

# PROSKAUER ROSE LLP

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From Timothy P. Tobin

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## Fax Transmittal

Sender's Room Number DC

Main Fax Number 202.416.6899

To: CSCIC

Company:

Fax No.: (518) 474-9090

Voice No.:

To: CPB

Company:

Fax No.: (518) 474-2474

Voice No.:

To: Attorney General, Asst. AG in Charge

Company: Bur. of Cons. Frauds

Fax No.: (212) 416-6003

Voice No.:

### Message

On behalf of John Walsh at Towers Perrin.

**Confidentiality Note:** This message is confidential and intended only for the use of the addressee(s) named above. It may contain legally privileged material. Dissemination, distribution or copying of this message, other than by such addressee(s), is strictly prohibited. If you have received this message in error, please immediately notify us by telephone and return the original to us at the address above. We will reimburse you for the cost of the telephone call and postage. Thank you.

**Reporting Form**  
**For Business, Individual or NY State Entity reporting a**  
**“Breach of the Security of the System”**  
**Pursuant to the Information Security Breach**  
**and Notification Act (General Business Law § 889-aa;**  
**State Technology Law § 208)**

Name of Business, Individual or State Entity: Unilever  
 Date of Discovery of Breach: Unilever vendor, Towers Perrin discovered 12/1/06;  
Towers Perrin notified Unilever on 12/15/06.  
 Estimated Number of Affected Individuals: Approximately 4,622 New York residents  
 Date of Notification to Affected Individuals: Began mailing on 1/9/07  
 Manner of Notification:      written notice  
    electronic notice (email)  
    telephone notice

Are you requesting substitute notice?  Yes      No (if yes, attach justification)

Content of Notification to Affected Individuals: Describe what happened in general terms and what kind of information was involved. Please attach copy of Notice.

On December 1, 2006, a Unilever vendor, Towers Perrin, learned that laptops containing personal information belonging to its clients had been stolen from its offices. One of the laptops contained personal information, including names and social security numbers of Unilever employees and former employees. The laptop was not encrypted, but the laptop and the email program were separately password protected. We have no information indicating that personal data has been misused. Towers Perrin reported the theft to the New York City Police Department (Mid-Town South Precinct) on December 7, 2006. The police report number is 2006-014-17855. Subsequently, the District Attorney's Office for the County of New York requested that notification to affected individuals be delayed until January 5, 2007. Attached is a copy of the notice to affected individuals.

Name of Business or Individual Contact Person: John Walsh, of Towers Perrin, on behalf of  
Unilever  
 Title: Chief Information Security Officer  
 Telephone number: 215-246-7654  
 Email: john.walsh@towersperrin.com

Dated: 2/5/07  
 Submitted by: John Walsh, CISM of Towers Perrin, on behalf of Unilever  
 Title: Chief Information Security Officer  
Towers Perrin  
 Address: 1500 Market Street  
Philadelphia, PA 19102  
 Email: john.walsh@towersperrin.com  
 Telephone: 215-246-7654  
 Fax: 215-246-4463

**PLEASE SUBMIT THIS FORM TO ALL THREE (3) STATE AGENCIES as follows:**

**Fax** this form to the Office of Cyber Security & Critical Infrastructure Coordination (CSCIC) & Consumer Protection Board (CPB):

**CSCIC:**  
Security Breach Notification-  
fax: 518-474-9090

**CPB:**  
Security Breach Notification-  
fax: 518-474-2474

and also **Fax & Mail** this form to

**Attorney General:**  
Asst. AG in Charge  
Bur. of Cons. Frauds  
120 Broadway – 3<sup>rd</sup> Floor  
New York, NY 10271  
Fax No: 212-416-6003



January, 2007

**RE: IMPORTANT NOTICE**

Dear

**We are writing to let you know that we recently learned that laptops containing information about you were stolen from Towers Perrin, a company that provides management consulting services to Unilever.** To perform its services, Towers Perrin had access to some of your personal information, including your name and Social Security number which were on the stolen laptops. We deeply regret that this situation occurred and are keenly aware of how important your personal information is to you. We have no reason to believe that the computers were stolen for the Unilever information they contained nor do we believe this information has been misused. Even so, we want to inform you of the situation and suggest some steps you can take to protect yourself from identity theft now and in the future. Towers Perrin also promptly reported the theft to law enforcement authorities, who subsequently requested that we delay this notification until January 2007 to avoid any possible impediment to their investigation.

We take seriously our commitment to safeguarding confidential information entrusted to us, like your personal information. All of the stolen laptops and e-mail accounts were password-protected, and some files were password-protected as well. You may rest assured that we are carefully reviewing this incident and are working with Towers Perrin to take whatever measures are necessary to ensure that it does not happen again. Because of this incident, Towers Perrin has accelerated a project the firm already had underway to encrypt all laptops by the end of January 2007. In addition, Towers Perrin has engaged an information security consulting firm to review its policies and procedures in the context of this incident to help the firm assess its areas of vulnerability, target areas for improvement and implement necessary changes.

**Precautions You Can Take**

Although we have no knowledge of any misuse of your information, **Towers Perrin has arranged for you to enroll, at your option, in the Equifax Credit Watch™ Gold with 3-in-1 credit monitoring product at no cost to you for one year.** The product will provide you with an early warning system for changes to your credit file and help you to understand the content of your credit file at the three credit reporting agencies. To enroll in this product, go to Equifax's website at [www.myservices.equifax.com/tri](http://www.myservices.equifax.com/tri) and complete the enrollment process. During the "check out" process, provide the following promotional code: CODE in the "Enter Promotion Code" box. Alternately, you may

enroll in the U.S. Mail version of the product by completing and sending the enclosed form by mail or via fax to Equifax at the phone number or address shown on the form.

Once you have enrolled, the Equifax Credit Watch™ Gold with 3-in-1 credit monitoring product will provide you with several valuable services including:

- Credit file monitoring of your Equifax, Experian, and TransUnion credit reports;
- Automatic notification of key changes to your credit files from any of the three agencies;
- Free 3-in-1 Credit Report and unlimited Equifax Credit Reports™;
- For those residing outside New York, \$20,000 in identity theft protection with \$0 deductible (subject to the terms, limitations and exclusions of the policy)<sup>†</sup>; and
- 24 by 7 live agent customer service to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance and to help you initiate an investigation of inaccurate information.

You may also want to consider placing an initial fraud alert on your credit file, which stays on your credit report for 90 days. You can do so by contacting one of the three credit reporting agencies listed below. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. As soon as one credit reporting company confirms your fraud alert, the others are notified to place a similar alert. When you place this alert on your credit report, you will receive information about ordering one free credit report from each of the credit bureaus.

- Equifax: 877-478-7625 [www.equifax.com](http://www.equifax.com); PO Box 740241, Atlanta GA 30374-0241
- Experian: 888-397-3742 [www.experian.com](http://www.experian.com); PO Box 9532, Allen TX 75013
- TransUnion: 800-680-7289 [www.transunion.com](http://www.transunion.com); Fraud Victim Assistance Division, PO Box 6790, Fullerton CA 92834-6790

Once you receive your reports, we urge you to review them carefully for inquiries from companies you did not contact, accounts you did not open, and debts on your accounts that you cannot explain. Verify the accuracy of your Social Security number, address(es), complete name and employer(s). Notify the credit bureaus if any information is incorrect. You should also be similarly vigilant in monitoring any consumer accounts you have for suspicious activity. Be sure to report suspected identity theft to the credit bureaus, to the company maintaining any compromised account and to the proper authorities. To learn more about how to protect yourself from identity theft, please visit [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft) or call the Federal Trade Commission hotline phone number: 1-877-IDTHEFT (438-4338).

Again, we apologize for any inconvenience or concerns this incident may cause. We are committed to assisting you in protecting yourself. If you have any questions or need additional information, you may contact Towers Perrin's information hotline at 1-800-788-2795.

Sincerely,  
Unilever United States Human Resources Department

<sup>†</sup> Identity Fraud Expense Reimbursement Master Policy underwritten by Travelers Casualty and Surety Company of America and its property casualty affiliates, Hartford, CT 06183. Coverage for all claims or losses depends on actual policy provisions. Availability of coverage can depend on our underwriting qualifications and state regulations. Coverage not available for residents of New York.

Equifax's credit monitoring products are protected by US Patent 7,208,052



Unilever

Formerly  
Lever Bros

feel good, look good  
and get more out of life

## Our history

**Unilever's corporate mission – to add vitality to life – shows how clearly the business understands 21st century-consumers and their lives. But the spirit of this mission forms a thread that runs throughout our history.**

### Helping people get more out of life

In the 1890s, William Hesketh Lever, founder of Lever Bros, wrote down his ideas for Sunlight Soap – his revolutionary new product that helped popularise cleanliness and hygiene in Victorian England. It was 'to make cleanliness commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, that life may be more enjoyable and rewarding for the people who use our products'.



This was long before the phrase 'Corporate Mission' had been invented, but these ideas have stayed at the heart of our business. Even if their language – and the notion of only women doing housework – has become outdated.

In a history that now crosses three centuries, Unilever's success has been influenced by the major events of the day – economic boom, depression, world wars, changing consumer lifestyles and advances in technology. And throughout we've created products that help people get more out of life – cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves.

### Balancing profit with responsible corporate behaviour

In the late 19th century the businesses that would later become Unilever were among the most philanthropic of their time. They set up projects to improve the lot of their workers and created products with a positive social impact, making hygiene and personal care commonplace and improving nutrition through adding vitamins to foods that were already daily staples.

Today, Unilever still believes that success means acting with 'the highest standards of corporate behaviour towards our employees, consumers and the societies and world in which we live'. Over the years we've launched or participated in an ever-growing range of initiatives to source sustainable supplies of raw materials, protect environments, support local communities and much more.

Through this timeline you'll see how our brand portfolio has evolved. At the beginning of the 21st century, our Path to Growth strategy focused us on global high-potential brands and our Vitality mission is taking us into a new phase of development. More than ever, our brands are helping people 'feel good, look good and get more out of life' – a sentiment close to Lord Leverhulme's heart over a hundred years ago.

### Timeline

19th  
century

Although Unilever wasn't formed until 1930, the companies that joined forces to create the business we know today were already well established before the start of the 20th century.

1900s

Unilever's founding companies produced products made of oils and fats, principally soap and margarine. At the beginning of the 20th century their expansion nearly outstrips the supply of raw materials.

- 1910s** Tough economic conditions and the First World War make trading difficult for everyone, so many businesses form trade associations to protect their shared interests.
- 1920s** With businesses expanding fast, companies set up negotiations intending to stop others producing the same types of products. But instead they agree to merge - and so Unilever is created.
- 1930s** Unilever's first decade is no easy ride: it starts with the Great Depression and ends with the Second World War. But while the business rationalises operations, it also continues to diversify.
- 1940s** Unilever's operations around the world begin to fragment, but the business continues to expand further into the foods market and increase investment in research and development.
- 1950s** Business booms as new technology and the European Economic Community lead to rising standards of living in the West, while new markets open up in emerging economies around the globe.
- 1960s** As the world economy expands, so does Unilever and it sets about developing new products, entering new markets and running a highly ambitious acquisition programme.
- 1970s** Hard economic conditions and high inflation make the '70s a tough time for everyone, but things are particularly difficult in the Fast Moving Consumer Goods (FMCG) sector as the big retailers start to flex their muscles.
- 1980s** Unilever is now one of the world's biggest companies, but takes the decision to focus its portfolio, and rationalise its businesses to focus on core products and brands.
- 1990s** The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories, leading to the sale or withdrawal of two-thirds of its brands.
- The 21st century** The decade starts with the launch of Path to Growth, a five-year strategic plan, and in 2004 further sharpens its focus on the needs of 21st century consumers with its Vitality mission.