



Corporate Offices: 2001 Rexford Road  
Charlotte, NC 28211  
704-365-7300

June 7, 2010

Linda Conti, Assistant Attorney General  
Office of the Attorney General  
Consumer Protection Division  
6 State House Station  
August, ME 04333-0006

Dear Ms. Conti:

RE: Data Security Incident Notification

Towers Watson, one of our service providers, recently notified us that two digital storage devices (DVDs) had been lost in transit in early February. The package was lost after being picked up from Towers Watson's office by the building's managed mailroom staff for transfer to a nationally-recognized delivery service. Contrary to the security policies maintained by us and by Towers Watson, the DVDs were not encrypted. Towers Watson performed an extensive search looking for the DVDs and has exhausted all possible leads. At this time, although the DVDs remain lost, there have not been any indications of theft of the DVDs or misuse of the data.

Unfortunately, we have determined that personal information of three (3) Maine residents – including each individual's name and Social Security Number – employed, or previously employed, by us was contained on the devices. The form of notice to be sent to these individuals is attached for your information.

Both National Gypsum and Towers Watson deeply regret that this incident occurred and are keenly aware of how important it is to safeguard the personal information entrusted to our organizations.

If you have any questions about this incident, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Nicholas J. Rodono".

Nicholas J. Rodono  
Vice President, Human Resources

CONSUMER PROTECTION DIVISION  
RECEIVED  
JUN 10 2010  
OFFICE OF ATTORNEY GENERAL

June 04, 2010



Promotion Code :

Dear ,

A firm providing benefits consulting services to National Gypsum recently notified us that a vendor handling mail deliveries had lost two DVDs (digital storage devices) containing information about you. The DVDs were sent on February 2, 2010 and did not arrive at their destination the following day. Unfortunately, contrary to the security policies maintained by our consultant, the DVDs were not encrypted.

We have determined that the DVDs contained personal data about you, that may have included your:

- Your name; and
- Your Social Security number

We deeply regret that this incident occurred and are keenly aware of how important your personal information is to you. At this time, although the DVDs remain lost, there have not been any indications of theft of the DVDs or misuse of the data. Out of an abundance of caution, however, we want to make you aware of the steps you may wish to take to guard against identity theft. To assist you, we have arranged with Equifax Personal Solutions to offer - at no cost to you - the Equifax Credit Watch™ Gold with 3-in-1 Monitoring identity theft protection product for two years. Equifax Credit Watch will provide you with an "early warning system" to changes to your credit file and help you to understand the content of your credit file at the three major credit reporting agencies. Equifax Credit Watch provides you with the following benefits:

- Comprehensive credit file monitoring and automated alerts of key changes to your Equifax, Experian, and TransUnion credit reports
- Wireless alerts and customizable alerts available
- One 3-in-1 Credit Report and access to your Equifax Credit Report™
- Up to \$1 million in identity theft insurance with \$0 deductible, at no additional cost to you †
- 24 by 7 live agent Customer Service to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance and in initiating an investigation of inaccurate information.
- 90 day Fraud Alert placement with automatic renewal functionality (available online only)

For instruction on how to enroll in Equifax Credit Watch, please see the attachment. You should enroll as soon as possible and in any event by July 31, 2010.

Even if you do not choose to enroll in the Equifax Credit Watch, please see the "Additional Information" in the attachment to this letter about other steps you can take to protect yourself. If, for example, you receive any unsolicited request to confirm any sensitive personal information or to provide your credit card number for credit monitoring services, the requests are not from anyone connected with this incident. You should not provide the information.

† Insurance underwritten by member companies of American International Group, Inc. The description herein is a summary only. It does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for complete details of coverage and exclusions. This product is not intended for minors (under 18 years of age).

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Again, we apologize for any inconvenience or concern this incident may cause. We are committed to assisting you in protecting yourself. National Gypsum will work with our consultant to ensure that any transport of media containing personal data occurs in a secure manner. If you have any questions or need additional information, you may contact our consultant's information hotline toll free at (888) 435-6031 (or 609-910-4479 outside the U.S.).

Sincerely,

A handwritten signature in black ink, appearing to read "Nicholas J. Rodono". The signature is fluid and cursive, written in a professional style.

Nicholas J. Rodono, Vice President-Human Resources  
National Gypsum Company  
2001 Rexford Road  
Charlotte, NC 28211-3498

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## Equifax Credit Watch Gold with 3-in-1 Monitoring

### How to Enroll

To sign up online for **online delivery** go to [www.myservices.equifax.com/tri](http://www.myservices.equifax.com/tri)

1. **Consumer Information:** complete the form with your contact information (name, address and e-mail address) and click "Continue" button. The information is provided in a secured environment.
2. **Identity Verification & Payment Information:** complete the form with your Social Security Number, date of birth, telephone numbers, create a User Name and Password, agree to the Terms of Use and *enter the promotion code provided at the top of your letter* in the "Enter Promotion Code" box and click "Continue" button. This code eliminates the need to provide a credit card number for payment. The system will ask you up to four security questions. This is the Equifax Identity Verification Process.
3. **Order Summary:** click "Continue" button.
4. **Order Confirmation:** - Click "View My Product" to access your 3-in-1 Credit Report and other product features.

To sign up for **US Mail delivery**, dial 1-866-937-8432 for access to the Equifax Credit Watch automated enrollment process. Note that all credit reports and alerts will be sent to you via US Mail only.

1. **Promotion Code:** You will be asked to enter your promotion code as provided at the top of your letter.
2. **Customer Information:** You will be asked to enter your home telephone number, home address, name, date of birth and Social Security Number.
3. **Permissible Purpose:** You will be asked to provide Equifax with your permission to access your credit file and to monitor your file. Without your agreement, Equifax cannot process your enrollment.
4. **Order Confirmation:** Equifax will provide a confirmation number with an explanation that you will receive your Fulfillment Kit via the US Mail (when Equifax is able to verify your identity) or a Customer Care letter with further instructions (if your identity can not be verified using the information provided). Please allow up to 10 business days to receive this information.

### Additional Information

You should regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to:

**Annual Credit Report Request Service**, P.O. Box 105281, Atlanta, GA 30348-5281

You can print a copy of the request form at <http://www.ftc.gov/bcp/menus/consumer/credit/rights.shtm>. You can also purchase a copy of your credit report by contacting one of the three national consumer reporting agencies:

<b>Equifax:</b>	800-685-1111	<a href="http://www.equifax.com">www.equifax.com</a>	P.O. Box 740241, Atlanta, GA 30374-0241
<b>Experian:</b>	888-397-3742	<a href="http://www.experian.com">www.experian.com</a>	P.O. Box 9532, Allen, TX 75013
<b>TransUnion:</b>	800-680-7289	<a href="http://www.transunion.com">www.transunion.com</a>	2 Baldwin Place, P.O. Box 2000, Chester, PA 19022

Review the reports carefully for inquiries from companies you did not contact, accounts you did not open, debts that you cannot explain, and charges for medical services or medical bills that you do not recognize. Verify the accuracy of your complete name, Social Security Number, address(es), and employer(s). Notify the three consumer reporting agencies about any inaccuracies.

You should remain vigilant with respect to reviewing your account statements and credit reports, and promptly report any suspicious activity or suspected identity theft to us and to proper law enforcement authorities, including local law enforcement, your state's attorney general and the Federal Trade Commission ("FTC"). You may contact the FTC to obtain additional information about avoiding identity theft.

**Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW,  
Washington, DC 20580, 1-877-IDTHEFT (438-4338), <http://www.ftc.gov/idtheft>

**Fraud Alerts:** A fraud alert is a consumer statement added to your credit report. This statement alerts creditors of possible fraudulent activity within your report as well as requests that they contact you prior to establishing any accounts in your name. Once the fraud alert is added to your credit report, all creditors should contact you prior to establishing any account in your name. There are also two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial 90-day alert and an extended seven-year alert. You may request an initial fraud alert if you suspect you have been, or are about to be, a victim of identity theft. You may request an extended alert if you have been a victim of identity theft and provide the required documentation. To place a fraud alert, call any of the three credit reporting companies.

**Placing a Fraud Alert with Equifax:** To place a fraud alert on your credit file with Equifax, visit: [www.fraudalerts.equifax.com](http://www.fraudalerts.equifax.com) or you may contact the auto fraud line at 1-877-478-7625, and follow the simple prompts. Once the fraud alert has been placed with Equifax, a notification will be sent to the other two credit reporting agencies, Experian and Trans Union, on your behalf.

**Credit Freezes:** You may put a "credit freeze" (also known as a "security freeze") on your credit file so that no one can access your credit report or open new credit in your name without the use of a PIN number that you provide. Using a credit freeze may interfere with or delay your ability to obtain credit. You may also incur fees to place, lift, and/or remove a credit freeze, which generally range from \$5-20 per action. *Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company.* Please contact the three major credit reporting companies to find out more information. In addition, please note that placing a credit freeze on your credit file at one or more of the credit reporting companies will prevent you from enrolling in the Equifax Credit Watch™ product.

**North Carolina Residents:** You may contact the Office of the Attorney General of the State of North Carolina to obtain additional information about avoiding identity theft.

Office of the Attorney General for North Carolina: 919-716-6400 <http://www.ncdoj.com/>

**Maryland Residents:** You may contact the Office of the Attorney General of the State of Maryland to obtain additional information about avoiding identity theft.

Office of the Attorney General, State of Maryland, 200 St. Paul Place, 16<sup>th</sup> Floor, Baltimore, MD 21202 410-576-6491 <http://www.oag.state.md.us/idtheft/index.htm>

**Massachusetts Residents:** When requesting a credit freeze, you should submit the following information for yourself and, as appropriate, for your 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 should also 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 credit reporting company may charge a reasonable fee of up to \$5 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 valid police report relating to the identity theft to the credit reporting company. You have a right to obtain a police report if you are the victim of identity theft and report it to law enforcement authorities.

You may request that a freeze be placed on your credit report by sending a request to a credit reporting agency by certified mail, overnight mail or regular stamped mail to the address below:

Equifax Security Freeze  
P.O. Box 105788  
Atlanta, GA 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)

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