



Rent-A-Center, Inc.
Data Privacy Department
Attention: D. Glasgow
5501 Headquarters Drive
Plano, TX. 75024

April 25, 2012



Sample A. Sample
123 Anystreet
Anytown, US 12345-6789



***Important Security and Protection Notification.
Please read this entire letter.***

Dear Sample A. Sample,

Rent-A-Center is committed to the responsible handling of customer information and takes our obligation to protect personal information seriously. Regrettably, we are writing to inform you about an incident regarding some of your personal information.

On April 1, 2012, various electronics were stolen from a Rent-A-Center store including the store's inventory and the computer equipment used to run the store. We discovered the theft on April 2, 2012 when the store's employees returned to work. The incident was reported to the Clovis Police Department and we immediately began a thorough investigation to identify the information contained on the store's computer equipment. One of the store's servers contained some of your personal information including your name and Social Security number or driver's license number. The server also contained any additional information you may have provided on your initial rental application. The information on the server was password protected. To date, the server has not been recovered.

Rent-A-Center has no reason to believe that the server was taken for the information it contained or that the information has been accessed or used improperly. Various electronics in the store's inventory, including televisions, gaming systems, tablets and other computers were also taken. As a precautionary measure however, to help protect your identity, we are offering a **complimentary** one year membership of Experian's ProtectMyID™ Alert. This product helps detect possible misuse of your personal information and provides you with superior identity protection services focused on immediate identification and resolution of identity theft. **For more information on ProtectMyID and instructions on how to activate your complimentary one-year membership, please see the page attached to this letter.**

Even if you choose not to take advantage of this free identity protection service, we recommend 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 once every 12 months, free of charge, from each of the three nationwide credit

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reporting companies. To order your annual free report please visit 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
1-800-685-1111	1-888-397-3742	1-800-888-4213
P.O. Box 740241	P.O. Box 2002	P.O. Box 1000
Atlanta, GA 30374	Allen, TX 75013	Chester, PA 19022
www.equifax.com	www.experian.com	www.transunion.com

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
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.

We deeply regret any inconvenience this may cause you. We are reviewing our security systems and procedures in order to further secure our stores. We are also taking steps to further secure and/or remove customer personal information from store servers. If you have any questions, please call 877-371-7902, Monday through Friday between 6 a.m. to 6 p.m. Pacific Time or Saturday and Sunday from 8 a.m. to 5 p.m. Pacific Time.

Sincerely,



Mike Smittle
Director of Data Privacy
Rent-A-Center, Inc.

Activate ProtectMyID Alert Now in Three Easy Steps

1. ENSURE That You Enroll By: **July 31, 2012**
2. Visit the ProtectMyID Alert Web Site: **www.protectmyid.com/redeem** or call **877-371-7902 to enroll**
3. PROVIDE Your Activation Code: **999999999**

Once your ProtectMyID Alert membership is activated, your credit report will be monitored daily for 50 leading indicators of identity theft. You'll receive timely Credit Alerts from ProtectMyID Alert on any key changes in your credit report which could include new inquiries, new credit accounts, medical collections and changes to public records.

ProtectMyID Alert provides you with powerful identity protection that will help detect, protect and resolve potential identity theft. In the case that identity theft is detected, ProtectMyID Alert will assign a dedicated U.S.-based Identity Theft Resolution Agent who will walk you through the process of fraud resolution from start to finish for seamless service.

Your complimentary 12-month ProtectMyID Alert membership includes:

- **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.
- **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.
- **\$1 Million Identity Theft Insurance*:** As a ProtectMyID Alert 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.

**Activate your membership today at www.protectmyid.com/redeem
or call 877-371-7902 to register with the activation code above.**

Once your enrollment in ProtectMyID Alert is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID Alert, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-371-7902.

*** 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.**

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