



August 21, 2013

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SAMPLE A SAMPLE
APT ABC
123 ANY ST
ANYTOWN, US 12345-6789



Dear SAMPLE A SAMPLE:

I am writing to make you aware that Shore Mortgage (a division of United Shore Financial Services, LLC) (“Shore”) recently discovered that servers at one of our vendors were subject to a computer intrusion. The servers that were accessed contained Shore information. This may have included personal information you provided to us, such as your name, contact information, date of birth, driver’s license number, social security number and/or financial account information. Shore became aware that an unauthorized individual accessed your information on August 15, 2013. We believe the incident may have begun on June 2, 2013. We immediately hired a nationally-prominent computer forensic specialist to conduct an exhaustive investigation of this matter, and have coordinated closely with the Federal Bureau of Investigation on an ongoing basis to apprehend the individual or individuals behind this incident. We have also taken several steps to prevent this incident from reoccurring. We have increased procedural controls over our vendor, including requiring our vendor to retrain its employees on their own security measures, as well as additional security measures Shore requires that they follow. We have also implemented numerous security protocols and additional monitoring procedures.



Although our investigation has not found that your information has been misused, we treat this matter with the utmost seriousness and want to make sure you have the information you need so that you can take steps to help protect yourself from identity theft. We encourage you to remain vigilant and to regularly review and monitor relevant account statements and credit reports and report suspected incidents of identity theft to local law enforcement, your Attorney General, or the Federal Trade Commission (the “FTC”). We have included more information on these steps in this letter.

To further assist you, we have also arranged for you to receive 12 months of free identity protection through Experian’s ProtectMyID™ Alert program. This membership includes identity theft resolution services, a free credit report, daily credit monitoring to detect suspicious activity, and a \$1 million* identity theft insurance policy, including coverage of unauthorized electronic fund transfers from your bank account. To offer added protection, you will receive ExtendCARE™, which will provide you with fraud resolution support even after your ProtectMyID membership has expired. **Again, this protection is being offered at no cost to you.**

You can register for these services by visiting the ProtectMyID Web Site: www.protectmyid.com/alert or calling (877) 297-7780 and providing the following activation code: **ABCDEFGHIJKL**. You have until November 30, 2013 to register. Enrollment in ProtectMyID membership does not affect your credit score.



You can also place a fraud alert with the major credit reporting agencies on your credit files, their contact information is as follows:

Equifax	Equifax Information Services LLC	800-525-6285	www.equifax.com
	P.O. Box 105069		
	Atlanta, GA 30348-5069		

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of Chartis, Inc. The description provided in this letter 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.

Experian	Experian Fraud Reporting P.O. Box 9554 Allen, Texas 75013	888-397-3742	www.experian.com
TransUnion	TransUnion LLC P.O. Box 6790 Fullerton, California 92834-6790	800-680-7289	www.transunion.com

A fraud alert lasts 90 days, and requires potential creditors to use “reasonable policies and procedures” to verify your identity before issuing credit in your name (as soon as one agency is notified, the others are notified to place fraud alerts as well). When you contact these agencies, you can also request that they provide a copy of your credit report. Review your reports carefully to ensure that the information contained in them is accurate. If you see anything on your credit reports or credit card account statements that appear incorrect, contact the credit reporting agency or your credit card provider, and report suspected incidents of identity theft to local law enforcement, the Attorney General, or the FTC. Even if you do not find any signs of fraud on your reports or account statements, the FTC and other security experts suggest that you check your credit reports and account statements periodically. You can keep the fraud alert in place at the credit reporting agencies by calling again after 90 days.

You can also ask these same credit reporting agencies to place a security freeze on your credit report. A security freeze prohibits a credit reporting agency from releasing any information from your credit report without your written authorization. Please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services. If you want to have a security freeze placed on your account, you must make a request in writing by certified mail to the reporting agencies. The reporting agencies will ask you for certain information about yourself. This will vary depending on where you live and the credit reporting agency, but normally includes your name, social security number, date of birth, and current and prior addresses (and proof thereof), and a copy of government-issued identification. The cost to place, temporarily lift, or permanently lift a credit freeze varies by state, but generally, the credit reporting agencies will charge \$5.00 or \$10.00, unless you are the victim of identity theft who has submitted a copy of a valid investigative or incident report, or complaint with a law enforcement agency, in which case under many state laws it is free. You have the right to a police report under certain state laws.

If you detect any unauthorized charges on your credit or debit card(s), we strongly suggest that you contact your card issuer by calling the toll-free number located on the back of your card or on your monthly statement, tell them what you have seen, and ask them to cancel and reissue the card. You should tell your card issuer that your account may have been compromised and review all charges on your account for potentially fraudulent activity. We also recommend that you change your card web account password immediately when you discover unauthorized charges.

Finally, the FTC, your Attorney General and the major credit reporting agencies listed above can provide additional information on how to avoid identity theft, how to place a fraud alert, and how to place a security freeze on your credit report. You can contact the FTC on its toll-free Identity Theft helpline: 1-877-438-4338. The FTC’s website is located at <http://www.ftc.gov/idtheft> and its address is Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580. In Maryland, you can reach the State Attorney General’s office by phone at (888) 743-0023. Its website is <http://www.oag.state.md.us/>. In North Carolina, you can reach the State Attorney General’s office by phone at (919) 716-6400. Its website is <http://www.ncdoj.gov>. Their mailing addresses are:

Douglas F. Gansler
Attorney General of the State of Maryland
Office of the Attorney General
200 St. Paul Place
Baltimore, MD 21202

Roy A. Cooper
Attorney General of the State of North Carolina
Consumer Protection Division, Attorney General's Office
Mail Service Center 9001
Raleigh, NC 27699-9001

We sincerely regret any inconvenience this matter may cause you. I can assure you that we are doing everything we can to protect our customers and ensure nothing like this happens again. If you have questions about this notice or this incident or require further assistance, you can reach us at (877) 218-3036, Monday through Friday, 8am to 5pm CT (closed on US-observed holidays). Please provide the following ten-digit reference number when calling: 1291081513.

Thank you,



Erin Castro
Vice President
Shore Mortgage, a division of United Shore Financial Services, LLC