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NYS CONSUMER  
PROTECTION BOARD

MAR 31 2008

RECEIVED

March 27, 2008

[via certified mail, return receipt requested]

New York State Consumer Protection Board  
5 Empire State Plaza, Suite 2101  
Albany, N. Y. 12223

To Whom It May Concern:

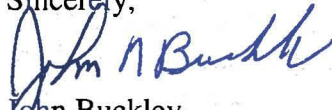
I am writing to notify you that on March 20, 2008, Eastern Sales and Marketing New England ("ESMNE") learned that it inadvertently disclosed to one of its former employees the name, bank identification number and bank account number of 137 of current and former employees. ESMNE believes that 4 of these 137 affected employees are New York residents. As you are aware, under these circumstances, New York law requires notice to the New York Attorney General, Consumer Protection Board, and Office of Cyber Security & Critical Infrastructure Coordination.

On March 13, 2008, ESMNE sent a letter to a former employee regarding funds (totaling \$985.44) that it erroneously deposited into her account during her employment with the company. The funds should have been deposited into another employee's account as reimbursement for his business expenses. ESMNE has reimbursed that other employee, but would like the former employee to return the money she received in error. ESMNE enclosed with the March 13<sup>th</sup> letter documents verifying that the money was deposited in error. Unfortunately, ESMNE failed to redact from those documents information related to other employees. That information included the employees' names, bank identification numbers and bank account numbers. The employee who received the inadvertent disclosure returned the documents to ESMNE and stated that she does not want any of the inadvertently disclosed information in her possession.

On March 27, 2008, ESMNE has sent notices to all of the affected New York residents. The notices describe: (i) the general nature of the inadvertent disclosure, (ii) the type of personal information that was inadvertently disclosed, (iii) contact information of the individual at ESMNE who can provide additional information as necessary, (iv) advice to individuals that they should consider placing a fraud alert and/or security freeze on their credit reports, and (v) the process to be followed to request a fraud alert/security freeze and the associated fees. We have enclosed for your review a copy of the notice sent to current and former employees.

If you have any questions or need further information regarding this matter, please do not hesitate to contact me at 781-314-7152.

Sincerely,

  
John Buckley  
Chairman