center.html</a>	<a href="https://www.equifax.com/personal/credit-report-services">https://www.equifax.com/personal/credit-report-services</a>	<a href="https://www.transunion.com/credit-freeze">https://www.transunion.com/credit-freeze</a>

## Questions?

You may further obtain information from the FTC and the credit reporting agencies about fraud alerts and security freezes.

We sincerely regret that this incident occurred. If you have any questions, please feel free to call us at (866) 578-5422 M-F 6 am – 8 pm PST; Sat-Sun 8 am - 5 pm PST. When calling the toll-free number, please provide the following engagement number: DB22020.

Sincerely,



Jackson Jeyanayagam  
Vice President, General Manager Direct-to-Consumer



## State-Specific Information

If you are a resident of the following states, the following information applies to you.

**For residents of Maryland, New York, North Carolina, Rhode Island, the District of Columbia:** For information on how to avoid identity theft or to contact your state's attorney general, please use the below information.

Maryland Attorney General	North Carolina Attorney General	Rhode Island Attorney General
1 (888) 743-0023 <a href="https://www.oag.state.md.us/">https://www.oag.state.md.us/</a> Attorney General of Maryland 200 St. Paul Place Baltimore, MD 21202	1-877-566-7226 <a href="http://www.ncdoj.gov">http://www.ncdoj.gov</a> Attorney General's Office 9001 Mail Service Center Raleigh, NC 27699-9001	(401) 274-4400 <a href="http://www.riag.ri.gov/">http://www.riag.ri.gov/</a> Rhode Island Office of the Attorney General 150 South Main Street Providence, RI 02903
District of Columbia Attorney General	New York Attorney General	
(202) 727-3400 <a href="https://oag.dc.gov">https://oag.dc.gov</a> Office of the Attorney General for the District of Columbia 441 4th St. NW Washington, DC 20001	1-800-771-7755 <a href="https://ag.ny.gov/">https://ag.ny.gov/</a> Office of the Attorney General The Capitol Albany, NY 12224-0341	

**For residents of New Mexico:** You have rights under the federal Fair Credit Reporting Act (FCRA). These include: the right to access information in your consumer file at a consumer reporting agency; to dispute incomplete or inaccurate information in your consumer file at a consumer reporting agency; to have consumer reporting agencies correct or delete inaccurate information in your consumer file; the right to block information in your consumer file that is the result of identity theft; and the right to have a fraud alert placed on your consumer file (as described above). For more information, please visit <https://www.consumer.ftc.gov/> or <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.

**For residents of Rhode Island:** Under Rhode Island law, you have the right to obtain a police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

Based on our investigation to date, we believe this incident affected 19,443 individuals.