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September 12, 2019

VIA OVERNIGHT MAIL

Attorney General Wayne Stenehjem
Office of the Attorney General
Consumer Protection Division
600 East Boulevard Avenue, Department 125
Bismarck, ND 58505-0040

Re: *Notification Pursuant to North Dakota's Breach Notification Statute*

Dear Attorney General Stenehjem:

We represent Weaver Fundraising, LLC d/b/a Trail's End ("Trail's End") and are writing on their behalf to notify you of an incident that occurred on www.trails-end.com. We are sending this notice out of an abundance of caution and have found no evidence that North Dakota residents were specifically impacted by this incident.

As background, Trail's End is in partnership with the Boy Scouts of America and helps local Scout Units (packs, troops, crews, posts or ships) and their councils raise the money needed to fund programs and activities throughout the year. As part of this service, Scouts can set up fundraising pages on www.trails-end.com. On August 30, 2019, a Scout parent, who is web developer, notified Trail's End that he was able to view limited Scout and parent information.

The information the web developer may have viewed was an individual Scout's full name, date of birth, email address, phone number, parent's name, favorite product, and affiliation (e.g. council, district, unit). We believe the developer only accessed his own and his Scout's information, and no social security number (SSN) or financial account information of the Scout or parent was visible. Also, this information was not visible to normal users who accessed a Scout fundraising page in a typical point-and-click manner; instead, the Scout parent used technical web developer tools and techniques to view the network traffic that feeds the Trail's End website.

Once Trail's End was made aware of this issue, Trail's End quickly shut off the ability to view this information in network traffic and has no reason to believe that any other unauthorized parties accessed

it. Trail's End is updating its security procedures to prevent these types of incidents from occurring in the future.

Although we have found no evidence that North Dakota residents were impacted, we provided these individuals with an email describing the incident for full transparency. We have attached the email notice for your review. The formal notice was sent via email as opposed to a letter because Trail's End generally does not have Scout street addresses on file.

If you have any questions or need further information, please feel free to contact me at 1-612-766-7195 or paul.luehr@faegrebd.com

Very truly yours,

A handwritten signature in cursive script that reads "Paul H. Luehr". The signature is written in black ink and is positioned above the typed name.

Paul H. Luehr

Enclosure

As you may have seen, Weaver Fundraising, LLC (Trail's End) sent out an email on Tuesday, September 3 regarding a data incident that occurred on www.trails-end.com. Because you are a resident of North Dakota, we are sending you a separate notice detailing this incident further. We are sending this out of an abundance of caution and have found no evidence that North Dakota users were specifically impacted by this incident.

What Happened? Recently, a web developer notified Trail's End that he was able to view limited Scout and parent information within the network traffic that feeds the Trail's End website. He used web developer tools and techniques not used by typical visitors to the web site.

What Information Was Involved? The information the web developer may have viewed was an individual Scout's full name, date of birth, email address, phone number, parent's name, favorite product, and affiliation (e.g. council, district, unit). We believe the developer only accessed the information of a Scout and his parent, and no social security number (SSN) or financial account information of the Scout or parent was visible.

What We are Doing. Once we were made aware of this situation, Trail's End quickly shut off the ability for unauthorized users to view this information and has no reason to believe that any other unauthorized parties accessed this information. Trail's End is also updating its security procedures to prevent these types of incidents from occurring in the future.

What You Can Do. As always, please be aware of anyone who may send you fraudulent or suspect messages by email. Also, you should avoid clicking on suspect links in emails or unknown attachments.

For More Information Again, we take the security of your information in our care very seriously, and we regret any concern or inconvenience this incident may cause you. If you have any questions, please contact us at websiteaccess@trails-end.com.