

First Name Last Name  
Address  
City, State Zip

Dear First Name Last Name,

I am contacting you regarding a data security incident that has occurred at SafetyFirst<sup>1</sup> that may potentially have exposed your personal information – including your name, [client\_def1]– to others without authorization. Please be assured that SafetyFirst has taken this incident seriously and is committed to taking every step necessary to address the incident, protect your identity, and ensure that the incident does not occur again.

By way of background, on April 2, 2014, SafetyFirst became aware that an FTP server used to back up drivers' data was publicly accessible, resulting in unauthorized access to your personal information. SafetyFirst immediately disconnected the FTP server to prevent further unauthorized access to the data on the server and launched an investigation, via an independent forensics investigation firm, to determine what information was exposed and how the server was being accessed. The forensics investigation team determined that the information on the SafetyFirst FTP server became publicly accessible after a configuration error during a routine upgrade, and that your personal information was accessed without authorization. We have no evidence, however, that this information has been misused.

We have arranged to have AllClear ID protect your identity for 12 months at no cost to you. The following identity protection services start on the date of this notice and you can use them at any time during the next 12 months.

AllClear SECURE: The team at AllClear ID is ready and standing by if you need help protecting your identity. You are automatically eligible to use this service – there is no action required on your part. If a problem arises, simply call «DID\_Phone» and a dedicated investigator will do the work to recover financial losses, restore your credit and make sure your identity is returned to its proper condition. AllClear maintains an A+ rating at the Better Business Bureau.

AllClear PRO: This service offers additional layers of protection including credit monitoring and a \$1 million identity theft insurance policy. To use the PRO service, you will need to provide your personal information to AllClear ID. You may sign up online at [enroll.allclearid.com](http://enroll.allclearid.com) or by phone by calling «DID\_Phone» using the following redemption code: {RedemptionCode}.

Please note: Additional steps may be required by you in order to set up your security factors and activate your secure phone alerts.

You may also take action directly to further protect against possible identity theft or other financial loss. We encourage you to review your account statements regularly, and to monitor your credit

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<sup>1</sup> As you may know, SafetyFirst assists companies, including [client\_def2] with maintaining records on its drivers.

reports for suspicious activity. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. 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 it 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 one 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, fraud alerts, and the steps you can take to protect yourself, by contacting the Federal Trade Commission. **For North Carolina residents**, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6400, [www.ncdoj.gov](http://www.ncdoj.gov). **For Maryland residents**, the Attorney General can be contacted at 200 St. Paul Place, 16<sup>th</sup> Floor, Baltimore, MD 21202, (888) 743-0023, [www.oag.state.md.us](http://www.oag.state.md.us). The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580, [www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/), 1-877-ID-THEFT (877-438-4338); TTY: 866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. Instances of known or suspected identity theft should also be reported to law enforcement.

We sincerely apologize for this incident, regret any inconvenience it may cause you and encourage you to take advantage of the identity protection service outlined in this letter. Should you have questions or concerns regarding this matter and/or the protections available to you, please do not hesitate to contact our confidential hotline between 9 a.m. and 9 p.m. EST at **XXX-XXX-XXXX**.

Sincerely,