

Consumer



April 2, 2015

PRIVILEGED & CONFIDENTIAL

VIA U.S. MAIL

Attorney General Joseph Foster
Office of the New Hampshire Attorney General
Attn: Security Breach Notification
33 Capital Street
Concord, NH 03301

Re: Auburn University - Notice of Data Event

Dear Mr. Foster:

We represent Auburn University, Auburn, AL 36849, and are writing to notify you of a data security event that may have compromised the security of personal information of 179 New Hampshire residents. Auburn University's investigation into this event is ongoing, and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Auburn University does not waive any rights or defenses regarding the applicability of New Hampshire law or personal jurisdiction.

Nature of the Data Security Event

On March 2, 2015, Auburn University became aware of the fact that personal information relating to certain current, former, and prospective students was inadvertently accessible on the internet since September 2014. Auburn University corrected this internal issue the day it was discovered and retained independent forensics experts to identify the full extent of data implicated by this situation. While these investigations are ongoing, we have determined that files containing name, address, date of birth, email address, Social Security number, and academic information of 179 New Hampshire residents were among those potentially exposed as a result of this incident.

Notice to New Hampshire Residents

Auburn University provided these New Hampshire residents with written notice of this incident on or about April 1, 2015, in substantially the same form as the letter attached here as Exhibit A.

Other Steps Taken and To Be Taken

In addition to providing written notice of this incident to all potentially affected individuals as described above, each potentially affected individual is being offered access to two (2) free years of credit monitoring services. These services include free access to identity theft restoration services indefinitely following the expiration of the two (2) years of complimentary credit monitoring services. Auburn University is also providing each individual with information on how to protect against identity theft and fraud. Auburn University is providing written notice of this incident to other state regulators, and to the national consumer reporting agencies.

Contact Information

Should you have any questions regarding this notification or other aspects of the data security event, please contact 

Very truly yours,




JEP:lm

cc: Auburn University - Notice of Data Event

EXHIBIT A



AUBURN UNIVERSITY

OFFICE OF ENROLLMENT SERVICES

April 1, 2015

##A9197-L01-0123456 0001 00000001 *****9-OELZZ 123

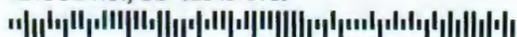
SAMPLE A SAMPLE



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. While Auburn University is unaware of any attempted or actual misuse of your personal information, this notice is being provided to ensure that you are aware of the situation and so that you may take steps to monitor your identity, financial accounts, and any existing credit file should you feel it is appropriate to do so.

On March 2, 2015, Auburn University became aware of the fact that personal information relating to certain current, former, and prospective students was inadvertently accessible on the internet since September 2014. Auburn University corrected this internal issue the day it was discovered and retained independent forensics experts to identify the full extent of data implicated by this situation. While these investigations are ongoing, we have determined that files containing your name, address, date of birth, Social Security number, email address, and academic information were among those potentially exposed as a result of this incident.

Although Auburn University is unaware of any attempted or actual misuse of your personal information, in an abundance of caution we engaged Experian®, the largest credit bureau in the US, to offer you complimentary Fraud Resolution and identity protection for two years. If you are a victim of fraud, simply call Experian at (xxx) xxx-xxxx by xx/xx/xx and a dedicated Identity Theft Resolution agent will help you restore your identity. Please provide the engagement number in this letter as proof of eligibility.

While Fraud Resolution assistance is immediately available, we encourage you to also activate the fraud detection tools available via ProtectMyID® Alert, which provides superior identity protection and identity theft resolution. To start monitoring your personal information please follow the steps below:

Visit www.protectmyid.com/protect

Provide your activation code: ABCDEFGHI

If you need an alternative to enrolling online, please call (xxx) xxx-xxxx and provide Engagement #: xxxxxx. Additional information regarding this complimentary product and how you can proactively protect your identity is detailed on the back of this letter.

We have established a confidential assistance line to respond to any questions you have about this incident or the contents of this letter. Please call (877) 237-7191 Monday through Friday, 9:00 a.m. to 7:00 p.m. EDT, with any questions. The reference number for this incident is 6557032515.

0123456



We apologize for the inconvenience and concern this letter causes. Please know that we have taken steps following this incident to increase our data security measures and that the safety and security of your personal information remains a top priority for Auburn University.

Sincerely,

Dr. C. Wayne Alderman
Dean of Enrollment Services

Identity Protection Information

Experian's ProtectMyID Alert Product

A credit card is not required for enrollment.

You can contact Experian immediately regarding any fraud issues. You will have access to the following features once you initiate ProtectMyID:

- ◆ Experian credit report: See what information is associated with your credit file.
- ◆ Active Surveillance Alerts: Monitors the Experian file for indicators of fraud.
- ◆ Fraud Resolution: Identity Theft Resolution agents are immediately available to help you address credit and non-credit related fraud.
- ◆ ExtendCARE: You receive the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- ◆ \$1 Million Identity Theft Insurance*: Provides coverage for certain costs and unauthorized electronic fund transfers.

Integrate your ProtectMyID membership with the BillGuard app for FREE and receive:

- ◆ Card Fraud Monitoring: Alerts you when your credit/debit cards are used.
- ◆ Card Concierge: Resolve billing inquiries and disputes with merchants

Additional Steps You May Take

To further protect against possible identity theft, fraud, or other financial loss, we encourage 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 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

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
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. For North Carolina residents, the Attorney General can be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001, 877-566-7226 OR 919-716-6000, www.ncdoj.gov. For Maryland residents, the Attorney General can be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, 888-743-0023, www.oag.state.md.us. 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/.

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.