

Grand Western

17398

C/O ID Experts
10300 SW Greenburg Rd. Suite 570
Portland, OR 97223

<<First Name>> <<Last Name>>
<<Address1>> <<Address2>>
<<City>>, <<State>> <<Zip>>

July 30, 2020

Re: Notification of Data Security Incident

Dear <<First Name>> <<Last Name>>:

We are writing to inform you of a data security incident that may have involved some of your personal information. At Cheney Bros., Inc. and GWB, LLC d/b/a Grand Western ("Grand Western"), we take the privacy and security of your information very seriously. That is why we are contacting you and informing you about steps you can take to help protect your personal information.

Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

You have the right to place a security freeze on your credit report. A security freeze prohibits a consumer 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.

To place a security freeze on your credit report, you must contact each of the three major consumer reporting agencies:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348
1-800-349-9960
www.equifax.com

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

TransUnion Security Freeze
P.O. Box 2000
Chester, PA 19016
1-888-909-8872
freeze.transunion.com

In order to request a security freeze, you will need to provide the following information:

1. Your full name and any suffixes;
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five (5) years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible photocopy of a government issued identification card (e.g. state driver's license or ID card, military identification, etc.); and
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

The consumer reporting agencies then have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number ("PIN") or password, or both that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze in order to grant a specific entity or individual access to your credit report, you must call or send a written request to the consumer reporting agencies by mail and include proper identification (name, address, and Social Security number) and the PIN or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The consumer reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or individuals, or for the specified period of time.

To remove the security freeze, you must send a written request to each of the three (3) consumer reporting agencies by mail and include proper identification (name, address, and Social Security number) and the PIN or password provided to you when you placed the security freeze. The consumer reporting agencies have three (3) business days after receiving your request to remove the security freeze. You cannot be charged a fee by the consumer reporting agencies to place, lift, or remove a security freeze.

In order to determine whether any unauthorized credit was obtained with your information, you may obtain a copy of your credit report at www.annualcreditreport.com or by calling (877) 322-8228. You may also request information on how to place a fraud alert by contacting any of the above consumer reporting agencies. A fraud alert is intended to alert you if someone attempts to obtain credit in your name without your consent. It is recommended that you remain vigilant for any incidents of fraud or identity theft by reviewing credit card account statements and your credit report for unauthorized activity. You may also contact the Federal Trade Commission ("FTC") to learn more about how to prevent identity theft:

FTC, Consumer Response Center
600 Pennsylvania Ave., NW
Washington D.C. 20590
www.ftc.gov/bcp/edu/microsites/idtheft
877-IDTHEFT (438-4338)

In addition, as an added precaution, we are offering you MyIDCare™ Identity Restoration Services through ID Experts, a data breach and recovery services expert. With this protection, MyIDCare will help you resolve issues if your identity is compromised. ID Experts' Certified Recovery Advocates are available at 1-800-939-4170 Monday through Friday from 9 am - 8 pm Eastern Time.

For More Information: We remain committed to protecting the personal information in our care and apologize for any worry or inconvenience this may cause you. If you have any questions, please contact our dedicated call center at 1-800-939-4170, between 9 am - 8 pm Eastern Time.

Sincerely,

The Grand Western Team





LEWIS BRISBOIS BISGAARD & SMITH LLP

Elizabeth R. Dill
550 E. Swedesford Road, Suite 270
Wayne, Pennsylvania 19087
Elizabeth.Dill@lewisbrisbois.com
Direct: 215.977.4080

August 14, 2020

VIA ONLINE PORTAL

Attorney General Maura Healey
Office of the Attorney General
Consumer Protection Division
ATTN: Data Breach Notification
One Ashburton Place
Boston, MA 02108
Email: ago@state.ma.us

Undersecretary Edward A. Palleschi
Office of Consumer Affairs and
Business Regulation
501 Boylston St., Suite 5100
Boston, MA 02116
Email: data.breaches@state.ma.us

Re: Notification of Data Security Incident

Dear Attorney General Healey and Undersecretary Palleschi:

We represent Cheney Bros., Inc., and GWB, LLC, d/b/a Grand Western ("Grand Western") in connection with a data security incident which is described in greater detail below. Grand Western takes the protection of all sensitive information within its possession very seriously and is taking steps to prevent similar incidents from occurring in the future.

1. Nature of the security incident.

Grand Western learned of suspicious activity occurring on the e-commerce web platform for its online store, grandwesternsteaks.com. Upon discovering this activity, Grand Western took immediate steps to further secure its system and conducted a thorough internal investigation to determine the scope of the issue. Grand Western also engaged a nationally-recognized digital forensics firm to conduct an independent investigation into what happened and whether any customer payment card information had been accessed or acquired without authorization. On June 22, 2020, the investigation identified the

individuals who made purchases on Grand Western's online store whose names, payment card numbers, expiration dates and security codes may have been exposed during the potential windows of compromise. Grand Western then worked diligently to identify up-to-date address information in order to notify all potentially impacted individuals. On July 13, 2020, Grand Western identified forty-two (42) Massachusetts residents within the potentially affected population.

2. Number of Massachusetts residents affected.

Grand Western sent notification letters on July 30, 2020 to the forty-two (42) affected Indiana residents regarding this data security incident via first-class U.S. mail. A sample copy of the notification letter is included with this letter.


3. Steps taken relating to the incident.

Grand Western has taken steps in response to this incident to prevent similar incidents from occurring in the future. Those steps have included working with leading cybersecurity experts to enhance the security of its e-commerce platform. Additionally, Grand Western promptly notified the payment card brands and the Federal Bureau of Investigation in an effort to prevent fraud associated with this incident. Grand Western is also offering identity protection services through ID Experts, which will help individuals resolve issues if their identity is compromised due to this incident.

4. Contact information.

Grand Western remains dedicated to protecting the personal information in its possession. If you have any questions or need additional information, please do not hesitate to contact me at (215) 977-4080 or via email at Elizabeth.Dill@lewisbrisbois.com.

Regards,



Elizabeth R. Dill of
LEWIS BRISBOIS BISGAARD & SMITH LLP

Enclosure: Sample Notification Letter
ERD:ALW

Grand Western

C/O ID Experts
10300 SW Greenburg Rd. Suite 570
Portland, OR 97223

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The Grand Western Team

