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May 7, 2009

Honorable Martha Coakley
Attorney General of Massachusetts
One Ashburton Place
Boston, MA 02108

Re: Potential Data Loss Involving Backup Hard Drive

Dear General Coakley:

I am writing to notify you of a potential data loss involving my client, Pfizer Inc, that occurred when a Pfizer employee inadvertently left a backup hard drive in a box that was discarded in the trash on March 26, 2009. Because the municipality in which this employee resides incinerates the trash within 24 hours after it is picked up, the risk of identity theft associated with this incident is very low.

Nevertheless, Pfizer, in coordination with forensic experts it retained, conducted a review of the information believed to have been on the hard drive. Based on the results of this review, it appears that the hard drive contained information of approximately 19 residents of your state whose name and Social Security number were potentially exposed. There have been no reports of any misuse of the potentially exposed information.

Pfizer will be notifying affected individuals by mail shortly to inform them about this incident. Pfizer has arranged to provide all affected individuals with the opportunity to sign up for a full package of credit protection services and identity theft insurance for two years, at Pfizer's expense. An exemplar copy of the notice letter is enclosed for your information.

Pfizer takes data security and protecting the privacy of personal information seriously. Pfizer continues its ongoing efforts to improve data security and privacy protections in a number of ways, including limiting the amount of confidential data stored on electronic devices and eliminating the use of Social Security numbers as identifiers.



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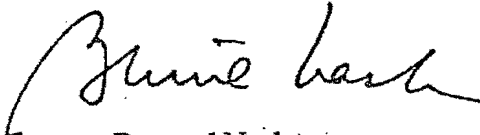
Honorable Martha Coakley

May 7, 2009

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Please do not hesitate to contact me if I can provide you with any additional information.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Bernard Nash".

Bernard Nash
Counsel for Pfizer Inc
(202) 420-2209 direct dial
(202) 379-9353 direct fax
nashb@dicksteinshapiro.com

Enclosure



May 8, 2009

Sample Name
Sample Address
Sample City, State, Zip Code

Dear [_____]:

We are writing to inform you of a recent potential data loss involving an employee of Pfizer Inc. We are unaware of any incidents of fraud or identity theft resulting from this potential data loss. Nevertheless, we wanted to inform you that your personal information may have been exposed, including your name and Social Security number.

Pfizer has made arrangements that will enable you to sign up for two years of credit monitoring and identity protection services, if you wish to do so, at our expense. Regardless of whether you register for these services, experts recommend that in circumstances such as these you review your financial statements to ensure that your personal information is not being misused, and we encourage you to do so frequently.

Pfizer regrets this incident and any concerns it may raise. We hope that this letter, and the assistance that we are offering, will answer your questions and provide practical support.

What Pfizer Is Doing to Help Protect Your Privacy and Security

Pfizer has contracted with ID Experts™ (IDE), a company that specializes in identity theft protection and fraud resolution, to provide you with a comprehensive two-year membership in their program which includes 2 years of credit monitoring and restoration services at Pfizer's expense. (Please see page 2 for registration instructions, including the enrollment deadline). The IDE services include the following:

- **Credit Monitoring:** IDE will provide credit monitoring that gives you unlimited access to your TransUnion credit report (this is known as the "True Credit" report) and score and will notify you of key changes in that credit report.
- **Routine Updates:** You may choose to receive ongoing email alerts about any key changes to your TransUnion credit report. Even if your credit reports do not change, you will be updated monthly or weekly (as you choose).
- **Fraud Resolution Representatives:** IDE will provide expert guidance if you suspect that your personal information is being misused.
- **Insurance Reimbursement:** IDE will arrange \$50,000 of Identity Theft insurance from a designated third party insurer.

You may speak with a knowledgeable representative from ID Experts, who will assist you with enrollment in the program, Monday through Friday from 9 am-9 pm (Eastern Time) by calling 1-877-271-1470.

More Strategies to Help Guard Your Credit and Identity

- Monitor your account statements and credit reports for unusual activity. Identity thieves may hold personal information for a time before using it. Periodic monitoring can help you spot problems and address them quickly.
- Request a free credit report annually from each of the three major credit agencies. Checking your free credit report helps reduce risk from new accounts and may provide early notice of a potential fraud or incident of identity theft. To order your report, visit www.annualcreditreport.com or call toll-free (877) 322-8228.

- Call the credit agency if you do not understand something on your credit report. If you find suspicious activity on your credit report, call your local police or sheriff's office and file a report of identify theft. Keep a copy of the report – you may need it for creditors. You also should file a complaint with the Federal Trade Commission at www.ftc.gov/idtheft or at 1-877-ID-THEFT (1-877-438-4338).
- Place a "fraud alert" on your credit file by contacting one of three major credit reporting agencies so that creditors contact you before opening or changing an account. The service is free and easy to request; when one major credit agency places an alert, it notifies the others to do so, too. Please note: you will be asked for your Social Security number. In general, in other circumstances, you should not give that number out.

Equifax
 1-888-766-0008
 P.O. Box 740241
 Atlanta, GA 30374-0241
www.equifax.com

Experian
 1-888-397-3742
 P.O. Box 9532
 Allen, TX 75013
www.experian.com

TransUnion
 1-800-680-7289
 P.O. Box 6790
 Fullerton, CA 92834-6790
www.transunion.com

- For further information regarding how you can protect yourself against potential fraud or misuse of your personal information, check the Federal Trade Commission website at <http://www.ftc.gov/bcp/edu/microsites/idtheft/>.

Remember, the two-year ID Experts credit protection services package is free to you – Pfizer will pay the costs on your behalf if you register during the enrollment period. To register for these services, you may enroll by phone. To enroll, please call the ID Experts Call Center at 1-877-271-1470, Monday – Friday, 9 am – 9 pm (Eastern). This two-year credit protection services package is paid for by Pfizer if you register by the enrollment deadline, which is OCTOBER 30, 2009.

Your Access Code: [insert access code]

The registration phone number is: **1-877-271-1470**
 The enrollment period is: **MAY 8, 2009 - OCTOBER 30, 2009**
 The enrollment deadline is: **OCTOBER 30, 2009**

Pfizer is serious about the security of people, information and facilities, and we maintain ongoing and extensive efforts to ensure that personal data is well-protected, including encrypting laptops, limiting the amount of confidential data stored on such devices and eliminating the use of Social Security numbers as identifiers.

If you have questions for Pfizer, please send an email to Privacy.Officer@pfizer.com or call the Pfizer Privacy Office at 1-877-356-6195 or 1-212-733-0228. Again, we regret any inconvenience and encourage you to take full advantage of the Pfizer-sponsored free credit and identity protection services and other resources to secure your personal information.

Sincerely,

Salvatore Colletti
 Chief Privacy Officer

Additional Information for Massachusetts Residents Regarding Security Freezes

In addition to the information provided in the enclosed letter, there is another credit protection method which Massachusetts residents may find useful. This method is known as a "security freeze" and it locks or "freezes" access to a consumer credit report and credit score by prohibiting a credit bureau from releasing a consumer's credit report or any information about the consumer's credit history without written authorization unless and until the consumer takes further action. However, placing a security freeze on your credit report may delay, interfere with, or prevent timely approval of requests you make for new loans, credit, mortgages, employment, housing or other services.

Under the laws of your state, you have a right to freeze your credit report. Please be aware that there are rules and regulations surrounding the use of a freeze, including how to request one, how much one costs and how long it takes to put a freeze in place and remove the freeze. You should keep in mind that in order for the freeze to be fully effective it must be imposed separately on your report at all 3 major credit reporting agencies.

If you have been a victim of identity theft, and you provide the credit reporting agency with a valid police report, the credit reporting agency cannot charge you to place, temporarily lift or remove a security freeze. In all other cases, a credit reporting agency may charge up to \$5 each to place, temporarily lift or remove a security freeze. Each agency has slightly different requirements to place a security freeze:

- Equifax—Send a written request, via certified mail, to Equifax Security Freeze, P.O. Box 105788, Atlanta, Georgia 30348, including the following information: name, address, date of birth, Social Security number, proof of current address, and payment, if appropriate. If you are an identity theft victim and are requesting a security freeze you will not be charged if you also include a copy of a police report, Identity Theft report, or other government law enforcement agency report, such as a DMV report.
- Experian—Send a written request to Experian Security Freeze, P.O. Box 9554, Allen, TX 75013, including your full name, with middle initial and generation, such as JR, SR, II, III, etc.; Social Security number; date of birth (month, day and year); current address and previous addresses for the past two years; one copy of a government issued identification card, such as a driver's license, state or military ID card, etc., and one copy of a utility bill, bank or insurance statement, etc. Each copy must be legible and display your name and current mailing address, and the date of issue (statement dates must be recent). In addition, enclose payment, if appropriate, or, if you are a victim of Identity Theft and are requesting a freeze without payment, enclose a valid investigative or incident report or complaint with a law enforcement agency or the DMV. You may also request a freeze via the internet at www.experian.com/freeze.
- TransUnion—Submit a written request (you may make such a request by overnight mail) to TransUnion, Fraud Victim Assistance Department, P.O. Box 6790 Fullerton, CA 92834. Your request must include your name, address, Social Security number and a credit card number and expiration date to pay the applicable fee, if any, for the service. You will also need to provide a verifiable form of identification. Acceptable forms of verification include one of the following documents that show your date of birth: a birth certificate, driver's license, state identification, or some other legal document indicating date of birth. If you are a victim of identity theft and can provide TransUnion with a copy of a valid identity theft report, a department of motor vehicles investigation report, or similar proof that you have been a victim of identity theft, you will not be charged a fee for the Security Freeze services.

To learn more, contact your State Attorney General's office or visit the Federal Trade Commission's website at www.ftc.gov/idtheft and click on the link for credit freeze information.