



Maine's
Public
Universities

UNIVERSITY OF MAINE SYSTEM

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Nina R. Lavoie
Associate University Counsel

The University of Maine

July 7, 2010

University of Maine
at Augusta

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

University of Maine
at Farmington

University of Maine
at Fort Kent

Re: Notification pursuant to 10 M.R.S.A §1348

Dear Ms. Conti,

University of Maine
at Machias

As you requested, enclosed please find the text of the letters that will be used to provide notification to the individuals of the recent incident at the University of Maine Counseling Center.

University of Maine
at Presque Isle

Thank you for your assistance in this matter.

University of
Southern Maine

Sincerely,

Nina R. Lavoie
Senior Associate Counsel

Enclosures

Cc: Kelley Wiltbank, (w/encl.)

CONSUMER PROTECTION DIVISION
RECEIVED

JUL 8 2010

OFFICE OF ATTORNEY GENERAL

General letter text (including Maine residents)

We are writing to inform you that two University of Maine Counseling Center servers have been compromised this spring. As a result, your personal information, including your name, Social Security number, date of birth and clinical information may have been exposed to data thieves.

We believe the risk of identity theft is extremely low and that clinical information is likely of no interest to these criminals. Nonetheless, out of an abundance of caution and concern for the privacy of our students, we want to make you aware of the steps you should take to guard against identity fraud. To help safeguard you from misuse of your personal information, we have arranged for you to receive 12 months of identity protection under the Debix Identity Protection Network at no cost to you. From the date that you set up your account, Debix will enroll you in OnCall Credit Monitoring™ and you will receive OnCall Credit alerts regarding changes in your credit file. Using your phone, you can review and verify these credit alerts and the Debix on-call investigators are there to assist you in the event that you suspect fraud. This service also includes a \$1,000,000 Identity Theft Insurance Policy, and 12 months enrollment in Debix Fraud Resolution Services, if needed, to assist you in restoring your credit file.

Debix has a simple Internet-based verification and enrollment process. To sign up, go to <http://www.debix.com/safe>. You will need to provide the activation code that is listed at the top of this letter. Once you have entered your activation code, click on "Sign up now" on the right side of the page and follow the web site's instructions. Please note that if you enroll online, part of the sign-up process may include receiving a phone call from Debix soon after you initiate the registration process. You have 90 days from the receipt of this letter to register.

Alternatively, if you do not wish to register over the Internet, or have questions regarding this incident, we have set up a special hotline at 888-332-4963. For those wishing to register via the U.S. Postal Service, we have included a mail-in registration form. Additionally, please see the enclosure to learn more about other steps you can take to protect yourself.

This service will be valid for one year from the date you register for it. If you have questions about Debix or its coverage, please contact them directly at 888-332-4963. Their support is available Monday to Friday, 9

a.m. to 5 p.m., Central time. If you have questions pertaining to your confidential information, you should call only the Counseling Center at (207) 581-1392. If you have further questions or concerns about this incident or if there is anything else we can do to assist you, call the Vice President for Student Affairs office at (207) 581-1406.

You may want to order copies of your credit reports and check for any medical bills that you do not recognize. If you find anything suspicious, call the credit reporting agency at the phone number on the report. You can order your reports from the three credit reporting agencies for free each year by calling 1-877-322-8228 or going to www.annualcreditreport.com.

Keep a copy of this notice for your records in case of future problems with your medical records. You may also want to request a copy of your medical records from your provider or plan to serve as a baseline.

The high-level safeguards we have in place routinely thwart attempts to compromise our systems, which occur virtually every day, but they were not adequate in this case. This is a serious breach, and we are profoundly sorry that this has happened. Please be assured that we take the protection of your personal information very seriously and are taking steps to prevent a similar occurrence. More information about this matter and UMaine's response is online at <http://www.umaine.edu/informationcenter>.

Robert Q. Dana
Vice President for Student Affairs
University of Maine
Orono, ME 04469

California text

We are writing to inform you that two University of Maine Counseling Center servers have been compromised this spring. As a result, your personal information, including your name, Social Security number, date of birth and clinical information may have been exposed to data thieves.

We believe the risk of identity theft is extremely low and that clinical information is likely of no interest to these criminals. Nonetheless, out of an abundance of caution and concern for the privacy of our students, we want to make you aware of the steps you should take to guard against identity

fraud. To help safeguard you from misuse of your personal information, we have arranged for you to receive 12 months of identity protection under the Debix Identity Protection Network at no cost to you. From the date that you set up your account, Debix will enroll you in OnCall Credit Monitoring™ and you will receive OnCall Credit alerts regarding changes in your credit file. Using your phone, you can review and verify these credit alerts and the Debix on-call investigators are there to assist you in the event that you suspect fraud. This service also includes a \$1,000,000 Identity Theft Insurance Policy, and 12 months enrollment in Debix Fraud Resolution Services, if needed, to assist you in restoring your credit file.

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Alternatively, if you do not wish to register over the Internet, or have questions regarding this incident, we have set up a special hotline at 888-332-4963. For those wishing to register via the U.S. Postal Service, we have included a mail-in registration form. Additionally, please see the enclosure to learn more about other steps you can take to protect yourself.

This service will be valid for one year from the date you register for it. If you have questions about Debix or its coverage, please contact them directly at 888-332-4963. Their support is available Monday to Friday, 9 a.m. to 5 p.m., Central time. If you have questions pertaining to your confidential information, you should call only the Counseling Center at (207) 581-1392. If you have further questions or concerns about this incident or there is anything else we can do to assist you, call the Vice President for Student Affairs office at (207) 581-1406.

We recommend that you regularly review the explanation of benefits statement that you receive from your plan or insurer. If you see any service that you believe you did not receive, please contact your plan or insurer. If you do not receive regular explanation of benefits statements, contact your

provider or plan and request them to send such statements following the provision of services in your name or number.

You may want to order copies of your credit reports and check for any medical bills that you do not recognize. If you find anything suspicious, call the credit reporting agency at the phone number on the report. You can order your reports from the three credit reporting agencies for free each year by calling 1-877-322-8228 or going to www.annualcreditreport.com.

Keep a copy of this notice for your records in case of future problems with your medical records. You may also want to request a copy of your medical records from your provider or plan to serve as a baseline. For information on your medical privacy rights, we suggest that you visit the web site of the California Office of Privacy Protection at www.privacy.ca.gov.

If there is anything that the University of Maine can do to assist you, please call us at (207) 581-1406. The high-level safeguards we have in place routinely thwart attempts to compromise our systems, which occur virtually every day, but they were not adequate in this case. This is a serious breach, and we are profoundly sorry that this has happened. Please be assured that we take the protection of your personal information very seriously and are taking steps to prevent a similar occurrence. More information about this matter and UMaine's response is online at <http://www.umaine.edu/informationcenter>.

Robert Q. Dana
Vice President for Student Affairs
University of Maine
Orono, ME 04469

Maryland text

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We believe the risk of identity theft is extremely low and that clinical information is likely of no interest to these criminals. Nonetheless, out of an

abundance of caution and concern for the privacy of our students, we want to make you aware of the steps you should take to guard against identity fraud. To help safeguard you from misuse of your personal information, we have arranged for you to receive 12 months of identity protection under the Debix Identity Protection Network at no cost to you. From the date that you set up your account, Debix will enroll you in OnCall Credit Monitoring™ and you will receive OnCall Credit alerts regarding changes in your credit file. Using your phone, you can review and verify these credit alerts and the Debix on-call investigators are there to assist you in the event that you suspect fraud. This service also includes a \$1,000,000 Identity Theft Insurance Policy, and 12 months enrollment in Debix Fraud Resolution Services, if needed, to assist you in restoring your credit file.

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Alternatively, if you do not wish to register over the Internet, or have questions regarding this incident, we have set up a special hotline at 888-332-4963. For those wishing to register via the U.S. Postal Service, we have included a mail-in registration form. Additionally, please see the enclosure to learn more about other steps you can take to protect yourself.

This service will be valid for one year from the date you register for it. If you have questions about Debix or its coverage, please contact them directly at 888-332-4963. Their support is available Monday to Friday, 9 a.m. to 5 p.m. Central time. If you have questions pertaining to your confidential information, you should call only the Counseling Center at (207) 581-1392. If you have further questions or concerns about this incident or if there is anything else we can do to assist you, call the Vice President for Student Affairs office at (207) 581-1406.

The high-level safeguards we have in place routinely thwart attempts to compromise our systems, which occur virtually every day, but they were not adequate in this case. This is a serious breach, and we are profoundly

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Robert Q. Dana
Vice President for Student Affairs
University of Maine
Orono, ME 04469

Massachusetts text

We are writing to inform you that your personal information, including your name, Social Security number, date of birth and clinical information relative to your interactions with the University of Maine Counseling Center has been subjected to access by an unauthorized individual.

We believe the risk of identity theft is low and that clinical information is likely of no interest to the criminals. Nonetheless, out of an abundance of caution and concern for the privacy of our students, we do want to make you aware of the steps you should take to guard against identity fraud. In addition, because we realize that the thought of potential identity theft can be of concern, we are making available to you free credit monitoring for 1 year to help you detect possible misuse of your data. You have until [insert date] to activate the credit monitoring by using the following unique activation code: [INSERT]. Please see the enclosure to learn more about the Debix Identity Protection Network credit monitoring service, important enrollment instructions, and other steps you can take to protect yourself. To enroll in Debix Credit Monitoring, go to <http://www.debix.com/safe> and follow the instructions.

Debix has a simple Internet-based verification and enrollment process. To sign up, go to <http://www.debix.com/safe>. You will need to provide the activation code that is listed at the top of this letter. Once you have entered your activation code, click on "Sign up now" on the right side of the page and follow the web site's instructions. Please note that if you enroll online, part of the sign-up process may include receiving a phone call from Debix soon after you initiate the registration process. You have 90 days from the receipt of this letter to register.

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Keep a copy of this notice for your records in case of future problems with your medical records. You may also want to request a copy of your medical records from your provider or plan to serve as a baseline.

Massachusetts law also allows a consumer to set up a security freeze on his or her credit report by sending a specific request to consumer reporting agencies. The Massachusetts Public Interest Research Group Web site (<http://www.masspirg.org/consumer-resources/how-to-set-up-a-security-freeze>) describes the process for taking this step, if you so desire. Please note that credit-reporting agencies may charge you up to \$5.00 to place, temporarily lift or permanently remove a credit freeze. If you do become the victim of identity theft, the laws of the commonwealth also state that you have the right to file a police report and to obtain a copy of that report.

The high-level safeguards we have in place routinely thwart attempts to compromise our systems, which occur virtually every day, but they were not adequate in this case. This is a serious breach, and we are profoundly sorry that this has happened. Please be assured that we take the protection of

your personal information very seriously and are taking steps to prevent a similar occurrence. More information about this matter and UMaine's response is online at <http://www.umaine.edu/informationcenter>.

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