



MULLEN
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January 18, 2019

VIA EMAIL

Office of the Attorney General
1125 Washington Street SE
PO Box 40100
Olympia, WA 98504-0100
Email: securitybreach@atg.wa.gov

Re: Notice of Data Security Incident

Dear Sir or Madam:

We represent Pharmaca Integrative Pharmacy Inc. (“Pharmaca”), 4940 Pearl East Circle, Suite 301 Boulder, CO 80301, and are writing to notify your office of an incident that may affect the security of personal information relating to Washington residents. The number of affected Washington residents is unknown. By providing this notice, Pharmaca does not waive any rights or defenses regarding the applicability of Washington law, the applicability of the Washington data event notification statute, or personal jurisdiction.

Background

After receiving reports of fraud related to a small number of customers from payment card issuers, Pharmaca began an investigation, and on or around December 6, 2018, identified suspicious code on its point-of-sale systems. Pharmaca immediately began working with leading security experts to help determine what happened. Through this investigation, Pharmaca confirmed, on or about December 19, 2018, that malicious code may have captured customer credit and debit card information used for purchases at certain Pharmaca stores between July 19, 2018 and December 12, 2018. Since that time, Pharmaca has continued working with its payment card processor to identify potentially impacted cards, and continued its investigation to confirm the scope of the incident. Payment card information, such as credit or debit card number, expiration date, and other card data, may have been acquired. Names may also have been captured for customers making swipe transactions, which represents a small portion of total cards used.

Notice to Washington Residents

It cannot be confirmed which cards used during the window of compromise were actually acquired. As a result, Pharmaca is notifying all potentially impacted individuals by way of a notice on the homepage of the Pharmaca website, www.pharmaca.com. The website notice is attached here as *Exhibit A*. Pharmaca is also providing substitute notice to potentially affected individuals, which includes Washington residents, by notice to major Washington media. The notice is attached here as *Exhibit B*. Media and website notice are being provided on January 18, 2019. As Pharmaca does not store names or addresses associated with point-of-sale transactions, Pharmaca is not in possession of identifiable information that would allow notice to be provided via mail.

Additionally, Pharmaca is providing potentially impacted individuals with guidance on how to better protect against identity theft and fraud, including information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. Pharmaca is also providing written notice of this incident to other state regulators as necessary.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4776.

Very truly yours,



Edward J. Finn of
MULLEN COUGHLIN LLC

EJF/vfr
Enclosure

cc: Office of the Attorney General
Consumer Protection Division
800 5th Ave., Suite 2000
Seattle, WA 98104-3188
Email: securitybreach@atg.wa.gov

EXHIBIT A

NOTICE OF DATA BREACH

Pharmaca announced today that it has taken measures to investigate and address a data security incident involving payment information for some customers who made purchases at certain Pharmaca retail locations between July 19, 2018 and December 12, 2018. Pharmaca immediately responded and has since secured its systems.

Importantly, this incident does not include medical records, prescription information, Social Security numbers, driver's license numbers, passport numbers, government identification numbers, or other sensitive information about Pharmaca's customers. This incident did not affect online purchases.

What Happened? After receiving reports of fraud related to a small number of customers from payment card issuers, Pharmaca began an investigation, and on or around December 6, 2018, identified suspicious code on its point-of-sale systems. Pharmaca immediately began working with leading security experts to help determine what happened. Through this investigation, Pharmaca confirmed, on or about December 19, 2018, that malicious code may have captured customer credit and debit card information used for purchases at certain Pharmaca stores between July 19, 2018 and December 12, 2018.

What Information Was Involved? Payment card information, such as credit or debit card number, expiration date, and other card data, may have been acquired. Names may also have been captured for customers making swipe transactions.

What We Are Doing. Information privacy and security are among our highest priorities, and we take this incident seriously. Once discovered, we quickly took steps to determine how the information may have been accessed and took action to ensure our systems were secure. Pharmaca's systems do not store customer names and addresses for credit card transactions. Pharmaca is notifying potentially impacted individuals by way of this notice, as well as by providing notice to certain state media outlets.

What You Can Do. Please review the "Steps You Can Take to Prevent Identity Theft and Fraud," below.

For More Information. We understand you may have questions about this incident that are not addressed in this letter. If you have additional questions, or need assistance please call our dedicated information line at 866-904-6220 from 6am to 6pm PST, Monday through Friday, and 8am to 5pm PST Saturday through Sunday.

Pharmaca takes the privacy and security of the personal information in our care seriously. We regret any concern or inconvenience this may have caused you.

Steps You Can Take to Prevent Identity Theft and Fraud

Monitor Your Accounts.

Credit Reports. We encourage you to remain vigilant against incidents of identity theft and fraud, to review your account statements, and to monitor your credit reports for suspicious activity. Customers should immediately report any unauthorized charges to their card issuer. The phone number to call is usually on the back of the credit or debit card.

Pharmaca- Website Notice

Fraud Alerts and Security Freezes. At no charge, you can also have these credit bureaus place a “fraud alert” on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. You have the right to place a “security freeze” on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. You can obtain more information about security freezes and fraud alerts by contacting the consumer reporting agencies, below:

Experian PO Box 9554 Allen, TX 75013 1-888-397-3742 www.experian.com/freeze/center.html	TransUnion P.O. Box 2000 Chester, PA 19016 1-800-916-8800 www.transunion.com/credit-freeze	Equifax PO Box 105788 Atlanta, GA 30348-5788 1-800-685-1111 www.equifax.com/personal/credit-report-services
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Additional Information. You can further educate yourself regarding identity theft, security freezes, fraud alerts, and the steps you can take to protect yourself against identity theft and fraud by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission encourages those who discover that their information has been misused to file a complaint with them. Instances of known or suspected identity theft should be reported to law enforcement, the Federal Trade Commission, and your state Attorney General. **For New Mexico residents**, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. You can to review your rights pursuant to the Fair Credit Reporting Act by visiting www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

EXHIBIT B

Media Contact:
Ed Finn
267-930-4776

Pharmaca Integrative Pharmacy Provides Notice of Data Breach

Boulder, Colorado, January 18, 2019 – Pharmaca Integrative Pharmacy, Inc. (“Pharmaca”) which is headquartered in Boulder, Colorado, announced today that it has taken measures to investigate and address a data security incident involving payment information for some customers who made purchases at certain Pharmaca retail locations between July 19, 2018 and December 12, 2018. Pharmaca immediately responded and has since secured its systems.

Importantly, this incident does not include medical records, prescription information, Social Security numbers, driver’s license numbers, passport numbers, government identification numbers, or other sensitive information about Pharmaca’s customers. This incident did not affect online purchases.

What Happened? After receiving reports of fraud related to a small number of customers from payment card issuers, Pharmaca began an investigation, and on or around December 6, 2018, identified suspicious code on its point-of-sale systems. Pharmaca immediately began working with leading security experts to help determine what happened. Through this investigation, Pharmaca confirmed, on or about December 19, 2018, that malicious code may have captured customer credit and debit card information used for purchases at certain Pharmaca stores between July 19, 2018 and December 12, 2018.

What Information Was Involved?

Payment card information, such as credit or debit card number, expiration date, and other card data, may have been acquired. Names may also have been captured for customers making swipe transactions.

What Pharmaca is Doing. Information privacy and security are among Pharmaca’s highest priorities, and Pharmaca takes this incident seriously. Once discovered, Pharmaca quickly took steps to determine how the information may have been accessed and took action to ensure its systems were secure. Pharmaca’s systems do not store customer names and addresses for credit card transactions, Pharmaca is notifying potentially impacted individuals by way of a notice on the homepage of the Pharmaca website, www.pharmaca.com, as well as providing notice to media outlets.

For More Information. Pharmaca has established a dedicated assistance line for individuals seeking additional information regarding this incident. If you believe you were impacted by this incident, you can call 866-904-6220 from 6am to 6pm PST, Monday through Friday, and 8am to 5pm PST Saturday through Sunday, excluding major holidays.

What Individuals Can Do. Individuals may contact the dedicated assistance line, or visit Pharmaca’s website at www.pharmaca.com to learn more about steps they can take in response to this incident.

About Pharmaca

Pharmaca is a full-service pharmacy offering a blend of traditional pharmacy services and natural health solutions. Pharmaca is based in Boulder, Colorado and operates approximately 32 locations in the western United States, in California, Colorado, New Mexico, Oregon, and Washington.