



LEWIS BRISBOIS BISGAARD & SMITH LLP

Lindsay N. Nickle
2100 Ross Avenue, Suite 2000
Dallas, Texas 75201
Lindsay.Nickle@lewisbrisbois.com
Direct: 214.722.7141

September 23, 2020

VIA ELECTRONIC SUBMISSION

Attorney General Wayne Stenehjem
Office of the Attorney General
600 East Boulevard Avenue, Department 125
Bismarck, ND 58505-0040
Email: ndaq@nd.gov

Re: Notice of Data Security Incident

Dear Attorney General Wayne Stenehjem :

We represent Scentbird, Inc. ("Scentbird"), a corporation headquartered in New York City, New York, that offers subscribers samples of designer perfumes on a monthly basis, in connection with a potential data security incident described in more detail below.

1. Nature of the security incident.

In late June 2020, Scentbird learned that a malicious actor had gained access to a Scentbird database storing personal information belonging to some Scentbird subscribers and exfiltrated this information. Upon learning that this occurred, Scentbird immediately began an investigation and retained a third party computer forensics expert to assist with the investigation to determine what information was involved. Scentbird also contacted law enforcement. As a result of the investigation, Scentbird determined that the impacted information included some subscribers' names, email addresses, billing and shipping addresses, encrypted account passwords, and dates of birth. At this time, Scentbird is unaware of the misuse of any of information involved in the incident.

2. Number of North Dakota Residents Affected.

Scentbird sent notification to seven hundred and thirty one (731) affected North Dakota subscribers regarding this data security incident on July 29, 30, 31, and August 31, 2020. Scentbird instructed the subscribers to reset their account passwords. A sample copy of the notification sent to the affected individuals is included with this correspondence.

3. Steps taken relating to the incident.

As discussed above, in response to this incident, Scentbird instructed its subscribers to reset their account passwords. In addition, Scentbird has taken steps to further secure its databases.

4. Contact Information

Scentbird is dedicated to protecting the sensitive information that is in its control. If you have any questions or need additional information, please do not hesitate to contact me at 214.722.7141 or by email at Lindsay.Nickle@LewisBrisbois.com.

Sincerely,

A handwritten signature in black ink, appearing to read "L. Nickle". The signature is fluid and cursive, with a large initial "L" and a distinct "N".

Lindsay B. Nickle of
LEWIS BRISBOIS BISGAARD & SMITH LLP

LBN
Encl.: Consumer Notification

SCENTBIRD

• NEW YORK •

Dear Scentbird Customer,

We are writing to let you know that Scentbird recently learned that unauthorized individuals may have accessed a database containing the personal information of Scentbird's users. We launched an investigation as soon as we became aware of this incident, and our investigation is in its initial stages. We wanted to notify you right away, however, so that you can take action to protect yourself.

We have no reason to believe that the incident affected social security numbers, government-issued ID numbers, or full credit or debit card numbers. We do not maintain this type of information about users. Depending on the type of account you maintained, the affected information may have included your name, email address, encrypted Scentbird account password, billing and shipping address, date of birth (if you chose to provide this information), and gender.

When you next log in to your Scentbird account, we will require you to reset your password. [If you used your email address and Scentbird account password on other online accounts](#), you should promptly reset those passwords. It is a best practice to use unique, "strong" passwords for all online accounts. You can find tips on creating strong passwords [here](#).

We are retaining an independent forensic firm to assist us in responding to this incident. We are also notifying law enforcement of the incident and will cooperate with their investigation.

For any questions or issues that arise, the Scentbird customer service team will assist. Please email support@scentbird.com to reach them. Again, we sincerely regret any concern this incident may cause.

[RESET PASSWORD >](#)

Best,
Team Scentbird