

Appendix

Roots & Harvest Direct LLC (“R&H”) vendor, CommerceV3, experienced a data security incident that involved Maine residents’ information.

CommerceV3 provides an e-commerce platform R&H uses to process payment card information when an order is placed on the R&H websites. CommerceV3 learned that an unauthorized party obtained access to CommerceV3’s systems between November 24, 2021 and December 14, 2022. Upon learning of this issue, CommerceV3 conducted a forensic investigation with third-party cybersecurity experts to assess whether cardholder data involved in the incident. CommerceV3 also worked alongside the major card brands and banks during this forensic investigation.

On May 3, 2023, CommerceV3 discovered cardholder data it collected on R&H behalf was potentially accessed or acquired by an unauthorized party as a result of the incident. On June 6, 2023, CommerceV3 notified R&H of this incident. CommerceV3 and R&H worked to identify the individuals whose payment card information was involved in the incident and determined that it involved the names, email addresses, billing addresses, payment card numbers, card expiration dates, and card verification codes (CVV) for 26 Maine residents.

On July 13, 2023, R&H will mail notification letters via United States Postal Service First-Class mail to the individuals whose information was involved, including the Maine residents pursuant to Me. Rev. Stat. Tit. 10, §1348. A copy of the notification is enclosed. R&H has established a dedicated call center for individuals to call with questions about the incident.

R&H understands that, to help prevent a similar incident from occurring in the future, CommerceV3 has implemented additional security measures.