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October 2, 2018

File No. 50131.521

VIA ELECTRONIC SUBMISSION

Xavier Becerra
Attorney General
California Office of the Attorney General
California Department of Justice
Attn: Public Inquiry Unit
P.O. Box 944255
Sacramento, California 94244-2550

Re: Notification of Data Security Incident

Dear Attorney General Becerra:

I represent Another Planet Entertainment (“APE”), which has its headquarters in Berkeley, California. This letter is being sent pursuant to California Civil Code § 1798.82(a) because on July 17, 2018, APE discovered that an unauthorized individual may have had access to certain personal information within its possession. The incident involved individuals’ names, Social Security numbers and limited medical information.

On April 9, 2018, APE became aware of unusual activity within its email system. In response, APE took immediate steps to secure the email system, launched an internal investigation and notified law enforcement. APE also retained a leading forensics firm to perform an independent investigation to determine what happened, and whether any personal information may have been accessed without authorization. After an exhaustive investigation, on July 17, 2018, APE learned that certain personal information was involved in the incident. APE thereafter worked diligently to locate addresses for the affected population in order to provide notification to the individuals whose information was potentially affected. APE has determined that the incident may have affected the personal information of 2,357 California residents.

APE has notified the affected California residents via the attached letter, and is providing twelve months of complimentary credit and identity monitoring services to the affected residents through Kroll.

Xavier Becerra, Attorney General
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Please contact me should you have any questions.

Very truly yours,

A handwritten signature in blue ink that reads "Elizabeth R. Dill". The signature is written in a cursive style with a distinct dot over the 'i' in "Dill".

Elizabeth R. Dill of
LEWIS BRISBOIS BISGAARD & SMITH LLP

ERD
Encl.: Consumer Notification Letter