

# DICKSTEINSHAPIRO LLP

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May 7, 2009

Honorable Kelly Ayotte  
Attorney General of New Hampshire  
State House Annex  
33 Capitol Street  
Concord, NH 03301

Re: Potential Data Loss Involving Backup Hard Drive

Dear General Ayotte:

I am writing to notify you of a potential data loss involving my client, Pfizer Inc, that occurred when a Pfizer employee inadvertently left a backup hard drive in a box that was discarded in the trash on March 26, 2009. Because the municipality in which this employee resides incinerates the trash within 24 hours after it is picked up, the risk of identity theft associated with this incident is very low.

Nevertheless, Pfizer, in coordination with forensic experts it retained, conducted a review of the information believed to have been on the hard drive. Based on the results of this review, it appears that the hard drive contained information of approximately 3 residents of your state whose name and Social Security number were potentially exposed. There have been no reports of any misuse of the potentially exposed information.

Pfizer will be notifying affected individuals by mail shortly to inform them about this incident. Pfizer has arranged to provide all affected individuals with the opportunity to sign up for a full package of credit protection services and identity theft insurance for two years, at Pfizer's expense. An exemplar copy of the notice letter is enclosed for your information.

Pfizer takes data security and protecting the privacy of personal information seriously. Pfizer continues its ongoing efforts to improve data security and privacy protections in a number of ways, including limiting the amount of confidential data stored on electronic devices and eliminating the use of Social Security numbers as identifiers.

**DICKSTEINSHAPIRO<sub>LLP</sub>**

Honorable Kelly Ayotte

May 7, 2009

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Please do not hesitate to contact me if I can provide you with any additional information.

Very truly yours,



Bernard Nash  
Counsel for Pfizer Inc  
(202) 420-2209 direct dial  
(202) 379-9353 direct fax  
nashb@dicksteinshapiro.com

Enclosure



May 8, 2009

Sample Name  
Sample Address  
Sample City, State, Zip Code

Dear [\_\_\_\_\_]:

We are writing to let you know that, on March 26, 2009, a Pfizer employee inadvertently left a backup hard drive in a box that was discarded in the trash. Because the municipality in which this employee resides incinerates the trash within 24 hours after it is picked up, we believe the risk of identity theft associated with this incident is very low.

Nevertheless, we want to inform you that information contained on this hard drive may have been exposed, including your name and Social Security number. We are unaware of any incidents of fraud or identity theft resulting from this potential data loss.

Pfizer has made arrangements that will enable you to sign up for two years of credit monitoring and identity protection services, if you wish to do so, at our expense. Regardless of whether you register for these services, experts recommend that in circumstances such as these, you review your financial statements to ensure that your personal information is not being misused, and we encourage you to do so frequently.

Pfizer regrets this incident and any concerns it may raise. We hope that this letter, and the assistance that we are offering, will answer your questions and provide practical support.

#### **What Pfizer Is Doing to Help Protect Your Privacy and Security**

Pfizer has contracted with ID Experts™, a company that specializes in identity theft protection and fraud resolution, to provide you with a comprehensive two-year membership in their program which includes 2 years of credit monitoring and restoration services at Pfizer's expense. (Please see page 2 for registration instructions, including the enrollment deadline). The IDE services include the following:

- **Credit Monitoring:** IDE will provide credit monitoring that gives you unlimited access to your TransUnion credit report (this is known as the "True Credit" report) and score and will notify you of key changes in that credit report.
- **Routine Updates:** You may choose to receive ongoing email alerts about any key changes to your TransUnion credit report. Even if your credit reports do not change, you will be updated monthly or weekly (as you choose).
- **Fraud Resolution Representatives:** IDE will provide expert guidance if you suspect that your personal information is being misused.
- **Insurance Reimbursement:** IDE will arrange \$50,000 of Identity Theft insurance from a designated third party insurer.

**You may speak with a knowledgeable representative from ID Experts, who will assist you with enrollment in the program, Monday through Friday from 9 am-9 pm (Eastern Time) by calling 1-877-271-1470.**

#### **More Strategies to Help Guard Your Credit and Identity**

- **Monitor your account statements and credit reports for unusual activity.** Identity thieves may hold personal information for a time before using it. Periodic monitoring can help you spot problems and address them quickly.

- Request a free credit report annually from each of the three major credit agencies. Checking your free credit report helps reduce risk from new accounts and may provide early notice of a potential fraud or incident of identity theft. To order your report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free (877) 322-8228.
- Call the credit agency if you do not understand something on your credit report. If you find suspicious activity on your credit report, call your local police or sheriff's office and file a report of identify theft. Keep a copy of the report – you may need it for creditors. You also should file a complaint with the Federal Trade Commission at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or at 1-877-ID-THEFT (1-877-438-4338).
- Place a "fraud alert" on your credit file by contacting one of three major credit reporting agencies so that creditors contact you before opening or changing an account. The service is free and easy to request; when one major credit agency places an alert, it notifies the others to do so, too. Please note: you will be asked for your Social Security number. In general, in other circumstances, you should not give that number out.

**Equifax**  
 1-888-766-0008  
 P.O. Box 740241  
 Atlanta, GA 30374-0241  
[www.equifax.com](http://www.equifax.com)

**Experian**  
 1-888-397-3742  
 P.O. Box 9532  
 Allen, TX 75013  
[www.experian.com](http://www.experian.com)

**TransUnion**  
 1-800-680-7289  
 P.O. Box 6790  
 Fullerton, CA 92834-6790  
[www.transunion.com](http://www.transunion.com)

- For further information regarding how you can protect yourself against potential fraud or misuse of your personal information, check the Federal Trade Commission website at <http://www.ftc.gov/bcp/edu/microsites/idtheft/>.

**Remember, the two-year ID Experts credit protection services package is free to you – Pfizer will pay the costs on your behalf if you register during the enrollment period. To register for these services, you may enroll by phone. To enroll, please call the ID Experts Call Center at 1-877-271-1470, Monday – Friday, 9 am – 9 pm (Eastern). This two-year credit protection services package is paid for by Pfizer if you register by the enrollment deadline, which is OCTOBER 30, 2009.**

Your Access Code: [insert access code]

**The registration phone number is: 1-877-271-1470**  
**The enrollment period is: MAY 8, 2009 - OCTOBER 30, 2009**  
**The enrollment deadline is: OCTOBER 30, 2009**

Pfizer is serious about the security of people, information and facilities, and we maintain ongoing and extensive efforts to ensure that personal data is well-protected, including encrypting laptops, limiting the amount of confidential data stored on such devices and eliminating the use of Social Security numbers as identifiers.

If you have questions for Pfizer, please send an email to [Privacy.Officer@pfizer.com](mailto:Privacy.Officer@pfizer.com) or call the Pfizer Privacy Office at 1-877-356-6195 or 1-212-733-0228. Again, we regret any inconvenience and encourage you to take full advantage of the Pfizer-sponsored free credit and identity protection services and other resources to secure your personal information.

Sincerely,

Salvatore Colletti  
 Chief Privacy Officer