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February 14, 2021

**VIA WEBSITE PORTAL & EMAIL**

Attorney General Aaron Frey  
Office of the Attorney General  
Consumer Protection Division  
Security Breach Notification  
111 Sewall Street, 6th Floor  
Augusta, ME 04330  
[Breach.security@maine.gov](mailto:Breach.security@maine.gov)

Re: Notification of Data Security Incident

Dear Attorney General Frey:

We represent Vitamin Portfolio, located in Lenox, MA, in connection with a data security incident described in greater detail below. Vitamin Portfolio 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.**

On August 31, 2020, Vitamin Portfolio which services the websites [drhyman.com](http://drhyman.com), [ultrawellnesscenter.com](http://ultrawellnesscenter.com) and [healthylivingshop.com](http://healthylivingshop.com), learned that credit card information for some of its customers may have been accessed without authorization. Upon learning about this, Vitamin Portfolio launched an investigation and engaged an independent computer forensics firm to determine what happened and what information may have been accessed. On November 16, 2020, the investigation determined that this incident was isolated to a limited number of credit card holders and some personal information may have been compromised. Vitamin Portfolio then took steps to identify the potentially impacted individuals so that notification letters could be sent. The information potentially impacted by this incident includes names, addresses, and payment card information.

**2. Number of Maine residents affected.**

A total of seventy-eight (78) residents of Maine were affected by this incident. Notification letters were mailed, via first class mail, to potentially impacted individuals on February 10, 2021. A sample copy of the notification letter is included with this letter.

**3. Steps taken relating to the incident.**

Vitamin Portfolio has taken steps in response to this incident to prevent similar incidents from occurring in the future by migrating its online store to a new shopping platform and testing to ensure it is safe and secure for all purchases.

**4. Contact information.**

Vitamin Portfolio 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 (214) 722-7141 or via email at [Lindsay.Nickle@lewisbrisbois.com](mailto:Lindsay.Nickle@lewisbrisbois.com).

Regards,



Lindsay B. Nickle of  
LEWIS BRISBOIS BISGAARD & SMITH LLP

LBN:JH

Enclosure: Consumer notification letter