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April 22, 2019

VIA U.S. MAIL

Office of the Attorney General
600 E. Boulevard Avenue
Department 125
Bismarck, ND 58505

RE: Notice of Data Security Incident

Dear Attorney General Stenehjem:

We represent Bel-Born Management dba Village Hat Shop with respect to an incident involving potential exposure of certain personal information described in detail below.

1. Nature of possible security breach or unauthorized access

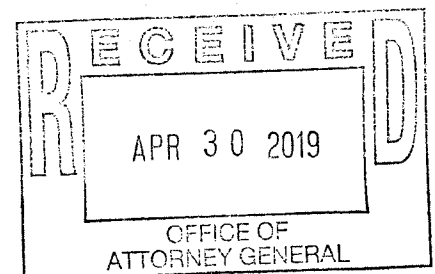
On February 14, 2019, Village Hat Shop determined that there had been unauthorized access to its website hosted by a third-party contractor, and that its electronic check out forms had been altered. Current and former customers of Village Hat Shop may be impacted. Personal information that was the subject of this incident was in electronic form. Data accessed may have included information such as customer shipping addresses, personal email addresses, first and last names, and credit or debit card numbers. Out of an abundance of caution, Village Hat Shop is sending potentially impacted individuals a letter notifying them of the incident and is providing this notification to the North Dakota Office of the Attorney General.

2. Number of North Dakota residents potentially affected

Approximately two (2) North Dakota residents were affected in this potential incident. These residents will shortly receive notice via U.S. mail pursuant to N.D. Cent. Code, § 51-30-92.

3. Steps Village Hat Shop has taken or plans to take relating to the potential incident

The unauthorized access to Village Hat Shop's website has been reported to the FBI's Internet Crime Division. Village Hat Shop has taken steps to prevent a similar incident from occurring in the future, including: resetting employees' access credentials, increasing network security and reviewing and revising its information security policies and procedures. Village Hat Shop will offer credit monitoring services to potentially affected customers.



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4. Other notification and contact information

If you have any additional questions, please contact me at chultsch@porterwright.com or (614) 227-2048.

Sincerely,

A handwritten signature in black ink, appearing to read 'CHultsch', with a stylized flourish at the end.

Christina Hultsch

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