



**HERZING**  
**UNIVERSITY**  
O N L I N E

525 North 6th Street, Milwaukee, WI 53203  
P 866.508.0748 • F 414.727.7090 • [www.herzingonline.edu](http://www.herzingonline.edu)

May 21, 2010

Office of the Attorney General of Maine  
6 State House Station  
Augusta, ME 04333

**Re: Inadvertent Personal Information Disclosure**

Dear Attorney General Mills:

Pursuant to Me. Rev. Stat. Ann. Tit. 10 § 1348, the purpose of this correspondence is to inform you of an inadvertent disclosure of personal information at Herzing University which took place on April 13, 2010. The disclosure occurred when an employee of the university accidentally attached a spreadsheet file to a mass email addressed to the students of the university. The spreadsheet file attached to the email contained the names, addresses, enrollment statuses, telephone numbers, anticipated graduation dates, major fields of study, student identification numbers, social security numbers, ethnicities, and citizenship of certain students at Herzing University including some students who were residents of Maine. Since the inadvertent release of the information, Herzing University has taken numerous steps to combat any potential negative effect of the dissemination and to assure future disclosures do not occur. These steps include determining the extent of the dissemination, including how and what was disseminated, identifying the students affected by the dissemination, reviewing institutional policies and procedures on securing personal information, and conducting a risk assessment to identify appropriate physical, technological, and administrative measures to prevent similar occurrences in the future. Furthermore, Herzing University has also arranged for the affected students to receive one free year of identity theft protection through LifeLock, a company recognized as an industry leader in the field of identity theft protection.

In complying with the university's obligation to inform all affected individuals, the university notified all four affected students who are residents of Maine on Monday, May 10, 2010. For your reference, a copy of the notice is attached. In the notification, the university described the nature of the incident, the specific type and nature of information accessed, the acts the university has undertaken to assure the incident will not be repeated in the future, the name and contact information of a university representative who can assist and inform student about the incident, the contact information of the major credit reporting agencies, and a reminder to report suspicious activity to local law enforcement or the State Attorney General. Naturally, protecting personal information is a great concern for the university, and it will continue to be an area of emphasis for the university in the future. We believe the university has acted swiftly and thoroughly to respond to this incident. Please contact me if your office has any concerns or questions regarding this matter.

Sincerely,

Todd A. Rickel, Ph.D.  
VP eLearning Herzing Educational System  
Campus President

May 10, 2010

Dear Student,

I am writing to inform you about an inadvertent release of your personal information. The incident was isolated and accidental. As a result of this, the university has arranged for you to have immediate access to the services of LifeLock, a company that specializes in identity theft protection services. The security of personal information is, of course, an extremely high priority for all of us. While we believe that abuse of this information is unlikely, nevertheless, we want to provide you with direct access to an industry leader battling identity theft. Therefore, in an effort to help protect you from becoming a victim of identity theft Herzing University Online has paid for the cost of LifeLock's services for a period of one year on your behalf.

You will need to sign up with LifeLock by June 14, 2010 in order qualify for this prepaid service. Also, if you wish to continue LifeLock's services beyond the first year, you will have the option to continue with LifeLock at your own expense.

To obtain details and/or enroll with LifeLock all you have to do is call 1-877-509-5357 or visit their website at [www.lifelock.com](http://www.lifelock.com) to enroll. Use promotion code **HERZINGUO** (short for **Herzing University Online**) when prompted, as well as your Member ID when prompted during LifeLock's enrollment process. Your Member ID is a unique identifier consisting of your last name followed immediately by the last four digits of your Social Security Number (no spaces between your last name and SSN). LifeLock's specialized team of telephone representatives are available 24 hours a day, seven days a week to answer any questions you may have regarding the recent inadvertent release of your information. As soon as you complete the enrollment process, your coverage will begin.

Herzing University Online is continuing to take the necessary steps to protect your personal information. While we have no reason to believe that any of our students have become a victim of identity theft as a result of the recent inadvertent release of student information, in a continued effort to help protect you from becoming a victim of identity theft we would like to direct you to an important website. The US Department of Education's Office of Inspector General maintains a website describing steps students may take if you suspect you are a victim of identity theft: <http://www.ed.gov/about/offices/list/oig/misused/idtheft.html>; and <http://www.ed.gov/about/offices/list/oig/misused/victim.html>.

The security of personal information is an extremely high priority for all of us. We sincerely apologize for this inconvenience to you. Again, please know that all of us at Herzing University care about you, your success as a student, and the protection of your identity.

Thank you,



Todd Rickel

Campus President  
Herzing University Online  
[trickel@onl.herzing.edu](mailto:trickel@onl.herzing.edu)