

PURSEL & DRINKARD, LLC ATTORNEYS AT LAW

NATALIE PAIGE DRINKARD, ESQ. • ndrinkard@purseldrinkard.com

May 1, 2009

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

Office of Consumer Affairs & Business Regulation
Ten Park Plaza, Suite 5170
Boston, MA 02116

Re: Security Breach Notification

Dear Attorney General and Office of Consumer Affairs:

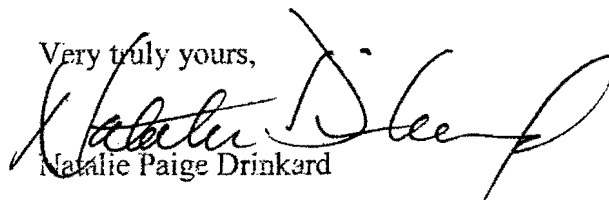
I am writing on behalf of my client Jones & Associates Insurance Agency, Inc., (the "Jones Agency") to inform you of a security breach, as required by Chapter 93H of the General Laws of Massachusetts. On March 31, 2009, the Jones Agency's office in Camp Springs, Maryland was broken into, and a computer and two monitors were stolen. The Prince George's County, Maryland police department was immediately notified. The incident is under investigation.

Immediately following the incident, the Jones Agency began an internal investigation to determine what information was contained on the computer. In the course of the investigation, the Jones Agency determined that the stolen computer contained some of its clients' and potential clients' personal information—information that was obtained in the process of quoting or writing homeowners or auto insurance policies. The Jones Agency has been working diligently to restore its database and identify the affected individuals. The process is ongoing. So far, one resident of Massachusetts has been identified as affected.

The attached notification letter will be sent by mail to the affected individual. In addition to providing the notice required under law, the notice advises the individual that the Jones Agency will provide the affected individual with consumer credit monitoring and identity theft protection for one year, where appropriate, free of charge, through Kroil, Inc.

Please feel free to contact me at 410-740-2931 should you have any questions or concerns.

Very truly yours,



Natalie Paige Drinkard



Jones & Associates Insurance Agency, Inc.

ALL FORMS OF ASSURANCE

URGENT — Please Open Immediately.

<FirstName> <MiddleInitial> <LastName> <Suffix>
<Address> (Line 1)
<Address> (Line 2)
<City>, <State> <Zip>
<POSTNET BARCODE>

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.

<Date (Month Day, Year)>

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

We are writing to let you know of a data security incident that occurred in March 2009 that may have exposed some of your personal information. This letter also describes the services we are offering you and the resources available to you, to help relieve your concerns and restore your confidence following this incident.

Jones & Associates Insurance Agency, Inc. assures you that we are committed to safeguarding your sensitive personal information. We have no information or reason to believe that your personal information has been improperly accessed or misused.

Nevertheless, because protecting your personal information is so important to the Jones Agency, we have engaged Kroll, a global leader in data security, to provide its ID TheftSmart™ service, at no cost to you for 12 months from the date of this letter. Kroll's Fraud Solutions team is experienced in helping people with issues resulting from the unintentional exposure of confidential data. If you choose to enroll, the Jones Agency is providing you **FREE** access to:

- › **idINTEGRITY Alerts.** When credit is applied for in your name, your alerts program gives creditors a direct line to your approval. You will receive an instant Authorization call, at up to three phone numbers, seeking your approval before a new account is opened. Kroll is ready to assist you if you discover a fraudulent request. *Creation of an online account and registration is required.*
- › **Enhanced Identity Theft Consultation and Restoration.** Licensed investigators who truly understand the problems surrounding identity theft are available to listen, to answer your questions, and to offer their expertise regarding any concerns you may have. And should your name and credit be affected by this incident, your investigator will help restore your identity to pre-theft status. The investigators do most of the work!

The enclosed information from Kroll explains more about the safeguards now available to you. To take advantage of the active credit alerts, sign up at www.idintegrityalerts.com. Please be prepared to provide the membership number included with this letter to use Kroll's encrypted and secure online services. If you have any questions, or feel you may be a victim of identity theft, please call ID TheftSmart member services at 1-800-XXX-XXXX, 8:00 a.m. to 5:00 p.m. (Central Time), Monday through Friday.

Whether or not you choose to take advantage of the offered complimentary services through Kroll, you should remain vigilant by reviewing your account statements and monitoring your credit reports. Under governing federal and state law, you may be entitled to obtain free credit reports from the three major credit bureaus. For more information, you should contact the credit bureaus or visit their websites.

Equifax
P.O. Box 740231
Atlanta, GA 30374
800-525-6285
www.equifax.com

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

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

It is required by Massachusetts 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.

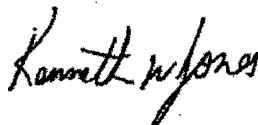
Additionally, the Federal Trade Commission has an identity theft department and resources available to assist you. For more information, you may want to contact them or visit its website.

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-ID-THEFT
(1-877-438-4338)
TTY: 1-866-653-4261
www.ftc.gov

The Jones Agency deeply regrets that this happened. We have taken immediate steps to fortify our agency's security measures that were already in place by having all personal information stored on our computers encrypted. We trust that the quality and reliability of the support service we are offering you through Kröll also demonstrate our continued commitment to your security and satisfaction.

We look forward to continuing to do business with you.

Sincerely,



Kenneth W. Jones
President,
Jones & Associates Insurance Agency, Inc.
6011 Allentown Road
Camp Springs, Maryland 20746-9990
(301) 899-6117
FAX (301) 899-8457