

# CHOICE HOTELS INTERNATIONAL

April 25, 2012

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SAMPLE A SAMPLE  
 123 ANY ST  
APT ABC  
ANYTOWN, US 12345  


Dear Sample A Sample:

Choice Hotels International is one of the world's largest lodging franchisors, operating such well-known hotel brands as Comfort Inn, Comfort Suites, Sleep Inn, and Econo Lodge. In connection with best serving our guests, we recognize the importance of securing the privacy and confidentiality of the sensitive personal information provided to us. Regrettably, we are writing to inform you of an incident possibly involving some of that information.

Choice Hotels maintains a database that facilitates guest reservations and other guest programs. To protect the security of personal information that might be necessary to make a reservation, Choice Hotels' policy requires information such as a credit card number to be entered into an encrypted field in the database. Choice Hotels has learned that, for a small percentage of guest stays, guest information that should have been entered in the encrypted field was not. Because Choice Hotels was not aware of these limited instances, when Choice Hotels or one of its marketing partners sent something to you by mail, personal information, such as a your [credit card number, driver's license number, Social Security number, passport number, or combination of elements], could have inadvertently been printed on the envelope sent to your attention at your address.

Immediately upon discovering this issue in late December 2011, we stopped using this database for marketing efforts and retained an expert computer database firm to assist us in removing guest information that should have been stored in an encrypted field. The exhaustive forensic analysis of our guest database by a leading forensic company was a complex and time-consuming process that involved collecting the data, developing algorithms to search for information in the wrong fields, analyzing and verifying the accuracy of the results, and then using the results to clean up the database. Since then, we have also instituted new controls that further restrict the use of the database.

Furthermore, we are not aware of any reports that the personal information in question has been misused as a result of its possible inclusion in a mailing sent to your attention. It is also possible that no mailings were sent to you at all. However, out of an abundance of caution, we have arranged for you to enroll, at no cost to you, in a three-bureau credit monitoring service for one year provided by TransUnion Interactive, a subsidiary of TransUnion, one of the three major nationwide credit reporting companies. To enroll in this free service, go to the TransUnion Monitoring website at [www.transunionmonitoring.com](http://www.transunionmonitoring.com) and in the space referenced as "Activation Code", enter the following 12-letter Activation Code **ABCDEFGHIJKL** and follow the simple steps to receive your services online within minutes.

(OVER PLEASE)

If you do not have access to the Internet and wish to enroll in a similar offline, paper based, three-bureau credit monitoring service, please call the TransUnion Fraud Response Service hotline at 1-800-242-5181 Monday through Friday, 9:00 a.m. to 7:00 p.m. Eastern time (closed on all U.S. observed holidays). Please enter or say the following six-digit telephone pass code XXXXXXX when prompted. You can sign up for the online or offline credit monitoring service anytime between now and **July 31, 2012**. Unfortunately, due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals that do not have a credit file with TransUnion, or an address in the United States (or its territories) and a valid Social Security Number.

Once you are enrolled, you will be able to obtain one year of unlimited access to your TransUnion credit report and credit score. The daily 3-bureau credit monitoring service will notify you if there are any critical changes to your credit files at TransUnion, Experian, and Equifax, including fraudulent activity, new inquiries, new accounts, new public record, late payments, change of address and more. The service also includes up to \$25,000 in identity theft insurance with no deductible. (Certain policy limitations and exclusions may apply.)

Even if you choose not to take advantage of this free credit monitoring service, we recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your credit report and credit card, bank, and other financial statements for any unauthorized activity. You may also obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax	Experian	TransUnion
PO Box 740256	PO Box 9554	PO Box 6790
Atlanta, GA 30374	Allen, TX 75013	Fullerton, CA 92834
<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.transunion.com">www.transunion.com</a>
1-800-525-6285	1-888-397-3742	1-800-680-7289

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the attorney general's office in your home state. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
[www.ftc.gov](http://www.ftc.gov)  
1-877-438-4338

You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records.

(NEXT PAGE PLEASE)

We want to assure you that we are taking this matter very seriously and have conducted a comprehensive internal review of our practices and procedures to prevent this from happening again in the future. If you have any questions, please call 1-800-242-5181 Monday through Friday, 9:00 a.m. to 7:00 p.m. Eastern time and enter the following six-digit telephone pass code XXXXXX when prompted.

Sincerely,



P. Pacious  
Executive Vice President  
Global Strategy and Operations

