

JONES DAY

100 HIGH STREET • 21ST FLOOR • BOSTON, MASSACHUSETTS 02110.1781

TELEPHONE: +1.617.960.3939 • FACSIMILE: +1.617.449.6955

DIRECT NUMBER: (617) 449-6955
LROPPLE@JONESDAY.COM

May 28, 2020

BY EMAIL

North Dakota State Attorney General
600 E. Boulevard Avenue Dept. 125
Bismarck, ND 58505

Re: Data Security Incident Notice

Dear North Dakota State Attorney General:

I am writing on behalf of our client, Minted, LLC (“Minted” or “the company”), to notify you of a data security incident involving the personal information of North Dakota residents.

Minted recently became aware of a report that mentioned Minted as one of ten companies impacted by a potential cybersecurity incident. Upon learning of the report, the company promptly undertook a thorough investigation, with the assistance of outside forensic experts. The investigation determined that unauthorized actors gained access to a company user account database and, on May 6, 2020, obtained information relating to customers, including names and login credentials to their Minted accounts, consisting of their email address and password. The passwords were hashed and salted and not in plain text. The information obtained also may have included telephone number, billing address, shipping address(es), and, for fewer than one percent of affected account users, date of birth and/or wedding anniversary date.

Pursuant to the substitute notice provisions of N.D.C.C. § 51-30-05(3), the company is providing email notice to affected customers, including 36 individuals identified in company records as residents of North Dakota whose date of birth may have been acquired, and other North Dakota residents who may have been otherwise impacted as described above. Email notification will be sent beginning today, as expeditiously as possible. A representative sample of the email notice is attached. In addition, the company is posting information about the incident on its website and major social media platforms. The company also is providing notice to major statewide print and broadcast media. Substitute notice is appropriate, because, at minimum, the company does not have sufficient contact information to provide direct notice to all affected users.

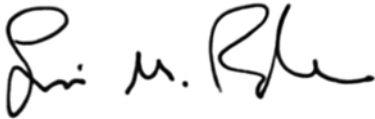
The company promptly notified federal law enforcement authorities and is working closely with them in connection with their investigation. Notification was not delayed as a result of their investigation.

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The company is reviewing its security protocols in light of this incident and has taken steps to enhance security. The company is continuing its investigation and intends to implement additional security enhancements as appropriate, based on investigation findings.

If you have any questions, please contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Lisa M. Ropple". The signature is fluid and cursive, with the first name "Lisa" being the most prominent.

Lisa M. Ropple

Enclosure

SAMPLE INDIVIDUAL NOTIFICATION EMAIL



IMPORTANT COMMUNICATION: Notice of Data Security Incident

May 28, 2020

Dear Valued Member of our Minted Community:

We are writing to notify you of a data security incident involving your personal information. We describe below what happened, what information was involved, and what Minted is doing to address this matter. We also outline what steps you can take in response, including promptly changing your password to your Minted account. We are taking this matter very seriously and sincerely regret any concern it may cause you.

What Happened

We recently became aware of a report that mentioned Minted as one of ten companies impacted by a potential cybersecurity incident. We promptly undertook an investigation, with the assistance of outside forensic experts. The investigation determined that, on May 6, 2020, unauthorized actors obtained information from our user account database. Since determining this on May 15, we have been continuing to investigate as expeditiously as possible to assess what information was impacted and to identify and notify affected users.

What Information Was Involved

The information obtained included:

- Your name
- Your login credentials to your Minted account, consisting of your email address and password. Your password was not in plain text, but was in a coded format generated through a cryptographic process known as “hashing” and “salting,” which is designed to make your password unreadable.
- If you provided the following information to Minted, your telephone number, billing address, shipping address(es), and date of birth and/or your wedding anniversary date

What Information Was Not Involved

Based on our investigation to date, we have no reason to believe that the following information was affected:

- **Your payment or credit card information**
- Your address book information
- Your photos or personalized information that you added to Minted designs

What We Are Doing

We are continuing to investigate this incident diligently, with the ongoing assistance of outside experts. We also promptly notified U.S. federal law enforcement authorities and are closely cooperating with their investigation. In addition, we are reviewing our security protocols and have taken steps to enhance security.

What You Can Do

Your password was hashed and salted and not stored in plain text. **In an abundance of caution, however, please change your password at your earliest convenience.**

To change your password:

1. Go to your Minted account page at <https://www.minted.com/my-account>
2. Click “change password”
3. Enter your current and new passwords
4. Click “change password.”

If you forgot your password, you can reset it here: <https://www.minted.com/forgot>.

You should choose a strong password that is not easy to guess. As an additional precaution, you should change your password for any other online accounts for which you use the same email address and password combination.

As always, please be cautious of any unsolicited communications that ask you to provide your personal information electronically and avoid clicking on links or downloading attachments from suspicious emails. Minted will never ask you for your financial information via email or phone.

It is a good practice to monitor your accounts and any credit reports you receive for any signs of suspicious activity. Other guidance, including how to obtain a free credit report, is provided in the attached “Additional Resources,” which we encourage you to review.

For More Information

Please call our toll-free hotline: 1-844-963-2706 Monday through Friday from 8:00 a.m. to 8:00 p.m. US Central Time, excluding major US holidays. Information also is available on our website: www.minted.com/data-incident-notice.

Again, we regret any concern this incident causes you. The trust of our customers is of the utmost importance to us, and we are committed to maintaining that trust.

Sincerely,

The Minted Team

ADDITIONAL RESOURCES

You may obtain a free copy of your credit report from each of the three credit reporting agencies by visiting www.annualcreditreport.com. You can request information regarding fraud alerts, security freezes, and identity theft from the following credit reporting agencies; please note that fees may be involved for some of these services:

- Equifax, <https://www.equifax.com/personal/credit-report-services>, 1-800-525-6285, P.O. Box 740256, Atlanta, GA 30374
- Experian, <https://www.experian.com/help>, 1-888-397-3742, P.O. Box 9554, Allen, TX 75013
- TransUnion, <https://www.transunion.com/credit-help>, 1-800-680-7289, P.O. Box 2000, Chester, PA 19016

To place a security freeze on your credit, you may need to provide the following information:

- Your full name (including middle initial as well as Jr., Sr., II, III, etc.)
- Social Security number
- Date of birth
- The addresses where you have lived over the prior five years
- Proof of current address such as a current utility bill or telephone bill
- A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.)

You can also receive information from the Federal Trade Commission ("FTC") regarding fraud alerts, security freezes, your rights under the Fair Credit Reporting Act, and how to avoid and report identity theft: <https://www.consumer.ftc.gov>, 1-877-438-4338, 600 Pennsylvania Avenue, NW, Washington, D.C. 20580.

Additional information:

- Oregon residents are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon State Office of the Attorney General: <https://www.doj.state.or.us>, 1-877-877-9392, 1162 Court St. NE, Salem, OR 97301.
- New York residents may contact the New York State Office of the Attorney General: <https://ag.ny.gov/consumer-frauds-bureau/identity-theft>, 1-800-771-7755. New York residents may also contact the New York Department of State Division of Consumer Protection: <https://www.dos.ny.gov/consumerprotection>, 1-800-697-1220.
- Rhode Island residents may contact the Rhode Island State Office of the Attorney General: www.riag.ri.gov, (401) 274-4400, 150 South Main Street, Providence, Rhode Island 02903. In Rhode Island, you may file or obtain a police report.