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NYS CONSUMER
PROTECTION BOARD

APR - 3 2008

RECEIVED

Brian M. Pozzi
Regional Counsel
New York

March 31, 2008

FRANK HOARE, ESQUIRE
New York State Office of Attorney General
Division of Regional Offices
State Capitol
Albany, NY 12224-0341

Re: Allstate Insurance Company notification

Dear Mr. Hoare,

Pursuant to NY CLS Gen Bus § 899-aa (2007) Section 8a, I am writing to inform you of an occurrence involving the potential unauthorized access of personal information due to the theft of equipment. We do not believe that any personal information has been misused in any way, however, out of an abundance of caution we are offering – free of charge – one year of credit monitoring, a free credit report, ongoing educational materials, and resolution service to the twenty five impacted individuals.

This service will be provided through Identity Theft 911, a company that specializes in identity theft education and resolution. I enclose a copy of the communication which was sent to the twenty five impacted individuals on March 21, 2008 via regular mail.

Should you have any questions, or wish to discuss this matter in more detail, please do not hesitate to contact me.

Very truly yours,

Brian M. Pozzi

Bmp:ms
Encls-as indicated above
cc: New York State Consumer Protection Board
New York State Office of Cyber Security & Critical Infrastructure Coordination



Proud Home & Auto Insurance Sponsor

Allstate Insurance Company

100 Motor Parkway, Ste 140 Hauppauge, NY 11788 Phone 631.233.6050 Fax 631.233.6045 Email bpozzi@allstate.com



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March 21, 2008

We are writing to let you know about an incident involving the potential unauthorized access of some of your personal information due to the theft of equipment. The information that was potentially accessed includes your name, address, and social security number and or tax identification number.

Although we have no reason to believe that your personal information has been misused in any way, we understand that you may be concerned about this matter. That's why we recommend and are offering – free of charge – one year of credit monitoring, a free credit report, ongoing educational materials, and resolution service should your information be misused.

This service will be provided through Identity Theft 911, a company that specializes in identity theft education and resolution. Identity Theft 911 is prepared to help you understand your options and assist you* with:

- obtaining and understanding your credit reports
- requesting fraud alerts
- notifying appropriate agencies and businesses
- enrolling you in the optional Education and Threat Alert service*
- receiving credit monitoring services*
- answering any questions you may have regarding credit monitoring or identify theft.

* An internet connection and valid e-mail address are required to receive these services.

And, in the unlikely event that your information is misused, Identity Theft 911's resolution service includes a personal advocate and notification to relevant agencies, businesses and institutions for up to a full year.

To take advantage of these services, or to obtain additional information about these services, please call the Identity Theft 911 help line at (866) 602-2058 with your name and assigned code number. Your assigned code number is #.

Please know that Allstate takes these matters very seriously and is committed to helping protect the personal information for which we may have access. We have standards in place with employees and agencies to help ensure our compliance with state and federal privacy regulations.

We hope this letter has provided helpful information and we apologize for this matter. If you have additional concerns, please feel free to call me at 1-800-347-4711, ext. 6300.

Sincerely,

Gregory Kolbas
Allstate Insurance Company
Market Claim Manager
Rochester Market Claims Office