

June 26, 2014



##A1640-L01-0123456 \*\*\*\*\*3-DIGIT 159

SAMPLE A SAMPLE

APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



Dear Sample A Sample:

We are writing to notify you of an incident that may affect the security of your personal information. Butler University is providing this notice to ensure that you are aware of the incident and so that you may take steps to monitor and safeguard your identity, financial accounts, and credit report, should you feel it is appropriate to do so.

On May 28, 2014, Butler University was contacted by California law enforcement and alerted to an identity theft investigation in which the suspect had in his possession a flash drive containing the personal information of certain Butler University employees. Upon learning of this, Butler University immediately notified the affected employees and launched an internal investigation. This investigation revealed that this personal information could have originated from unauthorized hacking into Butler University's computer network between November 2013 and May 2014. Third-party computer forensics experts were retained by Butler University to confirm these findings and to identify the full extent of data potentially exposed as a result of this incident. While these investigations are ongoing, we have determined that files containing your name, Social Security number, driver's license number, and bank account information were accessible to the hacker(s) during this time period.

Butler University takes this matter, and the security of personal information entrusted to it, very seriously. To help protect your identity, we are offering a **complimentary** one-year membership to Experian's<sup>®</sup> ProtectMyID<sup>®</sup> Alert. This service helps detect possible misuse of your personal information and provides you with superior identity protection support that is focused on immediate identification and resolution of identity theft.

**Activate ProtectMyID now in three easy steps:**

- 1. ENSURE that you enroll by: September 30, 2014 (your code will not work after this date)**
- 2. VISIT the ProtectMyID website to enroll: [www.protectmyid.com/redeem](http://www.protectmyid.com/redeem)**
- 3. PROVIDE your activation code: ABCDEFGHIJKL**

If you need an alternative to enrolling online, please call 866-271-3084 and provide engagement #: PC86018.

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Once your ProtectMyID membership is activated, you will receive the following features:

- Free copy of your Experian credit report
- Surveillance alerts for daily bureau credit monitoring and alerts of key changes and suspicious activity found on your Experian, Equifax,<sup>®</sup> and TransUnion<sup>®</sup> credit reports.

(OVER PLEASE)

- Identity theft resolution: Toll-free access to U.S.-based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit, and medical insurance cards; assist with freezing credit files; and contact government agencies.
- ProtectMyID ExtendCARE: It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- \$1 million identity theft insurance<sup>1</sup>: Immediately covers certain costs including: lost wages, private investigator fees, and unauthorized electronic fund transfers.

To further protect against possible identity theft, fraud, or other financial loss, Butler University encourages you to remain vigilant, to review your account statements, and to monitor your credit reports for suspicious activity. Under U.S. law, you are entitled to one (1) free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a “fraud alert” on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because a fraud alert tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any of the agencies listed below. Information regarding security freezes is also available from these agencies.

Equifax  
P.O. Box 105069  
Atlanta, GA 30348  
800-525-6285  
[www.equifax.com](http://www.equifax.com)

Experian  
P.O. Box 2002  
Allen, TX 75013  
888-397-3742  
[www.experian.com](http://www.experian.com)

TransUnion  
P.O. Box 2000  
Chester, PA 19022-2000  
800-680-7289  
[www.transunion.com](http://www.transunion.com)

You can further educate yourself regarding identity theft, security freezes, and ways to protect yourself by contacting your state Attorney General or the Federal Trade Commission (FTC). Instances of known or suspected identity theft should be reported to law enforcement, your state’s Attorney General, and/or the FTC.

<sup>1</sup> Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of AIG . 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.

The Federal Trade Commission can be reached at:  
600 Pennsylvania Avenue NW  
Washington, DC 20580  
877-ID-THEFT (877-438-4338); TTY: 866-653-4261  
[www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/)

The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them, and information regarding fraud alerts and security freezes may also be obtained from the Federal Trade Commission.

The University has established a confidential assistance line to address any questions or concerns you may have regarding the incident or the contents of this letter. This line is staffed by professionals trained in identity protection and restoration who are familiar with this specific incident. This confidential assistance line operates Monday through Friday, 9:00 a.m. to 7:00 p.m. EST, and can be reached by calling 888-414-8021. The reference number for this incident is 8867061014.

We apologize for any inconvenience or concern that this incident may have caused you. Please know that we are taking steps that will prevent this from happening again in the future, and that the safety and security of your personal information remains a top priority for Butler University.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Danko". The signature is fluid and cursive, with a large initial "J" and "D".

Jim Danko  
President

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