



July 2, 2010

Delivery via Federal Express (Tracking Number 7936 9077 3234)

Office of the Attorney General of Maine
ATTN: Security Breach Notification
6 State House Station
Augusta, ME 04333

Re: Notification of Data Privacy Compromise

Dear Sir/Madam:

This letter is being sent in accordance with Maine law to inform your office of a data privacy compromise at the Fort Worth, Texas headquarters of AMR Corporation, the parent company of American Airlines, Inc. We believe a theft of an external computer hard drive occurred on or about June 3, 2010, as discovered on June 4, 2010.

This external drive contained copies of historical files for approximately 79,000 retirees, former employees, and a limited number of current employees from about 1960 to 1995. These files have been kept by AMR's pension department for retirement benefits and survivor support purposes.

We are mailing a security incident notice letter today to retirees and employees whose files we believe were affected. A template of that notice letter is enclosed for your reference.

We believe that affected individuals' names, addresses, dates of birth, Social Security numbers, and/or possibly other personal information may have been compromised. For some of the affected individuals, health information, beneficiary designations, and/or bank account numbers may also have been compromised. The health information primarily consists of employee benefit enrollments and elections, but in some cases it also includes documents related to the administration of the health and welfare and other employee benefits offered by AMR at the time. Again, all of the information involved dates back to 1995 or earlier.

AMR has already implemented additional security measures because of this incident. The pension department file room (where the compromised files were kept) has already been re-keyed, and additional access controls are being installed. We have also conducted vulnerability scans on our related servers. Our ongoing internal investigation and an appropriate response to this incident are a top priority for us.

If you have any questions, you may contact us directly at (817) 967-3245.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Levine', with a checkmark-like flourish at the end.

David Levine
Managing Director
Human Resources

CONSUMER PROTECTION DIVISION
RECEIVED

JUL 6 2010

OFFICE OF ATTORNEY GENERAL

Enclosure: Template of Notice Letter to Identified Maine Residents



PO Box 483
Chanhassen MN 55317

July 2, 2010

<<FirstName>> <<LastName>>
<<Address Line 1>>
<<Address Line 2>>
<<City>>, <<State>> <<Zip>>

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Important Security and Protection Notification.
Please read this entire letter.

Dear <<FirstName>> <<LastName>>:

This letter is to notify you of a data privacy compromise at American Airlines (“AA”). We have already taken steps to correct the issue, but we believe it is important for you to be aware of this matter.

We believe a theft of an external computer hard drive occurred at AA headquarters in Fort Worth, Texas on or about June 3, 2010, as discovered on June 4, 2010. This external drive contained copies of historical files for approximately 79,000 employees, from a time period beginning in or about 1960 and ending in 1995. These files have been kept by AA’s pension department for retirement benefits and survivor support purposes.

We believe your name, address, date of birth, Social Security number, and/or possibly other personal information may have been compromised. For some of the affected individuals, health information, beneficiary designations, and/or bank account numbers may also have been compromised. The health information primarily consists of employee benefit enrollments and elections, but in some cases it also includes documents related to the administration of the health and welfare and other employee benefits offered by AA at the time. Again, all of the information involved dates back to 1995 or earlier.

Out of an abundance of caution, we are informing you about this incident so you may properly evaluate what actions you wish to take. In addition, we will provide you with a credit monitoring product for one year at no cost.

First step: activate your complete credit monitoring product from Experian.

To activate your complimentary one-year membership in Triple AlertSM from ConsumerInfo.com, Inc. an Experian company, visit the website listed below and enter your individual activation code. If you prefer, you can enroll on the phone by speaking with Experian Customer Care representatives toll-free at (877) 534-7032.

Triple Alert Web Site: <http://partner.consumerinfo.com/american>
Your Activation Code: [Activation Code]
You Must Enroll By: 09/23/2010

When you enroll, Experian will begin to monitor your credit reports daily from Experian, Equifax®, and TransUnion® and notify you of key changes. This will help you identify potentially fraudulent use of your information, and provide you with immediate assistance from a dedicated team of fraud resolution representatives if you ever need help.

Your complimentary 12-month Triple Alert membership includes:

- Daily monitoring and timely alerts of any key changes to your credit reports—so you know when there is any activity that you should be made aware of such as notification on new inquiries, newly opened accounts, delinquencies, public records, or address changes

- Toll-free access to a dedicated team of fraud resolution representatives who will help you investigate each incident; contact credit grantors to dispute charges, close accounts if needed, and compile documents; and contact all relevant government agencies
- Up to \$25,000 in identity theft insurance coverage (currently \$10,000 for New York state residents) provided by a third-party insurer selected by Experian for certain identity theft expenses, subject to the applicable terms of coverage*

**Again, activate your membership today for immediate protection at <http://partner.consumerinfo.com/american>
Or call (877) 534-7032 to register with your activation code: [activation code]**

After you enroll, you should carefully review your credit reports for potentially inaccurate or suspicious items. If you have questions about Triple Alert, need help understanding something on your credit report, or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care at (877) 534-7032.

If you choose not to enroll in the complimentary credit monitoring, we urge you to remain vigilant in reviewing your account statements and by monitoring your information via free credit reports. You have the right to obtain a copy of your free credit report once a year from each credit reporting agency ("CRA"). You can obtain a free credit report at www.annualcreditreport.com or by calling 1-877-322-8228. You also have the right to place a security alert on your credit file. You can do this by contacting one of the three CRAs listed below. The CRA you notify will alert the other two CRAs. The security alert remains in effect for 90 days. You can renew for additional 90-day periods by contacting one of the three CRAs:

Equifax
1-800-525-6285
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

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

TransUnion
1-800-916-8800
www.transunion.com
P.O. Box 6790
Fullerton, CA 92834

In addition to a security alert, you may have the right to place a security freeze on your credit bureau file, which would cause any issuer of credit to use additional scrutiny for requests for new or increased credit on your account. You can request a security freeze alert, and obtain information on temporary and permanent lifting of a security freeze, by contacting the CRAs listed above and providing your name, address, and all other information the CRA requires for a security freeze. Please note that placing a security freeze may delay approvals that require access to your credit information, possibly including extensions of credit at point of sale.

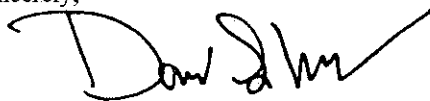
You can contact the Federal Trade Commission on ways to avoid and deter identity theft: Federal Trade Commission, 1-877-382-4357, www.ftc.gov/bcp/edu/microsites/idtheft/, 600 Pennsylvania Avenue NW, Washington, D.C. 20580.

Health and Welfare Information: AA does not believe the health and welfare information contained on the drive is subject to the Health Insurance Portability and Accountability Act of 1996 ("HIPAA"). As stated above, the health-related documents primarily consist of benefit enrollments and elections; however, some of the compromised files may include diagnosis, treatment, and other coverage-related materials. Please be assured that AA is and has been committed to HIPAA compliance, and that AA will continue to take measures to secure the confidentiality of all health and welfare information that we maintain.

AA has already implemented additional security measures as a result of this incident. The pension department file room (where the compromised files were kept) has already been re-keyed, and additional access controls are being installed. We have confirmed that no other historical benefits files are stored on any removable devices, and we have conducted vulnerability scans on our related servers. Our ongoing internal investigation and an appropriate response to this incident are a top priority for us.

We apologize for any inconvenience or concern this may have caused you. If you have any questions, please visit our FAQ website at www.amrfaq.com.

Sincerely,



David Levine
Managing Director
Human Resources

* Insurance coverage is not available in US overseas Commonwealth or Territories (i.e. Puerto Rico).