



Bristol-Myers Squibb Company

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July 11, 2008

Office of the Attorney General  
Consumer Protection and Antitrust Bureau  
33 Capitol Street  
Concord, NH 03301

Re: Legal Notice of Information Security Breach Pursuant to N.H. Rev. Stat. Ann. § 359-C:20(I)(b)

To Whom It May Concern:

As you are aware, New Hampshire state law requires notice to the Office of the Attorney General in the event of an information security breach involving the personal information of New Hampshire residents. In accordance with that requirement, we write to inform you of a potential information security breach concerning the personal data of some of our current and former employees, as well as certain dependents of these employees.

On June 4, 2008, Bristol-Myers Squibb Company ("BMS") learned that a back-up data tape containing BMS-related data was stolen while it was being transported from storage. Through subsequent forensic work, it was determined that the data tape included personal information of current and former BMS employees, such as name, address, date of birth, Social Security number, bank account numbers, and employment-related data. The names, addresses, and Social Security numbers of some employee dependents also were included on the tape. BMS's investigation to date has revealed that the stolen tape contained data belonging to approximately 458 New Hampshire residents.

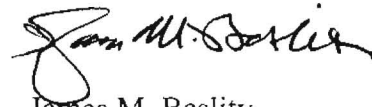
BMS is aware of no evidence indicating that the personal information of its employees and dependents on the stolen tape has been misused. The data on the tape was protected by a 12-character password and it is readable and accessible only through the use of specialized software. Nevertheless, as a precaution, BMS is providing written notice to all such affected individuals. BMS also has made arrangements to offer free credit monitoring and identity theft insurance to these individuals for one year.

Mailing of the notices to affected individuals will begin on July 12, 2008. For your convenience, a copy of the notice to New Hampshire residents is enclosed. The notice includes (1) a description of the incident in general terms; (2) the approximate date of the incident; (3) the type of personal information subject to unauthorized access and acquisition; (4) the acts of BMS to protect the information from further unauthorized access; (5) a toll free phone number that individuals may call for further information and assistance; (6) information on how individuals may enroll in the free credit monitoring arranged by BMS; (7) information about how to place a

fraud alert on a credit report; and (8) advice that directs individuals to remain vigilant by reviewing account statements and monitoring free credit reports.

If you have any questions or need further information regarding this incident, please do not hesitate to contact me.

Very truly yours,

A handwritten signature in black ink, appearing to read "James M. Beslity". The signature is fluid and cursive, with a large initial "J" and "M".

James M. Beslity



## Bristol-Myers Squibb Company

P.O. Box 5200  
Princeton, NJ 08543-5200

July 12, 2008

Dear [ ]:

I am writing to advise you of an incident that may affect your personal information.

On June 4, 2008, Bristol-Myers Squibb Company ("BMS") learned that a back-up data tape containing BMS-related data was stolen while it was being transported for storage. Through subsequent forensic work, it was determined that the data tape included personal information of current and former BMS employees, such as name, address, date of birth, Social Security number, marital status, gender, salary, hire date, termination date, retirement date, and, in some instances, bank account information. The names, addresses, and Social Security numbers of some employee dependents also were included on the tape. I am writing to you because BMS has determined that some of your personal information was included on the tape.

BMS has initiated an investigation of this incident. To date, BMS has no reason to believe that any of your personal information has been inappropriately accessed from the data tape by an unauthorized party, or that any identity theft, fraud or misuse of your personal information has occurred. In addition, there is no evidence that the data tape or the information contained on it was the target of the theft. Nevertheless, BMS is advising you of this incident so that you may take steps to guard against any potential risk resulting from this incident.

As a precaution, to help you detect any possible misuse of your data, BMS has arranged for you to enroll in **credit monitoring for one full year, at no cost to you**. Specifically, we have engaged ConsumerInfo.com, Inc., an Experian® company, to provide you with its Triple Advantage<sup>SM</sup> product, which includes, among other offerings, daily monitoring of your credit report from all three nationwide credit reporting companies (Experian®, Equifax®, and TransUnion®), email or SMS text alerts of key changes to your credit reports, toll-free access to a dedicated team of fraud resolution representatives, and \$25,000 Identity Theft Insurance provided by Virginia Surety Company, Inc. Additionally, ConsumerInfo.com, Inc is planning to introduce a \$1,000,000 Guarantee as an alternative to insurance coverage on or about October 31, 2008. When this product feature becomes available, you will be notified and if you are eligible, the product feature will be provided at no additional charge. (Due to New York state law restrictions, Identity Theft Insurance and Guarantee coverage cannot be offered to New York residents; there are also restrictions in some U.S. commonwealths and territories that might impact eligibility for insurance coverage and the \$1,000,000 Guarantee.)

The free credit monitoring product must be activated within 90 days of the date of this letter.

- A. To sign up online, please visit <http://partner.consumerinfo.com/BMS> and enter your individual activation code provided below. Please keep in mind that once activated the code cannot be re-used. You will be instructed on how to enroll in your complimentary credit monitoring product. If you sign up online, all credit reports and alerts will be delivered via email.
- B. To sign up by telephone, dial 1-866-579-5479. If you sign up by telephone, all credit reports and alerts will be delivered via U.S. mail.

**Your Single Use Credit Monitoring Activation Code: [insert Activation code]**

If you have any questions, you may call the dedicated **Privacy Help Line at 1-877-214-0689**. Our representatives will be available to assist you Monday through Friday, between 8 a.m. and 5 p.m. ET.

Regardless of whether you elect to enroll in the credit monitoring product, BMS strongly recommends that you remain vigilant and regularly review and monitor all of your account statements to guard against any unauthorized transactions or activity. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report fraudulent activity to proper law enforcement authorities, including the Federal Trade Commission. You can learn more about how to protect yourself from becoming a victim of identity theft at the FTC's website: <http://www.ftc.gov/bcp/edu/microsites/idtheft/>.

You are also entitled under U.S. law to one free credit report annually from each of the three major credit bureaus. To order your free credit report, **visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free (877) 322-8228**. Or, you may obtain a free credit report by calling any one of the three national credit reporting companies at the following toll free numbers: Equifax® at (800) 685-1111; Experian® at (888) 397-3742; and TransUnion® at (800) 916-8800.

In addition to obtaining a free credit report, you may contact any of the three national credit reporting companies to place a "fraud alert" on your consumer credit file. This will alert creditors to take additional steps to verify the identity of anyone who applies for credit in your name. There is no charge for placing a fraud alert on your consumer credit files. The contact information of the national credit reporting companies for purposes of placing a fraud alert on your account is:

**Equifax**

Office of Fraud Assistance  
P.O. Box 105069  
Atlanta, GA 30348  
(888) 766-0008  
TTY: (866) 478-0030  
<http://www.equifax.com>

**Experian**

Credit Fraud Center  
P.O. Box 9532  
Allen, TX 75013  
(888) 397-3742  
TTY: (800) 735-2989  
<http://www.experian.com>

**TransUnion**

Fraud Victim Assistance Department  
P.O. Box 6790  
Fullerton, CA 92834  
(800) 680-7289  
TTY: (877) 533-7803  
<http://www.transunion.com>

Protecting the privacy and security of your information is extremely important to us. In this regard, BMS wishes to reiterate that it does not have any evidence indicating that your personal information has been misused. In addition, the company is taking appropriate remedial steps, including enhancing security protocols regarding the handling of personal information and our back-up data tapes.

On behalf of BMS, I apologize for any inconvenience or concern that this matter may cause for you. As noted, if you have any questions, please feel free to contact the dedicated **Privacy Help Line at 1-877-214-0689**, which has been established to assist you. Thank you very much.

Very truly yours,

James M. Beslity  
Global Privacy Office  
Bristol-Myers Squibb Company

