

# PROSKAUER ROSE LLP

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**Brendon Tavelli**  
Attorney at Law

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November 13, 2008

**By First Class Mail and E-Mail (scott.schafer@ago.state.ma.us)**

Scott Schafer  
Office of the Attorney General  
One Ashburton Place  
Boston, MA 02108

Re: Legal Notice of Information Security Breach

Dear Mr. Schafer:

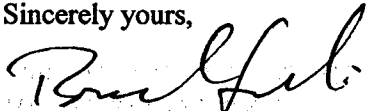
I write on behalf of my client, The Nielsen Company ("Nielsen"), to inform you of an information security breach involving approximately thirty-four residents of your state. On Monday, October 20th, Nielsen learned that a laptop computer had been stolen from the eighth floor of its Manhattan office some time over that week-end. Nielsen filed a police report and is investigating the incident.

Unfortunately, a file on the laptop contained certain personal information about some Nielsen employees, including their names, addresses, dates of birth, Social Security numbers and other information related to their Flexible Spending Accounts. The laptop is password protected, but the information is not encrypted.

At this time Nielsen has no reason to believe that any personal information has been or will be accessed or misused. Nonetheless, as a precaution, Nielsen is notifying all affected individuals via written letter to each through first class mail, and offering them the opportunity to enroll in a free credit monitoring service for one year. These notifications began mailing on November 12, 2008. A copy of the form of notice to affected individuals is attached for your reference.

If you have any questions or need further information regarding this incident, please do not hesitate to contact me.

Sincerely yours,



**Brendon M. Tavelli**



Secure Processing Center | 600 Satellite Blvd | Suwanee, GA 30024

Urgent Message from Nielsen. Please Open Immediately.

<FirstName> <MiddleInitial> <LastName> <Suffix>

<Date (Month Day, Year)>

<Address> (Line 1)

<Address> (Line 2)

<City> <State> <Zip>

<POSTNET BARCODE>

Dear <FirstName> <MiddleInitial> <LastName> <Suffix>,

I am writing to notify you that a breach of security of your personal information was discovered on Monday, October 20, 2008.

Although, at this time, we have no reason to believe this information has been improperly accessed or misused, we want to make you aware of the steps that have been taken to guard against identity fraud. First, we have filed a police report and are investigating the incident.

As an additional safeguard, we have engaged Kroll Inc., the world's leading risk consulting company, to provide you access to its ID TheftSmart™ Enhanced Identity Theft Restoration and Continuous Credit Monitoring service for 12 months, at no cost to you. ID TheftSmart is one of the most comprehensive programs available to help protect against identity theft. We urge you to take the time to read about the safeguards now available to you.

If you have questions or feel you may have an identity theft issue, please call ID TheftSmart member services at 1-800-XXX-XXXX between 8:00 a.m. and 5:00 p.m. (Central Time), Monday through Friday.

Please be assured that we take the protection of your personal information very seriously. We are enhancing our policies and user awareness to help minimize the potential for a recurrence. We sincerely regret any inconvenience or concern caused by this incident. Please feel free to contact myself or Sarah Blount, Director – Compliance at 920-405-7967, if you have any questions.

Sincerely,

Robert A. Messemer  
Chief Security Officer  
The Nielsen Company  
(847) 605-5860

**ID TheftSmart™**

<FirstName> <MiddleInitial> <LastName> <Suffix>  
Membership Number: <Membership Number>

Member Services: 1-800-XXX-XXXX  
8:00 a.m. to 5:00 p.m. (Central Time), Monday through Friday  
If you have questions or feel you may have an identity theft  
issue, please call ID TheftSmart member services

**ID TheftSmart™**

<FirstName> <MiddleInitial> <LastName> <Suffix>  
Membership Number: <Membership Number>

Member Services: 1-800-XXX-XXXX  
8:00 a.m. to 5:00 p.m. (Central Time), Monday through Friday  
If you have questions or feel you may have an identity theft  
issue, please call ID TheftSmart member services

Please detach cards and keep in a convenient place for your reference

# U.S. State Notification Requirements

**For residents of Hawaii, Iowa, Maryland, Michigan, North Carolina, Oregon, Vermont, Virginia, West Virginia, and Wyoming:**

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity. You may obtain a free copy of your credit report by contacting any one or more of the following national consumer reporting agencies:

**Equifax**

P.O. Box 740241  
Atlanta, Georgia 30348  
1-800-685-1111  
[www.equifax.com](http://www.equifax.com)

**Experian**

P.O. Box 2104  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion**

P.O. Box 6790  
Fullerton, CA 92834-6790  
1-877-322-8228  
[www.transunion.com](http://www.transunion.com)

**For residents of Iowa:**

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

**For residents of Oregon:**

State laws advise you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

**For residents of Maryland:**

You can obtain information from the Maryland Office of the Attorney General and the Federal Trade Commission about steps you can take to avoid identity theft.

**Maryland Office of the Attorney General**

Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
1-888-743-0023  
[www.oag.state.md.us](http://www.oag.state.md.us)

**Federal Trade Commission**

Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-IDTHEFT (438-4338)  
[www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/)

**For residents of Massachusetts and West Virginia:**

It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft. You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent; however, using a security freeze may delay your ability to obtain credit.

To place a security freeze on your credit report, you need to send a request to a consumer reporting agency by certified mail, overnight mail, or regular stamped mail. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a fee of up to \$5.00 to place a freeze or lift or remove a freeze, unless you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency.

**Equifax Security Freeze**

P.O. Box 105788  
Atlanta, Georgia 30348  
[www.equifax.com](http://www.equifax.com)

**Experian Security Freeze**

P.O. Box 9554  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)

**TransUnion (FVAD)**

P.O. Box 6790  
Fullerton, CA 92834-6790  
[www.transunion.com](http://www.transunion.com)