

GEICO

- Government Employees Insurance Company
- GEICO General Insurance Company
- GEICO Indemnity Company
- GEICO Casualty Company

Jan C. Stewart
Vice President
Human Resources

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September 20, 2010

Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202

Fax to (410) 576-6566

Dear Mr. Hugh Williams:

I am writing to inform you on behalf of Government Employees Insurance Company ("GEICO") and pursuant to the Maryland Personal Information Protection Act (PIPA) of a security breach incident affecting 11 residents of Maryland.

On September 3rd, a GEICO employee inadvertently disclosed by email personal information about some of GEICO's local Field Representatives and their dependents to several other GEICO Field Representatives. The personal information disclosed included names, social security numbers, dates of birth, and whether the individuals were enrolled in GEICO's health insurance and other benefit plans. Upon being notified of the breach, GEICO quickly took action to investigate the incident and mitigate potential damage by ensuring that the unauthorized recipients of other persons' personal information immediately deleted that information. Also, GEICO has reviewed its procedures to prevent such an inadvertent disclosure from reoccurring. Enclosed is a copy of the letter that will be sent to Maryland residents affected by this incident.

If you have any questions regarding this incident, please contact me at 301-986-2077.

Sincerely,



Jan Stewart
Vice President of Human Resources

Enclosure

[DATE]

[First Name] [Last Name]

[Street Address]

[City], [State] [Zip Code]

Dear [First Name] [Last Name],

GEICO recognizes the importance of safeguarding the personal information of its employees, independent contractors and customers. As a valued GEICO Field Representative (GFR) or a dependent of a GFR, guarding your privacy is a top priority for our company. Regrettably, on September 3, 2010, your personal information was part of an email inadvertently sent to several other GFRs. Specifically, your name, social security number, date of birth, and whether you enrolled in GEICO's health insurance and other benefit plans was contained in the email.

On the same day the email was delivered, GFRs who received information about other GFRs and their dependents immediately advised GEICO of the error, and GEICO quickly took action to rectify the situation. Members of GEICO's general counsel's office spoke with the GFRs who received these emails and the GFRs immediately deleted the emails. We also conducted a thorough review of the incident and our procedures to prevent such an inadvertent disclosure from reoccurring.

We maintain a strong commitment to protecting your information and aim to communicate openly about our efforts to protect it. While we have no evidence that the information has been misused, we want to make you aware of the incident and the steps we are taking to help safeguard your personal information.

We have arranged with Equifax Personal Solutions to help you protect your identity and your credit information at no cost to you. The steps to follow are:

1. Enroll in Equifax Credit Watch™ Gold with 3-in-1 Monitoring identity theft protection product. This product is being provided to you at no cost for one year.
2. Additionally, you may choose to adopt an increased level of protection by placing a fraud alert on your credit file at Equifax and the other two credit reporting agencies.

Please see the enclosed instructions on how to enroll in this identity theft protection product and place a fraud alert on your credit file. **You will need the following Promotion Code to enroll:**

[Insert Promotion Code]. You must enroll by December 16, 2011. Please note that credit monitoring may not be available for minors under 18 years of age who do not have open lines of credit.

Please remain vigilant by reviewing your account statements and monitoring your free credit reports for evidence of identity theft. If you find suspicious activity on your credit reports or have reason to believe your information is being misused, contact law enforcement and file a police report. Then, get a copy of the police report to provide to creditors to avoid any fraudulent charges.

In addition, you may also obtain information regarding steps you can take to safeguard yourself against identity theft from the following sources:

Equifax
P.O. Box 105788
Atlanta, GA 30348
1-800-525-6285
www.equifax.com

Experian
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion
P.O. Box 6790
Fullerton, CA 92834
1-800-680-7289
www.transunion.com

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20850
1-877-FTC-HELP (1-877-382-4357)
www.ftc.gov

Maryland Consumer Protection Division
Office of the Maryland Attorney General
200 St. Paul Place
Baltimore, MD 21202
Toll-free: 1-888-743-0023
Consumer complaint hotline: (410)528-8662
Idtheft@oag.state.md.us

We deeply regret this incident. If you have any questions, please contact Valerie Hennies, Corporate Director of Benefits at 1-800-824-5404, ext 5980, by email at VHennies@geico.com, or by mail at One GEICO Plaza, Washington, DC 20076.

Sincerely,

Jan Stewart
Vice President of Human Resources

Enclosure