



GE Consumer & Industrial

Appliance Park, AP2-225
Louisville, KY 40225
USA

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FACSIMILE

DATE: 2/9/07

TO: NY State Consumer Protection Board FAX NO.: 518-474-2474

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If you have received this communication in error or if you have not received all of the pages, please contact Dawn Hunter as soon as possible at 502-452-3826 (Dial Comm 8-334-3826).



GE Consumer & Industrial

Matthew M. Clark
Senior Counsel - Transactions

Appliance Park, AP2-225
Louisville, KY 40225
USA

T 502 452 5140
F 502 452 0347
matthew.clark@ge.com

February 9, 2007

Via Facsimile: 212-416-6003 and Federal Express

Office of the New York State Attorney General
Asst. Attorney General in Charge
Bureau of Consumer Frauds
120 Broadway - 3rd Floor
New York, NY 10271

Via Facsimile: 518-474-2474 and Federal Express

New York State Consumer Protection Board
Security Breach Notification
5 Empire State Plaza, Suite 2101
Albany, New York 12223

Via Facsimile: 518-474-9090 and Federal Express

New York State Office of Cyber Security and Critical Infrastructure Coordination
30 S. Pearl Street - Floor P2
Albany, New York 12207-3425

To Whom it May Concern:

In accordance with N.Y. Gen. Bus. Law §§ 899-aa, we are providing you with written notification regarding the nature and circumstances of a recent crime that may have resulted in the compromise of personal information of some consumers. We are working with law enforcement authorities to apprehend the perpetrator of this crime.

This crime (the theft of a servicer's laptop) has compromised certain personal information of eighty (80) U.S. consumers, including nine (9) New York State residents. The information that may have been compromised includes names and credit card numbers. At this time, we have no evidence that any information has been used to commit identity fraud. As indicated above, we have notified law enforcement authorities about this crime.

February 9, 2007

Page 2

Attached for your information is a sample of the breach notification letter we are sending to affected consumers. If you have any questions, please do not hesitate to contact me at (502) 452-5140.

Very truly yours,

Matthew Clark
Matthew M. Clark
Chief Privacy Leader
GE Consumer and Industrial

by cka

Enclosure



GE Consumer & Industrial Appliances

Consumer Home Services

Appliance Park, AP6-228
Louisville, KY 40225
USA

February 5, 2007

Dear Valued GE Customer:

We recently became aware of a crime that may have resulted in the compromise of certain personally identifiable information of some valued GE customers. A GE service technician's laptop computer with its internal hard drive was stolen. The information contained on that computer equipment included your name and credit card number. We are working with law enforcement authorities to catch the criminal and recover the laptop but recovery seems unlikely.

We believe this was a random criminal act and have no reason to believe that any of the information on the laptop hard drive has actually been accessed or misused. However, we take our obligation to safeguard your personal information very seriously and, therefore, are alerting you so you can take steps to protect yourself from possible credit card fraud.

To assist you in protecting your credit, we have arranged to provide, at no cost to you, a one-year subscription to a credit monitoring service from Identity TrackSM. If you wish to take advantage of this offer, please see the reverse side of this letter for complete details and enroll by May 31, 2007. (Please note Identity Track is only available to residents of the U.S. with a current U.S. address and phone number.) To further protect yourself, we also encourage you to consider taking certain additional steps described on the reverse of this letter.

GE has a strong history of consumer data privacy and is committed to continuing and strengthening that tradition. We deeply regret this incident and any inconvenience or concern it may cause you. If you would like to speak with GE representatives about this situation, please call us toll-free at 866-797-3149, Monday through Friday, 9:00 a.m. to 5:00 p.m. Eastern. If you are outside the U.S. or Canada, please call 1-904-636-1054. (You may leave a message after hours).

Sincerely,

A handwritten signature in black ink that reads "Darryl Miller".

Darryl Miller, General Manager
GE Appliances Factory Service

General Electric

Identity TrackSM provides you:

- Notify ExpressSM Credit Monitoring - monitoring your Equifax[®] credit file every business day and notifying you of certain activity that may indicate identity theft.
- Quarterly Credit Report updates
- Quarterly updates of your credit score
- Credit Card Registration - assisting you in the event that you credit cards are lost or stolen
- Credit Analyzer, an online interactive "what if"? tool you can use to create custom scenarios and see the impact of your decisions
- Access to Credit Education Specialists who will answer questions regarding your credit file
- Access to Fraud Resource Specialists who, if you become a victim of identity fraud, will walk you through the steps required to restore your identity and will:
 - Contact the three leading consumer credit reporting agencies (Equifax[®], Experian[®] and TransUnion[®]) on your behalf to place a Fraud Alert in your credit file
 - Assist you in contacting the affected creditors and law enforcement agencies
 - Send you a Fraud First Aid Kit containing important contact phone numbers and addresses, and a Contact List that you can use when trying to clear your credit and name

To enroll, please go to www.identitytrack.com/secure and enter validation code HFDM467252. You will be asked to provide the following information: Name, Mailing Address, Date of Birth, Phone Number, Social Security Number, and E-mail Address. You will also be asked questions about your credit in order to verify your identity.

Upon successfully completing this process, you will receive a credit report online and daily credit monitoring will be activated. Please note that Identity Track is only available to US residents with a current US address and phone number.

In addition to activating the Identity Track service, you may wish to take the following actions:

Order A Free Credit Report. You are entitled under U.S. law to one free credit report annually from each of the three national credit bureaus. To order your free credit report, visit www.annualcreditreport.com, call toll-free at 877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's website at www.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. Do not contact the three credit bureaus individually. Free annual credit reports are provided only through the website, toll-free number, or mailing address given above.

When you receive your credit report, review it carefully. Look for accounts you don't recognize. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store names. And look in the "personal information" section to check information (such as your home address and Social Security number) for any inaccuracies. Errors in this information may be a warning sign of possible identity theft. You should notify the credit bureaus of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing. If you find items you don't understand on your report, call the credit bureaus at the number given on the report. If the information can't be explained, call the creditors involved. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

Consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that there may be fraud on the account. This alerts the merchant to take steps to verify the identity of the applicant. By calling any one of the toll-free fraud numbers below, you will reach an automated telephone system that allows you to flag your file with a fraud alert at all three bureaus.

Equifax	800-525-6285	www.equifax.com
Experian	888-397-3742	www.experian.com
TransUnion	800-680-7289	www.transunion.com

You will be sent instructions on how to get a copy of your report from each of the credit bureaus. As a possible victim of identity theft, you will not be charged for these copies. Even if you do not initially find any signs of fraud on your reports, we recommend that you review your credit reports carefully every three months for the next year. Just call the numbers above to order your reports and keep the fraud alert in place. *Please note: To avoid complication with the online registration process, please do not place the fraud alert until after you have activated the Identity Track credit monitoring service.*

Some additional steps. If at some point you believe your credit card has been stolen, the U.S. Federal Trade Commission ("FTC") recommends that you take these additional steps: (1) Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. Use the FTC's ID Theft Affidavit (available at www.consumer.gov/idtheft) when you dispute new unauthorized accounts. (2) File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

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: General Electric
Date of Discovery of Breach: December 2006
Estimated Number of Affected Individuals: Nine (9)
Date of Notification to Affected Individuals: February 5, 2007
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.

Please see attached documents

A GE servicer’s laptop was stolen containing the name and credit card numbers of nine (9) New York residents. Please see attached documents

Name of Business or Individual Contact Person: Matthew Clark
Title: Chief Privacy Leader
Telephone number: (502) 452-5140
Email: Matthew.Clark@appl.ge.com

Dated: _____
Submitted by: Matthew Clark
Title: Chief Privacy Leader
Address: GE Consumer & Industrial—Legal Dept. AP2-225
Louisville, KY 40225
Email: Matthew.Clark@appl.ge.com
Telephone: 502-452-5140 Fax: _____

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

Fax this form to the Consumer Protection Board (CPB):

CPB:

Security Breach Notification-

Fax: 518-474-2474

and also Fax & Mail this form to:

NYS Office of Cyber Security and Critical Infrastructure Coordination (CSCIC):

30 South Pearl St.

Floor P2

Albany, NY 12207

Fax: 518-474-9090

Attorney General:

Asst. Attorney General in Charge

Bureau of Consumer Frauds

120 Broadway - 3rd Floor

New York, NY 10271

Fax: 212-416-6003

Fax: 212-416-6042



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A handwritten signature in cursive script that reads "Matthew Clark".

Matthew M. Clark
Chief Privacy Leader
GE Consumer and Industrial

A handwritten signature in cursive script, possibly reading "M. Clark", written vertically.

Enclosure



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Appliances

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February 5, 2007

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Telephone number: (502) 452-5140
Email: Matthew.Clark@appl.ge.com

Dated: _____
Submitted by: Matthew Clark
Title: Chief Privacy Leader
Address: GE Consumer & Industrial—Legal Dept. AP2-225
Louisville, KY 40225
Email: Matthew.Clark@appl.ge.com
Telephone: 502-452-5140 Fax: _____

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