

Michelle Perez
Senior Counsel

January 25, 2008

Director of Consumer Affairs and Business Regulation
Daniel C. Crane
Ten Park Plaza, Suite 5170
Boston, MA 02116

Massachusetts Attorney General
Martha Coakley
McCormack Building
One Ashburton Place
Boston, MA 02108

Mr. Crane and Ms. Coakley:

In accordance with Mass. Gen. Laws ch. 93H § 3(b) (H.B. 4144), we are providing you with written notification regarding the nature and circumstances of a recent event that may constitute a legally-reportable security breach.

We recently became aware of an incident that may have resulted in the compromise of personal information of some individuals. A Philips Electronics North America Corporation laptop computer used by a Philips recruiting coordinator was infected with a virus. There is a period of six days between December 20, 2007 and December 26, 2007, where the personal information, including names, addresses, Social Security numbers and dates of birth of certain prospective employees may have been accessed. Approximately four (4) of the prospective employees affected reside in Massachusetts. At this time, we have no information indicating that the information on the laptop has been misused. Additionally, we have no evidence that any information has been used to commit identity fraud.

Attached for your information is a sample of the notice we will send to affected individuals. If you have any questions, please do not hesitate to contact me at (732) 563-3404.

Very truly yours,



Michelle Perez
Privacy Counsel
Philips Electronics North America Corporation

Enclosures



Philips Lighting Company
200 Franklin Square Drive
Somerset, New Jersey 08873

Tel: 732-563-3404
Fax: 732-563-3300

PHILIPS

January 25, 2008

RETURN RECEIPT REQUESTEDName
Address

Dear [REDACTED]:

We recently became aware of an incident that may have resulted in the compromise of personal information of certain individuals. Philips regrets that this incident may affect you. Philips takes its obligation to safeguard your personal information very seriously and, therefore, Philips is alerting you so you can take steps to protect yourself from possible identity fraud. Philips is unable to determine whether your information was in fact accessed by an unauthorized individual. Accordingly, out of an abundance of caution, Philips encourages you to take certain steps to help protect yourself from identity fraud.

Order Your Free Credit Report. To order your free credit report, visit www.annualcreditreport.com, call toll-free at 1-877-322-8228, 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. They provide free annual credit reports only through the website or toll-free number.

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. The credit bureau will be able to tell you when that is the case. And look in the "personal information" section for 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. Credit bureau staff will review your report with you. If the information can't be explained, then you will need to 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.

Register for Credit Monitoring. Philips has arranged to provide you credit monitoring at no charge for twelve months. Credit monitoring will provide you with an "early warning system" to changes to your credit file and help you understand the content of your credit file. The key features and benefits are as follows:

- Comprehensive credit file monitoring of your Equifax, Experian, and TransUnion credit reports with daily notification of key changes to your credit files from any of the three agencies
- Available wireless and customizable alerts
- One 3-in-1 credit report
- Unlimited access to your Equifax Credit Report™
- \$20,000 in identity theft insurance with \$0 deductible (certain limitations and exclusions may apply)

PHILIPS

- Live customer service agents available 24-7 to provide personalized identity theft victim assistance and to assist you in understanding the contents of your Equifax credit information and in initiating investigations of inaccurate information

You will need to register for this free credit monitoring before **April 25, 2008**. To take advantage of this offer, follow this simple Internet-based verification and enrollment process:

- **Visit:** www.myservices.equifax.com/tri
- **Consumer Information:** complete the form with your contact information (name, address and e-mail address) and click the "Continue" button. The information is provided in a secured environment.
- **Identity Verification:** complete the form with your Social Security number, date of birth, telephone numbers, create a User Name and Password, agree to the Terms of Use and click the "Continue" button. The system will ask you up to two security questions to verify your identity.
- **Payment Information:** During the "check out" process, provide the following promotional code: ~~XXXXXX~~ in the "Enter Promotion Code" box (no spaces, include dash). After entering your code press the "Apply Code" button and then the "Submit Order" button at the bottom of the page. (This code eliminates the need to provide a credit card number for payment.)
- **Order Confirmation:** - Click "View My Product" to access your 3-in-1 Credit Report

To receive this product by US Mail: Please call toll-free at 1-866-937-8432.

Place a Fraud Alert on Your Credit File. To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity 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. You can report potential identity theft to all three of the major credit bureaus 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	1-877-478-7625	www.equifax.com
Experian	1-888-397-3742	www.experian.com
TransUnion	1-800-680-7289	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.

Right to Request a Police Report and a Security Freeze on Your Credit Report

You have the right to request a police report and the right to request a security freeze on your credit report. The security freeze will prohibit a consumer reporting agency from releasing any information in your consumer report without your express authorization. As such, it could delay or prevent your timely application for new loans, credit, mortgages, insurance, government services or payments, rental housing, employment, investments, licenses, cellular phones, utilities, credit card transactions, or other services, including extensions of credit at the point of sale.

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You can request a security freeze by sending a certified, overnight, or regular mail request to the consumer reporting agencies using the contact information given below. Consumer reporting agencies may charge you a fee of up to \$5 to place a freeze on your account, and may require that you provide proper identification prior to honoring your request.

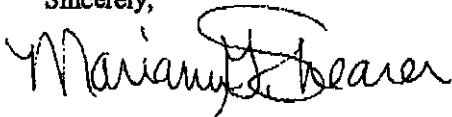
Equifax, P.O. Box 74021, Atlanta, Georgia 30374-0241; tel: 1-877-478-7625, www.equifax.com
Experian, P.O. Box 9532, Allen, Texas 75013; tel: 1-888-397-3742, www.experian.com
TransUnion, Fraud Victims Assistance Division, P.O. Box 6790, Fullerton, California 92834-6790,
tel: 1-800-680-7289, www.transunion.com

Follow the FTC's Recommendations. If you believe your identity has been stolen, the U.S. Federal Trade Commission ("FTC") recommends that you take these additional steps:

- 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.
- 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.
- File your concern with the FTC. The FTC maintains a database of identity theft cases used by law enforcement agencies for their investigations. Filing a concern helps the FTC learn more about identity theft and the problems victims are having so FTC representatives can better assist you. The FTC's Identity Theft Hotline toll-free number is 1-877-IDTHEFT (1-877-438-4338) or you can visit their website at www.ftc.gov

I hope this information is useful to you. If you would any questions, please call me at (425) 908-2059. Again, Philips regrets any inconvenience this may cause you.

Sincerely,



Mariann Shearer
Strategic Recruitment Manager

PHILIPS

FEB 13 2008

ATTORNEY GENERAL
CPAD

Michelle Perez
Senior Counsel

February 8, 2008

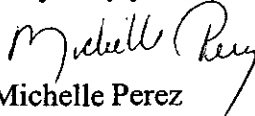
Scott D. Shafer
Assistant Attorney General
Consumer Protection Division
The Commonwealth of Massachusetts
Office of the Attorney General
One Ashburton Place
Boston, Massachusetts 02108

Dear Mr. Shafer:

This is in response to your letter dated January 31, 2008, regarding Philips' notification letter to affected Massachusetts residents about a security breach. We are sending a follow up letter to the four residents involved, in which we have included the information that a consumer will need to provide to request a security freeze on his/her credit report. A copy of the letter is attached.

Please do not hesitate to contact me at (732) 563-3404 if you have any questions.

Very truly yours,



Michelle Perez
Privacy Counsel
Philips Electronics North America Corporation

Encl.



Philips Lighting Company
200 Franklin Square Drive
Somerset, New Jersey 08873

Tel: 732-563-3404
Fax: 732-563-3300

PHILIPS

February 8, 2008

[Name
Address]

Dear []:

This letter is in furtherance of my letter to you dated January 25, 2008. It has come to Philips' attention that should you decide to request a security freeze on your credit report, you will need to provide the consumer reporting agencies with the following information:

For Equifax: your full name, current residential address, date of birth, Social Security number, and proof of your current address (such as a current utility bill).

For Experian: your full name, with middle initial and generation (such as Jr., Sr., II, III), Social Security number, date of birth, current address and previous address(es) for the past 2 years. You also will need to provide one copy of a government issued identification card (such as a driver's license, state or military card, etc.) and one copy of a recent utility bill, bank or insurance statement, etc. Make sure that each copy is legible, displays your name and current mailing address, and the date of issue.

For TransUnion: your name, current residential address, Social Security number, credit card number and expiration date (to pay the \$5 fee). You also will need to provide proof of your current residence (such as a driver's license or state issued identification card).

Again, the consumer reporting agencies may charge you a fee up to \$5 to place a freeze on your account. The contact information to place a security freeze with these consumer reporting agencies is given below.

Equifax Security Freeze, P.O. Box 105788, Atlanta, Georgia 30348; tel: 1-877-478-7625,
www.equifax.com

Experian Security Freeze, P.O. Box 9554, Allen, Texas 75013; tel: 1-888-397-3742,
www.experian.com

TransUnion, Fraud Victims Assistance Division, P.O. Box 6790, Fullerton, California 92834-6790, tel: 1-800-680-7289, www.transunion.com

I hope this additional information is useful to you. If you have any questions, please call me at (425) 908-2059.

Sincerely,



Mariann Shearer
Strategic Recruitment Manager