



**LAMP SOURCE**  
THE BRIGHTER SOLUTION

11880 Community Road, Suite 350  
Poway, CA 92064  
www.DLPLampSource.com

July 24, 2009

Martha Coakley, Esq.  
Attorney General  
Office of the Attorney General  
McCormack Building  
One Ashburton Place  
Boston, MA 02108

SUBJECT: Security Breach Notification

Dear Ms Coakley;

We are writing to inform you about an incident affecting information maintained by DLP Lamp Source relating to approximately 960 Massachusetts residents. DLP Lamp Source is a distributor of replacements parts for televisions and projectors.

We recently discovered the order administration portion of the DLP Lamp Source website was compromised which affected personal information. We deeply regret that this incident occurred and take very seriously our obligation to protect the privacy of personal information.

We are currently cooperating with law enforcement agencies to investigate the incident. Through our investigation, we have determined that the personal information involved in this incident included the names and credit card numbers of DLP Lamp Source customers. We also are thoroughly investigating the incident and examining the measures we can take to help prevent incidents of this kind from happening again. The first step that was taken was to determine how a portion of the website was compromised and immediately resolve the issue. The website server was locked down and data source tables cleaned. The source of the security compromise was isolated and blocked immediately.

We intend to notify the potentially affected individuals on July 27, 2009. Upon request by the customer, we will provide the potentially affected individuals, at our cost, with online credit monitoring service (TrueCredit) for one (1) year provided by TransUnion, one of the three major credit reporting agencies.

We deeply regret that this incident occurred and take very seriously our obligation to protect the privacy of personal information.

If you have any questions, please feel free to call me at 1-866-764-5822.

Sincerely,

Dan Buchbinder  
President & CEO



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11880 Community Road, Suite 350  
Poway, CA 92064  
Phone (866) 764.5822 | Fax (858) 668.0836  
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August 3, 2009

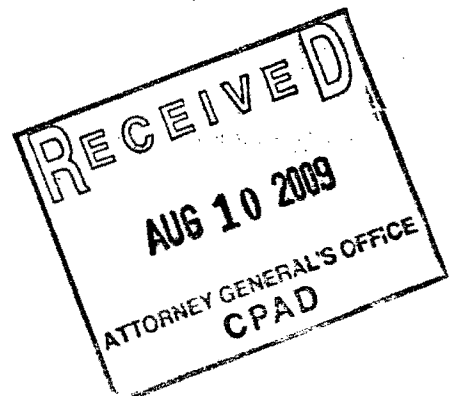
Shannon Choy-Seymour  
Assistant Attorney General  
Consumer Protection Division  
One Ashburton Place  
Boston, MA 02108

Dear Ms. Choy-Seymour:

Per your request, enclosed is a sample of the notice that was sent to potentially affected Massachusetts residents regarding the security breach.

Sincerely,

Dan Buchbinder  
President  
DLP Lamp Source





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**July 27, 2009**

Dear Customer:

We are writing to inform you about a recent incident that might involve unauthorized access to personal information about you. We take our obligation to protect the privacy of personal information very seriously and deeply regret that this incident occurred.

We are notifying you about this incident so that you may monitor the use of personal information and take action in the event of potential misuse of such information.

**Steps You Can Take to Protect Yourself**

You can take some simple steps to protect yourself against identity theft or other fraudulent misuse of information about you. Remain vigilant and promptly report incidents of suspected identity theft or fraud to your local law enforcement agency, the Federal Trade Commission, your financial institution and to one of the three nationwide consumer reporting agencies listed below to have it removed from your credit file. Under Massachusetts law, you have the right to obtain a police report about the incident, although your opportunity to obtain a report from law enforcement authorities in another jurisdiction may be limited. You may wish to contact your credit card issuers and financial institutions and inform them of the incident. In addition, you may contact the fraud departments of the three major credit reporting agencies to discuss your options.

Under Massachusetts law, you have the right to place a security freeze on your credit file. A security freeze is designed 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. You may request that a security freeze be placed on your consumer report by sending a request to a consumer reporting agency by certified mail, overnight mail or regular stamped mail to the address below. The following information should be included when requesting a security freeze (documentation for both the spouse and the victim of identity theft must be submitted when requesting a security freeze for the spouse): full name, with middle initial and any suffixes; Social Security number; date of birth (month, day and year); current address and previous addresses for the past two years; and applicable fee (if any) or incident report or complaint with a law enforcement agency or the Department of Motor Vehicles. The request also should include a copy of a government issued identification card, such as a driver's license, state or military ID card, and a copy of a utility bill, bank or insurance statement. Each copy should be legible, display your name and current mailing address, and the date of issue (statement dates must be recent).

The consumer reporting agency may charge a reasonable 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 have submitted a police report relating to the identity theft to the consumer reporting agency.

Experian Security Freeze  
P.O. Box 9554  
Allen, TX 75013  
www.experian.com

Equifax Security Freeze  
P.O. Box 105788  
Atlanta, Georgia 30348  
www.equifax.com

TransUnion,  
Fraud Victim Assistance  
Department  
P.O. Box 6790  
Fullerton, CA 92834-6790  
www.transunion.com

You may also obtain your credit report without charge. You may periodically obtain credit reports from each of the three nationwide credit reporting agency and have information relating to fraudulent transactions deleted. Under federal law, you are entitled to one free copy of your credit report every twelve months from each of the major credit reporting

agencies. You may obtain a free copy of your credit report by going on the Internet to [www.AnnualCreditReport.com](http://www.AnnualCreditReport.com) or by calling 1-877-FACTACT (1-877-322-8228). If you would rather write, a request form is available on [www.AnnualCreditReport.com](http://www.AnnualCreditReport.com). You may want to obtain copies of your credit reports to ensure the accuracy of the report information.

Identity theft is a growing concern. To learn more or to report suspected identity theft, you can go to [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft), or [www.ftc.gov/credit](http://www.ftc.gov/credit), or call 1-877-IDTHEFT (1-877-438-4338).

Please know that we regret any inconvenience or concern this incident may cause you and remain committed to protecting the privacy of personal information.

Sincerely,

Dan Buchbinder

President & CEO

DLP Lamp Source