

# BARE ESSENTUALS s a n f r a n c i s c o

November 1, 2010

BY OVERNIGHT MAIL

Office of the Attorney General  
Consumer Protection and Antitrust Bureau  
33 Capitol Street  
Concord, NH 03301

Re: Notification of Potential Information Security Breach

Dear Sir or Madam:

I write to inform you that we will be sending notice to 27 New Hampshire addresses informing them of the theft of a laptop belonging to a Bare Escentuals employee that may have contained some of their personal information, including names, social security numbers, postal addresses, and salary information.

Our management recently learned of the laptop theft, and upon investigation we determined that the laptop may have contained the personal information of some current and former Bare Escentuals employees.

Bare Escentuals takes privacy and security matters very seriously. We have taken corrective actions designed to prevent a similar incident from occurring in the future.

We will be sending the attached notice to 27 affected New Hampshire residents on November 2, 2010. Please contact me at \_\_\_\_\_ if you require any additional information concerning this matter.

Very truly yours,



Matt Town  
Senior Counsel

Attachment

# BARE ESSENTUALS

## s a n f r a n c i s c o

<Date>

<First Name> <Last Name>

<Street Address>

<City>, <State> < Zip>

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

Dear <First Name>,

We write to inform you of a theft of a Bare Escentuals laptop that may have contained some of your personal information, including your name, social security number, postal address, and historic salary data. Company management recently learned of the theft, and upon investigating discovered the possibility that your personal information may have been on the device. The theft was reported to the police at the time.

We do not have any reason to believe this data has been further accessed, used or disclosed, however at this time the laptop has not been recovered. However, you are in a position to further protect against any possible misuse, so we are providing you this notice to alert you and explain the steps we have taken to help you protect your information. We sincerely regret any inconvenience that this may cause and we assure you that we are taking steps to prevent similar occurrences in the future.

To help protect you, we have engaged a leading provider of credit monitoring products, ConsumerInfo.com, Inc., an Experian company, **to provide you with one (1) year of free credit monitoring product that also includes identity theft insurance.** Credit monitoring is a service that monitors major credit bureaus for signs of fraud or unauthorized use of your credit card accounts, and provides you with reports and notifications of significant changes to your credit files. To register for the free credit monitoring services, please follow the steps included on the enclosed instruction page.

Additional resources regarding avoiding and understanding identity theft can be found on the enclosed Identity Theft Resources Information Sheet.

Please note when a data theft happens, some criminals seek to fraudulently obtain the personal information of affected individuals by claiming to be the business that experienced the theft. We

advise you **NOT** to respond to any requests from entities requesting your sensitive personal information in relation to this theft. No one from Bare Escentuals, ConsumerInfo.com, Inc., Experian or anyone legitimately contacting you on their behalf will contact you and ask you for other sensitive personal information with regard to this incident. We will only ask for such information if it is necessary to respond to questions from you about how the incident may have impacted you. If you receive any suspicious looking written or electronic requests purporting to be from Bare Escentuals, please call us at the number listed below. Note: If you decide to enroll in the credit monitoring service you will be required to provide your Social Security number to verify your identity.

If you are a resident of North Carolina or Maryland please see the following page for additional information that may be applicable to you.

We deeply regret that this incident has occurred and reaffirm our commitment to protect the personal information you entrust to us. If you have questions regarding this theft and the actions you can take to protect yourself, please call Bare Escentuals Customer Service at 800-451-3940. If you have questions regarding activating the credit monitoring service please call the Experian Customer Care Center at 866-252-0121 for calls originating in North America and +1 479-573-7373 for calls originating outside of North America.

Sincerely,

Karin Durham  
Vice President, Human Resources

Enclosures

**Addendum for MARYLAND Residents:**

Under Maryland and federal law, you are entitled to two FREE credit reports from each of the Credit Reporting Agencies each year. Go to [www.annualcreditreport.com](http://www.annualcreditreport.com) or call 1-877-322-8228 to access your report through the federal Fair Credit Reporting Act. You must contact each of the three Credit Reporting Agencies individually to access your credit report under Maryland law. The contact information for these Agencies is contained in the Identity Theft Resources Information Sheet enclosed.

For more information on identity theft please contact either the Federal Trade Commission at the contact information in the Identity Theft Resources Information Sheet enclosed, or Maryland's Office of the Attorney General, Address: 200 Saint Paul St #1700, Baltimore, MD 21202; Telephone: (410) 576-6360; website [www.oag.state.md.us/idtheft/index.htm](http://www.oag.state.md.us/idtheft/index.htm).

**Addendum for NORTH CAROLINA Residents:**

For more information on identity theft please contact either the Federal Trade Commission at the contact information in the Identity Theft Resources Information Sheet enclosed, or North Carolina's Attorney General's Office, Address: 9001 Mail Service Center, Raleigh, NC 27699-9001; Telephone: (919) 716-6400; Fax: (919) 716-6750; website: <http://www.ncdoj.com/>.

**INSTRUCTIONS TO REGISTER FOR  
FREE CREDIT MONITORING SERVICES WITH EXPERIAN TRIPLE ALERT**

To activate your complimentary one-year membership in Triple Alert from Experian<sup>®</sup>, visit the website listed below and enter your individual activation code. If you prefer, you can enroll on the phone by speaking with an Experian Customer Care representative toll-free at 866-252-0121 for calls originating in North America and +1 479-573-7373 for calls originating outside of North America.

**Triple Alert Web Site:** <http://partner.consumerinfo.com/triple>

**Your Activation Code:** [Activation Code]

**You Must Enroll By:** **January 31, 2011**

As soon as you enroll in your complimentary Triple Alert membership, Experian will begin to monitor your credit reports from Experian, Equifax<sup>®</sup> and TransUnion<sup>®</sup> on a daily basis and notify you of key changes. This powerful tool will help you identify potentially fraudulent use of your information, and provide you with immediate assistance from a dedicated team of fraud resolution representatives should you ever need help.

**Your complimentary 12-month Triple Alert membership includes:**

- Daily monitoring and timely alerts of any key changes to your credit reports—so you know when there is any activity you should be aware of such as notification on new inquiries, newly opened accounts, delinquencies, public records or address changes.
- Toll-free access to a dedicated team of fraud resolution representatives who will help you investigate each incident, contact credit grantors to dispute charges, close accounts if need be and compile documents, and contact all relevant government agencies.
- \$25,000 in identity theft insurance coverage (\$10,000 for New York state residents) with zero deductible provided by Virginia Surety Company, Inc. for certain identity theft expenses.\*

**Activate your membership today for immediate protection at**  
<http://partner.consumerinfo.com/triple>

**Or call to register with this activation code:** [Activation Code]

You have ninety (90) days to activate this membership, which will then continue for 12 full months. To get the benefits of Triple Alert, you must enroll. If you have questions about Triple 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 Center at 866-252-0121 for calls originating in North America and +1 479-573-7373 for calls originating outside of North America.

\* Insurance coverage is not available in U.S. overseas Commonwealth or Territories (e.g., Puerto Rico)

## IDENTITY THEFT RESOURCES INFORMATION SHEET

### Federal Trade Commission

The Federal Trade Commission provides helpful information about how to avoid identity theft.

- Visit: <http://www.ftc.gov/idtheft>
- Call (toll-free): 1-877-ID-THEFT (877-438-4338)
- Write: Consumer Response Center, Federal Trade Commission, 600 Pennsylvania Ave., NW, H-130, Washington, DC 20580.

### Free Annual Credit Reports

You may obtain a free copy of your credit report once every 12 months.

- Visit: <http://www.annualcreditreport.com>
- Call (toll-free): 1-877-322-8228
- Write: Complete an Annual Credit Report Request Form and mail it to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281 (you can print a copy of the form at <http://www.ftc.gov/bcp/menus/consumer/credit/rights.shtm>).

You also may purchase a copy of your credit report by contacting one of the three national credit reporting companies.

Equifax (800) 525-6285 <a href="http://www.equifax.com">www.equifax.com</a> P. O. Box 740241 Atlanta, GA 30374-0241	Experian (888) 397-3742 <a href="http://www.experian.com">www.experian.com</a> P. O. Box 9532 Allen, TX 75013	TransUnion Fraud Victim Assistance Division (800) 680-7289 <a href="http://www.transunion.com">www.transunion.com</a> P. O. Box 6790 Fullerton, CA 92834-6790
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### Fraud Alerts: "Initial Alert" and "Extended Alert"

You can place two types of fraud alerts on your credit report to put your creditors on notice that you may be a victim of fraud: an "Initial Alert" and an "Extended Alert." An Initial Alert stays on your credit report for 90 days. You may ask that an Initial Alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An Extended Alert stays on your credit report for seven years. To obtain the Extended Alert, you must provide proof to the credit reporting company (usually in the form of a police report) that you actually have been a victim of identity theft. You have the right to obtain a police report regarding the data security incident. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three credit reporting companies provided above. Additional information may be obtained from [www.annualcreditreport.com](http://www.annualcreditreport.com).

### Credit or Security Freeze on Credit File

In some U.S. states, you have the right to put a credit freeze (also known as a security freeze) on your credit file. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company.

### **Credit or Security Freeze on Credit File (Continued)**

A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent; however, using a security freeze may interfere with or delay your ability to obtain credit. To place a security freeze on your credit report, send a request by mail to a consumer reporting agency at the address below that includes the following (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well):

- (1) full name, with middle initial and any suffixes;
- (2) Social Security number;
- (3) date of birth;
- (4) current address and any previous addresses for the past two years; and
- (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles.

The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee of between \$5.00 and \$20.00 to place, lift, and/or remove a freeze, unless you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency. The addresses of consumer reporting agencies to which requests for a security freeze may be sent are:

- Equifax Security Freeze, P.O. Box 105788, Atlanta, Georgia 30348
- Experian Security Freeze, P.O. Box 9554, Allen, TX 75013
- TransUnion Fraud Victim Assistance Division, P.O. Box 6790, Fullerton, CA 92834-6790

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze.

To lift the security freeze to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail and include:

- proper identification (name, address, and Social Security number);
- the PIN or password provided to you when you placed the security freeze; and
- the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available.

The credit reporting agencies have three (3) business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.