

June 28, 2023

Attorney General Aaron Frey
Attorney General's Office
State House Station 6
Augusta, ME 04333

Dear Attorney General Frey et. al.,

We are writing to notify you of a data security incident involving Maine residents.

The incident occurred while the data was under the exclusive custody, care, and control of our e-commerce platform provider, CommerceV3. Their contact information is as follows:

CommerceV3
131 W. Washington St. # 1988
Minneola, FL 34755
(912) 964-7848

The person handling the incident for CommerceV3 is Nathan Focht, CEO. (nathan@commercev3.com or securitynotice@commercev3.com)

Nature of the data security incident:

CommerceV3 learned that an unauthorized party obtained access to its systems between November 24, 2021 and December 14, 2022. Immediately upon learning of this issue, CommerceV3 conducted a thorough forensic investigation alongside third-party cybersecurity experts to assess whether any cardholder data was compromised as a result of the incident. CommerceV3 also worked alongside the major card brands and banks during this forensic investigation. CommerceV3 has informed Baker's Best Health that there is no indication any of our customer's personal information has been compromised. But CommerceV3 cannot prove that conclusively. And under pressure from the major credit card companies, CommerceV3 is required to include all of their clients in the notification process, regardless of whether their data was part of the breach.

Data Impacted:

Customer's name, email address, billing address, payment card number, CVV code and expiration date were the only personal data that was potentially accessed and/or acquired as a result of the incident.

NONE of the following information was part of CommerceV3's data breach: Social security number, driver's license number, license plate number, passport number, state or military ID number, medical information, health insurance information, or biometric data.

CommerceV3 provided us with a list of data that was potentially breached, based on the results of their investigation. There is one (1) Maine resident who was potentially impacted.

Notification Sent to Baker's Best Health:

On May 3, 2023, after an extensive forensic investigation, CommerceV3 discovered that cardholder data collected on Baker's Best Health's behalf was potentially accessed or acquired by an unauthorized party as a result of the incident. CommerceV3 notified Baker's Best Health of this incident on June 7, 2023. CommerceV3 has assured us that additional security measures designed to protect the privacy of its customers have been implemented.

Steps we are taking related to this incident:

From June 28 through June 30, 2023 we will be sending notices of the data breach to all affected residents of Maine. The letter is designed to meet all Maine requirements for Consumer Data Breach Notifications. A sample copy of the letter is included in this correspondence.

If you have any questions or require additional information in this matter, please contact Dan Brown, Controller, at 248-446-4106 or dbrown@jerrybaker.com or at the address below.

Respectfully,

Baker's Best Health Products, Inc.
46925 West Road
Wixom, MI 48393