

May 24, 2012



*** AUTO 5-DIGIT ** 00000

John Doe Sample
J.D. Inc.
1234 Main Street
Suite 101
Your Town, USA 00000-0000

T1 P1
001

Dear John Doe:

On May 7, 2012, Altrec, Inc. (“Altrec”) discovered a potential information security incident involving personal information related to the American Express credit card you used while shopping at altrec.com (“Website”). We deeply value our relationship with you and the trust you place in us, and we have promptly addressed certain information vulnerabilities in our system. We sincerely apologize for any inconvenience or concern this may cause you. As a precaution we are writing to notify you and call your attention to some steps you may take to help protect yourself.

Altrec was initially contacted by American Express concerning the fraudulent use of a small number of American Express cards that had been previously used at our Website. In collaboration with American Express we engaged a leading forensic security firm to identify whether our systems had been compromised and to remediate any possible concerns. After a detailed investigation the forensic investigators could not locate any forensic evidence of a security breach. However, we discovered that your American Express card account number, expiration date and four digit security code, and associated information (including your name and address) were being stored in our database. If our systems were illegally accessed or used in an unauthorized manner, your personal information could have been compromised sometime between June 2010 and March 2012. It is important to note that we do not collect Social Security numbers, so your Social Security number could not have been compromised as part of this event.

We do not take matters of this nature lightly. We’ve addressed the vulnerability identified internally and by the forensic investigators, deleted all card information, and will continue to explore further security enhancing measures as new technologies become available. We have also reported this incident to the U.S. Secret Service and are fully cooperating with their investigation.

We recommend that you review your American Express account statements as soon as possible in order to determine if there are any discrepancies or unusual activity listed. If you see charges you did not make contact the issuer of your card at the number listed on the back of the card. In addition, we understand that American Express has placed heightened fraud checks on the involved accounts to help prevent and/or detect fraud.

We also recommend you carefully check your credit reports for accounts you did not open or for inquiries from creditors you did not initiate. Please review the enclosed “Fraud and Identity Theft Protection Reference Guide” that describes additional steps you may take to help protect yourself, and

includes recommendations on how to place a fraud alert or a security freeze on your credit file as well as guidance from the Federal Trade Commission regarding identity theft protection.

In addition, Altrec has arranged for you to be eligible to receive a complimentary one-year membership of Experian's ProtectMyID™ Alert. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on identification and resolution of identity theft. If you choose to enroll, the ProtectMyID membership includes the following services:

- **Credit Report:** A free copy of your Experian credit report.
- **Daily Credit Monitoring:** Alerts you of suspicious activity including new inquiries, newly opened accounts, delinquencies, or medical collections found on your Experian credit report.
- **Identity Theft Resolution:** If you have been a victim of identity theft, you will be assigned a dedicated, U.S.-based Experian Identity Theft Resolution Agent who will walk you through the fraud resolution process, from start to finish.
- **ExtendCARE:** Full access to the same personalized assistance from a highly-trained Fraud Resolution Agent even after your initial ProtectMyID membership expires.
- **\$1 Million Identity Theft Insurance*:** As a ProtectMyID member, you are immediately covered by a \$1 Million insurance policy that can help you cover certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

You can enroll for the services anytime between now and August 31, 2012 by visiting www.protectmyid.com/alert or calling 866-584-9479, and providing the following activation code: XXXXXXXX. **Please be aware that you will not receive these services unless you complete the enrollment.**

For additional questions or concerns and/or to enroll in the services mentioned above, you can call 866-584-9479 between 9:00 a.m. to 9:00 p.m. (Eastern Time), Monday through Friday, and 11:00 a.m. to 8:00 p.m., Saturday and Sunday, excluding holidays.

We strive to operate our business based on strong principles of integrity and service. Our relationship with you and the trust you place in us is the most important part of our business, and we sincerely apologize for any inconvenience or concern this event may cause you.

Sincerely,



Mike Morford
President & Founder
Altrec, Inc.

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of Chartis, Inc. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Fraud and Identity Theft Protection Reference Guide

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax	Experian	TransUnion
P.O. Box 740241	P.O. Box 9532	P.O. Box 6790
Atlanta, GA 30374-0241	Allen, TX 75013	Fullerton, CA 92834-6790
800-685-1111	888-397-3742	800-916-8800
www.equifax.com	www.experian.com	www.transunion.com

When you receive your credit reports, look them over carefully. Look for accounts you did not open. Look for inquiries from creditors that you did not initiate. And look for personal information, such as home address, that is not accurate. If you see anything you do not understand, call the credit agency at the telephone number on the report. If you do find suspicious activity on your credit reports, call your local police or sheriff's office and file a police report of identity theft. Get a copy of the police report. You may need to give copies of the police report to creditors to clear up your records.

Over the next 12-24 months, you should remain vigilant with respect to reviewing your account statements and credit reports, and you should promptly report any suspicious activity or suspected identity theft to the proper law enforcement authorities, including local law enforcement, your state's attorney general, and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding and protection against identity theft.

Federal Trade Commission, Consumer Response Center

600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

Fraud Alerts: There are two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft and can provide the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report at all three of the national credit agencies by contacting any one of them at the addresses or toll-free numbers listed below:

Equifax	Experian	TransUnion
P.O. Box 740241	P.O. Box 9532	Fraud Victim Assistance Division
Atlanta, GA 30374-0241	Allen, TX 75013	P.O. Box 6790
877-478-7625	888-397-3742	Fullerton, CA 92834-6790
www.equifax.com	www.experian.com	800-680-7289
		www.transunion.com

Credit Freezes: You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential creditors from accessing your credit report without your consent. If you initiate a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, but generally ranges from \$5 to \$20 per action at each credit reporting company. Unlike a fraud alert, you will need to separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information.

Equifax

P.O. Box 105788
Atlanta, GA 30348
www.equifax.com

Experian

P.O. Box 9554
Allen, TX 75013
www.experian.com

TransUnion

Fraud Victim Assistance Division
P.O. Box 6790
Fullerton, CA 92834-6790
www.transunion.com

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed above.