



ROBERT A. LICHT
Vice President of Business Law
Ahold USA, Inc.
c/o The Stop & Shop Supermarket Company LLC
1385 Hancock Street
Quincy, MA 02169
617-770-6231
617-770-6980 - Fax

June 19, 2006

Kim D'Arruda, Esq.
Assistant Attorney General
Consumer Protection/Antitrust Division
State of North Carolina
Department of Justice
9001 Mail Service Center
Raleigh, NC 27699-9001

Re: Security Breach Notification

Dear Attorney D'Arruda:

Thank you for your letter of June 9, 2006 confirming receipt of our May 25, 2006 notice concerning a data security breach. I received your letter today.

Your letter posed several questions which I will answer in this paragraph. Approximately 1,600 of the persons affected by the breach are North Carolina residents. The laptop that was reported missing was in the possession of an employee of Electronic Data Systems Corporation, and was protected by a unique user identifier and a password. The data file on the laptop was not additionally password protected nor encrypted. Electronic Data Systems Corporation has reminded its employees about its security policies and has taken additional steps to further protect personal information. Ahold is undertaking a comprehensive review of our own policies and practices concerning information security, and we are in the process of taking affirmative steps to effectively communicate procedures and policies with the objective of improving our ability to control the security of such information.

Please feel free to call me directly at 617-770-6231 if I can provide any additional information.

Sincerely,

A handwritten signature in black ink, appearing to read 'RAL', written over a horizontal line.

Robert A. Licht
Vice President of Business Law

RAL/mlf



1385 Hancock Street
Quincy, MA 02169

Robert A. Licht, Vice President of Business Law
Telephone: 617-770-6231
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May 25, 2006

Mr. Joshua Stein
NC Attorney General's Office
Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001

Dear Mr. Stein:

We are writing to inform you of a data security breach involving individuals' personal information pursuant to the requirements of NCGS § 75-65(f).

We have been informed by one of our vendors that a laptop computer containing some of Ahold USA's data pertaining to its pension plan was lost from the checked baggage of a domestic commercial airline flight on May 2, 2006. The incident was immediately reported to the airline and subsequently to the police.

Although we have no indication that any of the information is being misused, as a result of this incident and pursuant to requirements under North Carolina law, we are notifying you of the following concerning the timing, distribution, and content of the notice we are sending to affected individuals:

- We have prepared a notification letter for individuals whose information may have been involved in the incident. A copy of our notification letter is attached.
- We will send the notification letter to individuals whose information may have been involved in the incident – we estimate that approximately 93,000 individuals nationwide will receive notification. Mailing of the notification letters commenced on May 24, 2006 and we expect mailing will be completed by May 30, 2006.
- We are notifying all consumer reporting agencies that compile and maintain files on consumers on a nationwide basis (as defined in 15 U.S.C. § 1681a(p) of the breach. Our notification to these agencies will provide information relating to the timing, distribution, and content of the notice that will be sent to individuals, including a copy of the notification letter.

We are available to answer any questions you may have regarding this incident and our notification to our customers.

Very truly yours,

A handwritten signature in black ink, appearing to read 'RAL', written over a horizontal line.

Robert A. Licht
Vice President of Business Law

RAL/mff
Enclosures



May 24, 2006

Dear First Name Last Name:

We are writing to let you know a vendor that helps manage some of Ahold USA's data lost a laptop computer from baggage checked on a May 2nd domestic commercial airline flight. It is likely the laptop contained a file with some of your personal information. The incident was immediately reported to the airline and subsequently the police. As of this time, the laptop has not been located. While we have had no indication your information is being misused, we wanted to report the incident to you and inform you of steps you can take to protect yourself from possible identity theft.

The file was being used for administrative work related to all of the pension plans in which Ahold USA participates. The data in the file is used to determine benefit eligibility for the company sponsored plan. The file included your name, Social Security Number, birth date, benefit amount, and related administrative information. No financial account or medical benefits information was in the file. The laptop was protected by an identity verification process that incorporated a unique user ID and a password, but the file was not additionally password protected or encrypted.

Because we cannot rule out the possibility of your information being misused, we have arranged for the following services to help protect you from identity theft. We recommend you use these services and follow the additional steps described in the following paragraphs.

- A help line at toll-free 888-869-3777 has been established to assist you with questions and concerns. The help line will be staffed from 8:30 a.m. to 5:00 p.m. eastern time, Monday through Friday, from today to August 25, 2006. You may leave a message after hours and you will receive a callback the next business day.
- You can contact one of the major U.S. credit bureaus listed below and have a "fraud alert" placed on your credit file at all three bureaus. This fraud alert lets creditors know additional steps should be taken to verify your identity prior to granting credit in your name. There will be no charge to you for this fraud alert.

Credit Bureau	Toll-Free No.	Website
Experian	888-397-3742	www.experian.com
Equifax	877-478-7625	www.equifax.com
TransUnion	800-680-7289	www.transunion.com



enlighten | enable | empower

Equifax Credit Watch™ Gold with 3-in-1 Monitoring (Online only)

Credit Watch will provide you with an "early warning system" to changes to your credit files and help you to understand the content of your credit file at Equifax. The key features and benefits are listed below.

Equifax Credit Watch Gold with 3-in-1 Monitoring provides you with a 1 year membership service:

- Comprehensive credit files monitoring, with daily notification of key changes to your Equifax, Experian and Trans Union credit files.
- One copy of your 3-in-1 Credit Report and unlimited copies of your Equifax Credit Report™
- Up to \$20,000 Identity Fraud Expense Coverage with \$0 deductible (certain limitations and exclusions apply)† at no additional cost to you
- Premium Customer Care 24 hours a day, 7 days a week to assist you in understanding the content of your credit information.

How to Enroll

Equifax has a simple Internet-based verification and enrollment process.

Visit: www.myservices.equifax.com/tri

- Step 1 – Registration: complete the form with your contact information (name, address, telephone #, Social Security Number, date of birth, e-mail address). The information is provided in a secured environment.
- Step 2 – Verify Your Identity: Equifax will verify your identity by asking you up to two security questions
- Step 3 – Order Summary: During the "check out" process, provide the following promotional code: <EDD-xxxxxxxx> in the "Enter Promotion Code" box. (case sensitive, no spaces, include dash. This code eliminates the need to provide a credit card number for payment.)
- Step 4 - Go to the Member Center – Under "Product List" select Credit Watch to access the product features.

Fraud Alert

A fraud alert is a consumer statement added to your credit file that lasts 90 days. Once the fraud alert statement is added to your credit file, it alerts creditors of possible fraudulent activity as well as requests that they contact you prior to establishing a credit account in your name. To place a fraud alert on your Equifax credit file, you may contact Equifax's auto fraud line at 1-877-478-7625, and follow the simple prompts. Once the fraud alert has been placed with Equifax, a notification will be sent to the other two credit reporting agencies, Experian and Trans Union, on your behalf.

† Insurance underwritten by Travelers Casualty and Surety Company of America and its property casualty affiliates, Hartford, CT 06183. Nothing stated herein affects the terms, conditions and coverages of any insurance policy issued by St. Paul Travelers, nor does it imply that coverage does or does not exist for any particular claim or type of claim under any such policy.