

## North Carolina Security Breach Reporting Form Pursuant to the Identity Theft Protection Act of 2005

Name of Business Owning or Licensing Information Affected by the Breach: Bristol-Myers Squibb Co. ("BMS")  
 Address: P.O. Box 4000  
Princeton, NJ  
 Telephone: 609-252-5742  
 Fax: 609-252-3093  
 Email: james.beslity@bms.com

**PLEASE SUBMIT FORM TO:**  
 Consumer Protection Division  
 NC Attorney General's Office  
 9001 Mail Service Center  
 Raleigh, NC 27699-9001  
 Telephone: (919) 716-6000  
 Toll Free in NC: (877) 566-7226  
 FAX: (919) 716-6050

Date Security Breach Reporting Form submitted: July 11, 2008  
 Date the Security Breach was discovered: June 4, 2008  
 Estimated number of affected individuals: 105,363 based on investigation to date  
 Estimated number of NC residents affected: 5,526 based on investigation to date

Name of business maintaining or possessing information that was the subject of the Security Breach, if the business that experienced the Security Breach is not the same entity as the business reporting the Security Breach (pursuant to N.C.G.S. § 75-65(b): Accenture LLP

Describe the circumstances surrounding the Security Breach and state whether the information breached was in electronic or paper format:

On June 4, 2008, BMS learned that a back-up data tape containing BMS-related electronic data was stolen while it was being transported from storage. Through subsequent forensic work, it was determined that the data tape included personal information of current and former BMS employees, such as name, address, date of birth, Social Security number, bank account numbers, and employment-related data. The names, addresses, and Social Security numbers of some employee dependents also were included on the tape. BMS's investigation to date has revealed that the stolen tape contained data belonging to 5,526 North Carolina residents. BMS is aware of no evidence indicating that the personal information of its employees and dependents on the stolen tape has been misused. The data on the tape was protected by a 12-character password and it is readable and accessible only through the use of specialized software. Nevertheless, as a precaution, BMS is providing written notice to all such affected individuals. BMS also has made arrangements to offer free credit monitoring and identity theft insurance to these individuals for one year.

Regarding electronic information breached, state whether the information breached or potentially breached was password protected or encrypted in some manner. Yes If so, please describe the security measures protecting the information: The tape was password-protected by a 12-character password, and it is readable and accessible only through the use of specialized software.

Describe any measures taken to prevent a similar Security Breach from occurring in the future: BMS is working with its service provider to implement additional measures that will help prevent a similar occurrence, including working to implement a solution to encrypt back up tapes in the future.

Date affected NC residents were/will be notified: Resident mailings will begin on July 11, 2008

If there has been any delay in notifying affected NC residents, describe the circumstances surrounding the delay pursuant to N.C.G.S. § 75-65(a) and (c): \_\_\_\_\_

If the delay was pursuant to a request from law enforcement pursuant to N.C.G.S. § 75-65(c), please include the written request or the contemporaneous memorandum.

How NC residents were/will be notified?  
(pursuant to N.C.G.S. § 75-65(e))

- written notice
- electronic notice (email)
- telephone notice
- substitute notice

Please attach copy of the notice if in written form or a copy of any scripted notice if in telephonic form.

Signature: *James M. Beslity* Date: July 11, 2008  
 Contact Person, Title: James M. Beslity, Senior Counsel and Head of Global Privacy  
 Address: \_\_\_\_\_  
 (if different from above)  
 Telephone: 609-252-5742 Fax: 609-252-3093 Email: james.beslity@bms.com

**Bristol-Myers Squibb Company**

P.O. Box 5200  
Princeton, NJ 08543-5200

July 12, 2008

Dear [ ]:

I am writing to advise you of an incident that may affect your personal information.

On June 4, 2008, Bristol-Myers Squibb Company ("BMS") learned that a back-up data tape containing BMS-related data was stolen while it was being transported for storage. Through subsequent forensic work, it was determined that the data tape included personal information of current and former BMS employees, such as name, address, date of birth, Social Security number, marital status, gender, salary, hire date, termination date, retirement date, and, in some instances, bank account information. The names, addresses, and Social Security numbers of some employee dependents also were included on the tape. I am writing to you because BMS has determined that some of your personal information was included on the tape.

BMS has initiated an investigation of this incident. To date, BMS has no reason to believe that any of your personal information has been inappropriately accessed from the data tape by an unauthorized party, or that any identity theft, fraud or misuse of your personal information has occurred. In addition, there is no evidence that the data tape or the information contained on it was the target of the theft. Nevertheless, BMS is advising you of this incident so that you may take steps to guard against any potential risk resulting from this incident.

As a precaution, to help you detect any possible misuse of your data, BMS has arranged for you to enroll in **credit monitoring for one full year, at no cost to you**. Specifically, we have engaged ConsumerInfo.com, Inc., an Experian® company, to provide you with its Triple Advantage<sup>SM</sup> product, which includes, among other offerings, daily monitoring of your credit report from all three nationwide credit reporting companies (Experian®, Equifax®, and TransUnion®), email or SMS text alerts of key changes to your credit reports, toll-free access to a dedicated team of fraud resolution representatives, and \$25,000 Identity Theft Insurance provided by Virginia Surety Company, Inc. Additionally, ConsumerInfo.com, Inc is planning to introduce a \$1,000,000 Guarantee as an alternative to insurance coverage on or about October 31, 2008. When this product feature becomes available, you will be notified and if you are eligible, the product feature will be provided at no additional charge. (Due to New York state law restrictions, Identity Theft Insurance and Guarantee coverage cannot be offered to New York residents; there are also restrictions in some U.S. commonwealths and territories that might impact eligibility for insurance coverage and the \$1,000,000 Guarantee.)

The free credit monitoring product must be activated within 90 days of the date of this letter.

- A. To sign up online, please visit <http://partner.consumerinfo.com/BMS> and enter your individual activation code provided below. Please keep in mind that once activated the code cannot be re-used. You will be instructed on how to enroll in your complimentary credit monitoring product. If you sign up online, all credit reports and alerts will be delivered via email.
- B. To sign up by telephone, dial 1-866-579-5479. If you sign up by telephone, all credit reports and alerts will be delivered via U.S. mail.

Your **Single Use Credit Monitoring Activation Code:** [insert Activation code]

If you have any questions, you may call the dedicated **Privacy Help Line at 1-877-214-0689**. Our representatives will be available to assist you Monday through Friday, between 8 a.m. and 5 p.m. ET.

Regardless of whether you elect to enroll in the credit monitoring product, BMS strongly recommends that you remain vigilant and regularly review and monitor all of your account statements to guard against any unauthorized transactions or activity. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report fraudulent activity to proper law enforcement authorities, including the Federal Trade Commission. You can learn more about how to protect yourself from becoming a victim of identity theft at the FTC's website: <http://www.ftc.gov/bcp/edu/microsites/idtheft/>.

You are also entitled under U.S. law to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free (877) 322-8228. Or, you may obtain a free credit report by calling any one of the three national credit reporting companies at the following toll free numbers: Equifax® at (800) 685-1111; Experian® at (888) 397-3742; and TransUnion® at (800) 916-8800.

In addition to obtaining a free credit report, you may contact any of the three national credit reporting companies to place a "fraud alert" on your consumer credit file. This will alert creditors to take additional steps to verify the identity of anyone who applies for credit in your name. There is no charge for placing a fraud alert on your consumer credit files. The contact information of the national credit reporting companies for purposes of placing a fraud alert on your account is:

**Equifax**

Office of Fraud Assistance  
P.O. Box 105069  
Atlanta, GA 30348  
(888) 766-0008  
TTY: (866) 478-0030  
<http://www.equifax.com>

**Experian**

Credit Fraud Center  
P.O. Box 9532  
Allen, TX 75013  
(888) 397-3742  
TTY: (800) 735-2989  
<http://www.experian.com>

**TransUnion**

Fraud Victim Assistance Department  
P.O. Box 6790  
Fullerton, CA 92834  
(800) 680-7289  
TTY: (877) 533-7803  
<http://www.transunion.com>

Protecting the privacy and security of your information is extremely important to us. In this regard, BMS wishes to reiterate that it does not have any evidence indicating that your personal information has been misused. In addition, the company is taking appropriate remedial steps, including enhancing security protocols regarding the handling of personal information and our back-up data tapes.

On behalf of BMS, I apologize for any inconvenience or concern that this matter may cause for you. As noted, if you have any questions, please feel free to contact the dedicated **Privacy Help Line at 1-877-214-0689**, which has been established to assist you. Thank you very much.

Very truly yours,

James M. Beslity  
Global Privacy Office  
Bristol-Myers Squibb Company