



March 20, 2023

Office of the Maine Attorney General
6 State House Station
Augusta, ME 04333

Norton Rose Fulbright Canada S.E.N.C.R.L, s.r.l.
Complexe Jules-Dallaire / Tour Norton Rose Fulbright
2828, boulevard Laurier, bureau 1500
Québec (Québec) G1V 0B9 Canada

Fax +1 418.640.1500
nortonrosefulbright.com

Kassandra-Rose Villeneuve
+1 418.650.5058
kassandra-rose.villeneuve@nortonrosefulbright.com

Re: Legal Notice of Cybersecurity Incident

Dear Sir or Madam:

I am writing on behalf of my client, La Canadienne Enterprises Inc. (“La Canadienne”) to provide notice of a security incident.

On or around February 7, 2023, La Canadienne discovered a cybersecurity incident that resulted in the compromise of certain transactions made online on its website <https://www.lacanadienneshoes.com> by an unauthorized third party between November 19, 2022 and January 30, 2023 (the “Incident”).

La Canadienne immediately launched an investigation, identified the vulnerability, and engaged third-party advisors. The investigation revealed that the unauthorized third party gained real-time access to certain transactions made on La Canadienne’s website by installing a monitoring script. The monitoring script sent information entered by customers when making online purchases on La Canadienne’s website (www.lacanadienneshoes.com), to the malicious actor’s remote server between November 19, 2022 and January 30, 2023.

La Canadienne reviewed all credit card authorizations submitted during the time of unauthorized access. Based on La Canadienne’s review of this activity, it appears that the malicious actor accessed information entered by **ten (10) Maine residents** during an online purchase on www.lacanadienneshoes.com. The affected data includes name, email address, shipping and billing address(es), and credit card information (including the cardholder name, credit card number, expiration date, and security code).

To help protect the identity of impacted individuals, La Canadienne is offering 12 months of complimentary credit monitoring and identity theft protection services. On or around March 17, 2023, La Canadienne notified all affected individuals by mail. Enclosed is a sample copy of the letter.

To help prevent a similar incident from occurring in the future, La Canadienne informed customers to monitor their credit card activity and/or consider cancelling their credit card. La Canadienne continues to evaluate additional steps that may be taken to further increase the security of its systems and of its customers’ information, such as implementing additional security parameters in its system and conducting regular cyber security assessments.

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If you have any questions or need further information regarding this incident, please do not hesitate to contact me.

Respectfully submitted,



Kasandra Rose-Villeneuve
Associate

Enclosure