

**SAMPLE DATA BREACH NOTIFICATION LETTER**

[COMPANY LETTERHEAD]

[INDIVIDUAL NAME]

[STREET ADDRESS]

[CITY, STATE AND POSTAL CODE]

[CREDIT MONITORING PROMOTION CODE]

[DATE]

Dear [INDIVIDUAL NAME]:

We value your business and respect the privacy of your information, which is why, as a precautionary measure, we are writing to let you know about a data security incident that [may involve/involves] your personal information.

[[Between/On] [IDENTIFY TIME PERIOD OF BREACH], [SUMMARIZE BREACH INCIDENT].] The data accessed [may have included/included] personal information such as [IDENTIFY TYPES OF PII AT ISSUE]. [To our knowledge, the data accessed did not include any [IDENTIFY TYPES OF PII NOT INVOLVED]].

[COMPANY] values your privacy and deeply regrets that this incident occurred. [COMPANY] is conducting a thorough review of the potentially affected [RECORDS/COMPUTER SYSTEM/IDENTIFY OTHER] and will notify you if there are any significant developments.

[COMPANY] has implemented additional security measures designed to prevent a recurrence of such an attack, and to protect the privacy of [COMPANY]'s valued [CUSTOMERS/EMPLOYEES/IDENTIFY GROUP OF AFFECTED INDIVIDUALS]. We are also is working closely with [CREDIT BUREAU and/or LAW ENFORCEMENT AGENCY] to ensure the incident is properly addressed.

Please also review the attachment to this letter (Steps You Can Take to Further Protect Your Information) for further information on steps you can take to protect your information [, and how to receive free credit monitoring for one year].

For further information and assistance, please contact [NAME OF [COMPANY] REPRESENTATIVE/ COMPANY] at [TELEPHONE NUMBER/TOLL-FREE NUMBER] between [TIME] a.m.- [TIME] p.m. [EST] daily [, or visit [WEBSITE].

Sincerely,

[NAME]

[TITLE]

**STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION**

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity**

As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission.

To file a complaint with the FTC, go to www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

**Copy of Credit Report**

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting http://www.annualcreditreport.com, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348.

You can print a copy of the request form at https://www.annualcreditreport.com/cra/requestformfinal.pdf. Or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

* Equifax (800) 685-1111 www.equifax.com P.O. Box 740241 Atlanta, GA 30374
* Experian (888) 397-3742 www.experian.com 535 Anton Blvd., Suite 100 Costa Mesa, CA 92626
* TransUnion (800) 916-8800 www.transunion.com P.O. Box 6790 Fullerton, CA 92834

**Fraud Alert**

[We recommend/You may want to consider] placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above.

Additional information is available at http:// [www.annualcreditreport.com](http://www.annualcreditreport.com).

**Credit Report Monitoring**

In addition, CLIENT has arranged with [NAME OF SERVICE PROVIDER] to provide you with credit monitoring for one year, at no cost to you. The [SERVICE] package provides you with the following benefits: [SUMMARY OF BENEFITS] To take advantage of this offer, you must enroll [within 90 days] from receipt of this letter. [INSERT ENROLLMENT INSTRUCTIONS]]

**Additional Free Resources on Identity Theft**

You may wish to review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit http://www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-438-4338).

A copy of “Taking Charge: What to Do if Your Identity is Stolen”, a comprehensive guide from the FTC to help you guard against and deal with identity theft, is [enclosed/can] be found on the FTC's website at <http://www.ftc.gov/bcp/edu/pubs/consumer/idtheft/idt04.shtm>