



MULLEN
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July 31, 2025

VIA E-MAIL

Office of the New Hampshire Attorney General
Consumer Protection & Antitrust Bureau
33 Capitol Street
Concord, NH 03301
E-mail: DOJ-CPB@doj.nh.gov

Re: Notice of Data Event

To Whom It May Concern:

We represent Barrett-Jackson Holdings, LLC (“Barrett-Jackson”), located at 15555 North 79th Place, Suite A, Scottsdale, AZ 85260, and write to notify your office of an incident involving personal information relating to certain New Hampshire residents. By providing this notice, Barrett-Jackson does not waive any rights or defenses regarding the applicability of New Hampshire law, the applicability of the New Hampshire data event notification statute, or personal jurisdiction.

Barrett-Jackson became aware of suspicious activity related to some of its computer systems. It promptly took steps to secure its systems and initiated an investigation. The investigation determined that certain files were copied from the system as part of a cyber incident on or around November 25, 2024. Barrett-Jackson subsequently undertook a data review of the relevant files to determine what information was present and to whom it related. This effort was largely completed on or around July 1, 2025, at which time Barrett-Jackson determined the full scope of personal information potentially affected. Through additional address validation efforts, on July 25, 2025, it was determined that this included information related to approximately eighty three (83) New Hampshire residents. On or about July 31, 2025, Barrett-Jackson provided written notice of this incident to potentially affected individuals, including New Hampshire residents. Written notice is being provided in substantially the same form as the letter attached here as ***Exhibit A***. The information related to New Hampshire residents that may have been affected includes name, Social Security number, driver’s license number, financial account information, payment card information, and health insurance information.

Barrett-Jackson has taken steps to promptly respond to this incident, including steps necessary to secure its systems and conduct an investigation to confirm the full nature and scope of the event. Barrett-Jackson is also working to implement additional safeguards. Additionally, as part of its notification, Barrett-Jackson is providing individuals with guidance on how to better protect against identity theft and fraud, as demonstrated in the attached ***Exhibit A***. Barrett-Jackson is also providing individuals with access to credit monitoring services for 12 months at no cost to the individual.

Office of the Attorney General

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Should you have any questions regarding this notification or other aspects of the data security event, please contact us at (267) 930-4773.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Alex", followed by a horizontal line.

M. Alexandra Belton of
MULLEN COUGHLIN LLC

MABB/msz

Enclosure