



September 17, 2008

Dear Kelly Ayotte:

This letter is to inform you of a privacy incident affecting residents of your state. We have been hired by Regal Entertainment Group to notify and provide identity theft protection to the population of persons whose personal information was compromised as a result of a backup tape containing personally identifying information that was lost on August 29, 2008. There were a total of 120 affected residents of New Hampshire.

ID Experts and Regal Entertainment Group wanted to inform you of this privacy incident and make you aware that Regal Entertainment Group has secured robust protection for those who were affected. In addition to making sure that Regal Entertainment Group properly notified those whose information was compromised, our company is also providing a one-year membership in our identity theft protection and restoration program. The service includes a dedicated toll free number for members of the affected class to call, a website dedicated to this event, 12 months of credit monitoring, as well as fraud restoration services and a \$30,000 insurance reimbursement component should anyone experience identity theft as a result of this incident. This membership is paid for entirely by Regal Entertainment Group.

Our company has been providing identity theft services to individuals and organizations since 2003. We have been a leader in the industry since then, and we also recently received a blanket purchase agreement from the General Services Administration (GSA), to provide independent risk analysis to state or federal agencies in the event of a data breach. We have serviced over 100 data breaches and millions of victims in this time.

We have included a copy of the notification letter here to provide you with more details about the incident itself as well as the offering. Please do not hesitate to contact us if you have any questions about this privacy incident or the assistance we have provided to Regal Entertainment Group.

Most sincerely,

Christine Arevalo

Director of Critical Incident Response

*Enclosure*

[LETTERHEAD]

[Name]  
[Address]  
[City, State Zip]

Dear [Name],

We recently learned that individual employees violated established procedures during a routine exercise and lost some supplier's and other individual's data which was contained on a system backup tape. Our investigation indicates that some of your personal information, including your Social Security number, name, and address may have been included in the lost backup tape. However, **it is important to note that absolutely *no* customer or guest data was exposed.**

At this time, there is no evidence to suggest that there has been any attempt to misuse any information in the backup tape. However, as there is always some risk of misuse, Regal Entertainment Group has contracted with ID Experts™, a company that specializes in identity theft protection and fraud resolution services, to provide you with a comprehensive one-year membership in their program, paid for entirely by Regal Entertainment Group. As part of your one year membership, you will receive the following:

- **Credit Monitoring:** ID Experts will provide 12 months of credit monitoring that gives you unlimited access to your TransUnion credit report and score and will notify you by email of key changes in your TransUnion credit report. Credit monitoring is included as part of your ID Experts membership, but *you must activate it for it to be effective*. Detailed instructions for activating your credit monitoring are provided on the ID Experts member website which you may log into once you enroll.
- **Exclusive Educational Materials:** The ID Experts website includes a wealth of useful information, including instructive articles, a Protection Test that you can take, their very helpful ID Self-Defense Academy and a place where you can review and update your account. Their experts will keep you up-to-date on new identity theft scams, tips for protection, legislative updates and other topics associated with maintaining the health of your identity.
- **Fraud Resolution Representatives:** ID Experts will provide assistance if you suspect that your personal information is being misused. A recovery advocate will be assigned to your case, and they will work with you to assess, stop, and reverse any fraudulent activity. If you suspect or discover suspicious activity, you should contact them immediately for assistance.
- **Insurance Reimbursement:** ID Experts will arrange \$30,000 of identity theft reimbursements for certain expenses that can be incurred when resolving an identity theft situation.

Again, at this time, we have no reason to believe that your information has been misused. We nevertheless encourage you to actively take full advantage of this service offering. Representatives from ID Experts are available to assist with enrollment in the program Monday through Friday from 6 am-6 pm (PST) by calling 866-841-7311. They can also address any questions or concerns you may have regarding protection of your personal information. Alternatively, you can enroll and gain additional information about this event by visiting [www.IDExpertsREG.com](http://www.IDExpertsREG.com). **The deadline to enroll is February 28, 2009.**

You will find additional instructions for enrollment on the enclosed Recommended Steps document. Also, you will need to reference the following access code when calling, so please do not discard this letter.

**Your Access Code: [insert access code]**

We sincerely regret any inconvenience or concern that this matter may have caused you. Thank you for your patience and understanding while we work together to protect your good name.

Yours truly,

Representative

Regal Entertainment Group

## Recommended Steps

By immediately taking the following simple steps, you can help prevent your information from being misused.

**1. Contact ID Experts** at 1-866-841-7623 to gain additional information about this event and to talk with knowledgeable people about appropriate steps to take to protect your credit record.

**2. Go to [www.IDExpertsREG.com](http://www.IDExpertsREG.com)** and follow the instructions for enrollment. If you do not have Internet access, you can also call 1-866-841-7623 to enroll over the phone. Once you have completed your enrollment, you will receive a welcome letter either by mail or by email if you provide an email address when you sign up.

This welcome letter will detail the components of your membership and it will also contain instructions for activating your credit monitoring. It will direct you to the exclusive ID Experts' Member website where you will find other valuable educational information.

**3. Activate the credit monitoring** provided as part of your membership with ID Experts, which is paid for by Regal Entertainment Group. Credit monitoring is included in the membership, but you must personally activate it for it to be effective. Note: You must have access to a computer and the Internet to use this service.

The welcome letter you receive after enrolling will provide you with instructions and information to activate the credit monitoring portion of the service. If you need assistance, ID Experts will help you. They can be reached at 1-866-841-7623. With credit monitoring, you will receive:

- Unlimited access to your Trans Union credit report and credit score for one year.
- Notification within 24 hours of critical changes to your credit report. You will quickly find out about changes, including potentially fraudulent activity such as new inquiries, new accounts, late payments, and more.

**4. Place Fraud Alerts** with the three credit bureaus.

You can place a fraud alert at one of the three major credit bureaus by phone and at Experian also via Experian's website. If you elect to participate in the credit monitoring as discussed above in #3, please wait until **after** you have activated the credit monitoring before placing any fraud alerts. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you but also may delay you when you seek to obtain credit. The contact information for all three bureaus and web address for Experian are:

## Credit Bureaus

Equifax Fraud Reporting  
(800) 525-6285  
P.O. Box 740241  
Atlanta, GA 30374-0241

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

TransUnion Fraud Reporting  
(800) 680-7289  
Fraud Victim Assistance Division  
P.O. Box 6790  
Fullerton, CA 92834-6790

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review.

**5. Review your credit reports.** You can receive free credit reports by placing fraud alerts and through your credit monitoring. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to [www.annualcreditreport.com](http://www.annualcreditreport.com) or call 877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items and have enrolled with ID Experts, notify them immediately by calling or by visiting their Member website and filing a theft report.

If you file a theft report with ID Experts, you will be contacted by a member of the Recovery Department who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this incident, you will be assigned an ID Experts Recovery Advocate who will work on your behalf to identify, stop, and reverse the damage quickly.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items.

6. You can obtain additional information about steps you can take to avoid identity theft from the following:

Identity Theft Clearinghouse  
Federal Trade Commission  
600 Pennsylvania Avenue,  
NW  
Washington, DC 20580  
[www.consumer.gov/idtheft](http://www.consumer.gov/idtheft)  
(877) IDTHEFT (438-4338)  
TDD: (202) 326-2502