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September 3, 2021

North Dakota Office of the Attorney General
Via email: ndag@nd.gov

Re: Notice of Data Breach

To Whom It May Concern:

Our office represents Famous Smoke Shop and we are writing to provide you with notice of an incident that may affect the personal information of 2,375 North Dakota residents. By providing this notice, Famous Smoke Shop does not waive any rights or defenses regarding the applicability of North Dakota law or personal jurisdiction. Famous Smoke Shop's investigation is ongoing, and this notice will be supplemented with any material facts learned subsequent to its submission.

Background

On July 7, 2021, Famous Smoke Shop became victim to a ransomware attack. After discovering the attack, Famous Smoke Shop promptly engaged global cybersecurity experts and launched an investigation into the nature and scope of the attack. While Famous Smoke Shop was able to stop the ransomware attack, the cybercriminal was able to encrypt certain files within Famous Smoke Shop's network, including files that contained customer information. This information included name, physical address, and date of birth. Unfortunately, Famous Smoke Shop is unable to confirm if this information was accessed or acquired by the cybercriminal as a result of the attack. Once potentially impacted individuals were identified, Famous Smoke Shop worked to identify mailing addresses, prepare statutorily compliant notification deliverables, and engage a vendor for call center, credit monitoring, and notification services.

Notice to Residents

Out of an abundance of caution, Famous Smoke Shop mailed written notice of this incident to potentially impacted individuals on September 3, 2021, in substantially the same form as the letter attached as *Exhibit A*.

Steps Taken

Famous Smoke Shop is offering potentially impacted individuals with information on how to protect against identity theft and fraud. In order to better protect against a similar incident from occurring in the future, Famous Smoke Shop is reviewing its policies and procedures, implementing additional safeguards,

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and working with cybersecurity experts to better protect against future incidents of this nature. In addition to providing this notice to your office, Famous Smoke Shop has provided notice of this incident other state regulators as required.

Contact

Should you have any questions regarding this notification of other aspects of this incident, please contact me at (215) 299-2010 or mmcreary@foxrothschild.com.

Very truly yours,

Mark G. McCreary
For Fox Rothschild LLP

MGMc/kr
Enclosure

Exhibit A



Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

<<Mail ID>>
<<Name 1>>
<<Name 2>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>>
<<Address 5>>
<<City>><<State>><<Zip>>
<<Country>>

<<Date>>

Re: Notice of Data Breach

Dear <<Name 1>>:

Famous Smoke Shop is regretfully writing to notify you of a recent incident that may impact your personal information. Please note you are receiving this letter as a current or former customer of Famous Smoke Shop.

What Happened? On July 7, 2021, Famous Smoke Shop was the victim of a ransomware attack. Once we became aware of this, we promptly engaged cybersecurity experts and launched an investigation into the nature and scope of the attack. While we were able to stop the ransomware attack, the attacker was able to encrypt certain files within our network, including files that included customer account information.

What Information Was Involved? The forensic investigation determined that the attacker had access to certain parts of our network to encrypt files. Based on the files that were encrypted, your personal information may have been accessible. This personal information includes your name, date of birth, email address, and purchase history. However, we are unable to confirm if your personal information was accessed or acquired by the attacker as a result of this incident. **Please note no payment information was impacted by this incident.**

What Are We Doing? We take this incident and the security of your information very seriously. In addition to taking the steps detailed above and providing this notice to you, we are reviewing our policies and procedures, implementing additional safeguards, and working with cybersecurity experts to better protect against future incidents of this nature. We have also notified certain state regulators of this incident as required.

What You Can Do. You should review the enclosed **Steps You Can Take To Protect Your Information**, which includes additional information on steps you may wish to take to better protect yourself against the possibility of identity theft and fraud if you feel it is appropriate to do so.

For More Information. We understand you may have questions beyond what is explained in this letter. To ensure your questions are answered in a timely manner, please contact our dedicated call center at 800-601-9106. The call center is available Monday through Friday, between 9:00am and 9:00pm EST.

We deeply regret any inconvenience this may cause you.

Sincerely,

Arthur Zaretsky
President
Famous Smoke Shop

STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION

Monitor your accounts: We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity or errors.

Check credit reports: Under United States law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call toll-free 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report at:

Equifax
P.O. Box 740256
Atlanta, GA 30374
1-800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
1-888-397-3742
www.experian.com

Transunion
P.O. Box 2000
Chester, PA 10916
1-800-680-7289
www.transunion.com

Place a security freeze: You may place a security freeze on your credit reports, free of charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. You will need to place a security freeze separately with each of the three major credit bureaus if you wish to place a freeze on all of your credit files. In order to request a security freeze, you will need to supply your full name, address, date of birth, Social Security number, current address, all addresses for up to five previous years, email address, a copy of your state identification card or driver's license, and a copy of a utility bill, bank or insurance statement, or other statement proving residence. To find out more on how to place a security freeze, contact the credit reporting agencies at:

Equifax
P.O. Box 105788
Atlanta, GA 30348
1-800-349-9960
www.equifax.com/personal/credit-report-services/credit-freeze/

Experian
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/freeze

Transunion
P.O. Box 160
Woodlyn, PA 19094
1-888-909-8872
www.transunion.com/credit-freeze

Place a fraud alert: At no charge, you can also have the three major 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. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact the credit reporting agencies.

Review additional resources: If you believe you are the victim of identity theft or have reason to believe that your personal information has been misused, you should contact the Federal Trade Commission and/or your state Attorney General. You can obtain information from these sources about additional steps you can take to protect yourself against identity theft and fraud, as well as information on security freezes and fraud alerts. You can contact the Federal Trade Commission at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; and 1-877-ID-THEFT (1-877-438-4338). Instances of known or suspected identity theft should be promptly reported to law enforcement and you have the right to file a police report if you ever experience identity theft or fraud. This notification was not delayed by law enforcement.