

# BakerHostetler

## Baker&Hostetler LLP

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May 17, 2016

### **Via Email (ldtheft@oag.state.md.us) and Overnight Mail**

Office of the Attorney General  
Attn: Security Breach Notification  
200 St. Paul Place  
Baltimore, MD 21202

*Re: Incident Notification*

Dear Sir or Madam:

Our client, Challain, Inc., d/b/a Batdorf & Bronson Coffee Roasters (“Batdorf”) understands the importance of the privacy and confidentiality of its customers’ personal information.

Batdorf began an investigation of its website after noticing unusual activity relating to customer online transactions. It engaged a computer security firm to examine its systems for any signs of an issue. On April 20, 2016, Batdorf learned that an unknown attacker had compromised its e-commerce system, potentially affecting customer payment card information. The information compromised by the attack may have included name, payment card number, expiration date, and CVV number from payment cards used for online transactions on Batdorf’s e-commerce website from October 1, 2015 to April 22, 2016.

Beginning on May 17, 2016, Batdorf is notifying 33 Maryland residents pursuant to Maryland law in substantially the same form enclosed with this letter.<sup>1</sup> Batdorf has also established a dedicated call center to assist individuals with any questions they may have regarding the incident.

In addition to ensuring that this issue is fully remediated, to try to prevent a similar incident from happening in the future, Batdorf is taking steps to remediate this issue, including

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<sup>1</sup> As Batdorf does not conduct business in Maryland, this letter is not, and does not constitute, a waiver of personal jurisdiction.

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moving to a PayPal-hosted card payment processing system, implementing additional security measures on its website, and executing daily scans of its site for malicious activity.

Please do not hesitate to contact me if you have any questions regarding this matter.

Sincerely,

A handwritten signature in blue ink that reads "R. L. Gainer". The signature is written in a cursive style with a large, stylized "R" and "G".

Randal L. Gainer

Partner

Enclosure



**BATDORF • BRONSON**  
COFFEE ROASTERS

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

<<mail id>>  
<<First Name>> <<Last Name>>  
<<Address1>>  
<<Address2>>  
<<City>><<State>><<Zip>>

<<Date>>

Dear <<First name>> <<Last name>>:

At Batdorf & Bronson Coffee Roasters (“Batdorf”), we understand the need to protect the security of the payment card information provided by our customers. Regrettably, this notice is to inform you about an incident involving some of your information.

We began an investigation of our website after noticing unusual activity relating to customer online transactions. We engaged a computer security firm to examine our systems for any signs of an issue. On April 20, 2016, we learned that an unknown attacker had compromised our e-commerce system, potentially affecting customer payment card information. The information compromised by the attack may have included your name, payment card number, expiration date, and CVV number from payment cards used for online transactions on Batdorf’s e-commerce web site from October 1, 2015 to April 22, 2016.

We are notifying you about this incident so you can take appropriate steps to protect your payment card account. We recommend that you remain vigilant by reviewing your credit card account statements for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution because the major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are reported in a timely manner. You should also review the additional information included with this letter on steps you can take to protect yourself.

If you incurred costs that your financial institution declined to reimburse related to fraudulent charges on a payment card you used for an online transaction with Batdorf during the relevant time period, please contact us at the number below. We will reimburse you for any such reasonable, documented costs that your financial institution declined to pay.

We regret any inconvenience or concern this may have caused. To try to prevent a similar incident from happening in the future, we are taking steps to remediate this issue, including moving to a PayPal-hosted card payment processing system, implementing additional security measures on our website, and executing daily scans of our site for malicious activity. If you have any questions, or you need further assistance, please call call (877) 803-7758, Monday through Friday between the hours of 9 am and 9 pm EST.

Sincerely,

David J. Wasson  
Vice President/Chief Operating Officer

### **More Information About Ways to Protect Yourself**

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740256, Atlanta, GA 30374, [www.equifax.com](http://www.equifax.com), 1-800-525-6285  
Experian, PO Box 9554, Allen, TX 75013, [www.experian.com](http://www.experian.com), 1-888-397-3742  
TransUnion, PO Box 2000, Chester, PA 19016, [www.transunion.com](http://www.transunion.com), 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Maryland Attorney General's office. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records.

To obtain additional information about steps you can take to avoid identity theft, you may contact: Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or the Maryland Attorney General's Office, 200 St. Paul Place, Baltimore, MD 21202, [www.oag.state.md.us](http://www.oag.state.md.us), 1-888-743-0023.