



February 25, 2011

Office of the Attorney General  
State of New Hampshire  
33 Capitol Street  
Concord, NH 03301

***Delivery Via Federal Express***

RE: Notification of Data Security Breach Incident

Ladies and Gentlemen:

This letter is being sent in accordance with New Hampshire law to inform your offices that our company recently discovered that computer backup tapes containing information about approximately 600 of our customers who are residents of New Hampshire was stolen from a CBR employee's locked automobile. The employee placed the tapes in his backpack for transportation from CBR's data center to its headquarters. He parked his automobile temporarily and locked its doors, leaving the backpack inside, but upon returning shortly thereafter found the car's window broken and various items of the employee's and CBR's property (including the backpack containing the tapes) missing. Customer information contained on the missing tapes may have included name, Social Security number, driver's license number, credit card number, and/or credit card expiration date.

We have enclosed a copy of the notice letter that we sent to affected individuals in New Hampshire on or about February 23, 2010.

Our employee filed a police report promptly after the theft. We hired consultants with specialized expertise to assist us in assessing the nature and extent of the unauthorized acquisition of information and in developing a corrective action plan to prevent future incidents. We are implementing that corrective action plan. As the enclosed notice to New Hampshire residents explains, we are offering affected individuals twelve months of credit protection in the Triple AlertSM program from an Experian company, which provides credit monitoring capabilities and assistance with identity theft protection including identity theft insurance. We are also maintaining a toll-free telephone assistance line for affected individuals.

We are notifying the three Consumer Reporting Agencies of this incident.

CBR remains committed to protecting our customers' privacy, and is working to improve our security practices to prevent any future loss of this kind.

Should you have any additional questions, you may contact me directly at [REDACTED]

Sincerely,

A handwritten signature in cursive script that reads "Sarah Duranske".

Sarah Duranske  
General Counsel

Enclosure



PO Box 483  
Charlottesville, VA 22917

## Frequently Asked Questions

### How did this incident happen?

A CBR computer and backup tapes were stolen from an employee's locked automobile. The stolen tapes may have contained your name, Social Security number, driver's license number, credit card information, and/or credit card expiration date. The stolen computer contained no personal information. CBR based computer security experts to investigate the incident and they determined that there is no indication that the personal information has been accessed or misused. We do not believe that the tapes were the target of the theft, and we believe that it is unlikely that an identity theft will occur from this situation.

### What should I do if I am concerned about my information being improperly used?

Although we do not believe this situation will result in identity theft, the following measures can provide your peace of mind:

1. **Order a Credit Report**  
You can obtain a copy of your credit report once a year from any of the credit reporting agencies listed on the Reference Sheet shown at the end of this FAQ. You also can obtain a free credit report by visiting [www.annualcreditreport.com](http://www.annualcreditreport.com) or by calling (877) 322-8228.

### What information was on the tapes that were stolen?

The tapes may have included your name, address, Social Security number, driver's license information, and credit card information. No medical information was included.

### What is CBR doing in response?

As a precaution, CBR has arranged for you to sign up for 12 months of credit protection in the Triple Alert™ program from an Experian company, which provides credit monitoring capabilities and assistance with identity theft protection including identity theft insurance.

If you need to contact CBR, you can e-mail us at [client\\_inquiries@chordblood.com](mailto:client_inquiries@chordblood.com) or call our dedicated toll free number at (888) 578-4480.

### How is CBR changing its procedures?

We have hired data security consultants, and have conducted internal audits of policies and procedures, to identify and correct any weaknesses. This is consistent with our culture of continuous improvement. Our goal is to continually improve our processes and systems to prevent this type of incident in the future. We remain committed to keeping your data secure from illegal access.

I am writing to let you know of a theft of CBR computer equipment and computer backup tapes on December 13, 2010. The tapes may have contained your name, Social Security number, driver's license number, credit card information, and/or credit card expiration date. The theft occurred from a locked automobile. A computer and other property were also stolen at the same time, and we do not believe these tapes were the target of the theft.

CBR promptly notified law enforcement of the incident. We also brought in computer security experts to evaluate potential risks. Our experts have advised us there is no indication at this time that any of your personal information has been accessed or misused.

CBR is committed to preventing further incidents of this kind. We have reviewed our data security practices, and are putting additional protections in place to help assure the security of all our clients' personal information.

Although we do not believe this situation will involve identity theft, out of concern and caution we have developed a plan to provide you with additional protection and peace of mind. We have arranged for you to sign up for a one-year credit protection program from Experian™ at no cost to you if you choose. To activate your complimentary one-year membership in Triple Alert™ from Experian, 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 (866) 252-0121.

Keeping your personal information secure is of the utmost importance to us, and we very much regret that this situation occurred. We are committed to maintaining the security of your confidential information. If you need to contact us e-mail us at [client\\_inquiries@chordblood.com](mailto:client_inquiries@chordblood.com) or call (888) 578-4480.

We have also prepared the following "Frequently Asked Questions" that explain your legal rights and the measures you can take to protect yourself. Please read the entire document.

Sincerely,

David Zrlow

Executive Vice President, External Affairs

Triple Alert Web Site: <http://partner.consumerinfo.com/cbrt>

You Must Enroll By: June 1, 2011

FD-1, CBR2, 10-1

The Fraud Alert and a credit monitoring product are complimentary to each other. The Fraud Alert is designed to prevent new credit from being established without your authorization and the credit monitoring product will provide notification of key changes to your file that may have taken place between the time you were notified of the data breach and the Fraud Alert was placed on your credit files. Additionally, if you do not extend the Fraud Alert beyond the initial 90-day period, the credit monitoring product will serve to identify key changes new activity on your credit report(s).

### 3. Enroll in Triple Alert<sup>SM</sup>

CBR has partnered with ConsumerInfo.com, Inc., an Experian<sup>SM</sup> company, to provide you with one year of credit monitoring at no cost to you. This credit monitoring product Triple Alert will monitor your Experian Equifax<sup>SM</sup> and TransUnion<sup>SM</sup> credit reports every day and notify you if key changes are detected on any of your three reports. This credit monitoring membership is a valuable tool that you can use to help you identify the possible misuse of your information. Enrolling in this program will not hurt your credit score.

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
- Full-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 need be, and compile documents, and contact all relevant government agencies
- \$25,000 in identity theft insurance coverage (\$10,000 for New York state residents) with zero deductible provided by Virginia Surety Company.

The for certain identity theft expenses (insurance coverage is not available in U.S. overseas Commonwealth or Territories (e.g., Puerto Rico))

Once your enrollment in Triple Alert is complete, 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 (866) 252-6621.

### What should I be looking for on my credit report?

When you receive your credit report, look it over carefully. Look for any accounts that you don't recognize, especially new accounts and for inquiries from creditors that you did not initiate. Look in the personal information section to see if the residence and employment information is correct or has changed.

These things could be indicators of fraud. If you see information you do not understand or that is wrong, contact Experian's customer care at (866) 252-6621 or call the credit agency at the number on the report and speak to a staff member. If the information cannot be explained, contact your local police or sheriff's office.

### What else can I do?

You should also carefully review your credit card and bank statements every month to identify any unauthorized transactions.

### If someone has used my information, what should I do?

You should immediately notify your local police or sheriff's office and file a report. Get a copy of the police report, because you may need to give a copy to the credit agencies or creditors. Also contact one of the three credit agencies and place a fraud alert on your account.

You should also contact the Federal Trade Commission and file a report of identity theft by using the telephone number or website shown on the attached Reference Sheet.

## Reference Sheet

### Credit Reporting Agencies:

- Equifax (800) 525-6285, [www.equifax.com](http://www.equifax.com), P.O. Box 740241, Atlanta, GA 30374-0241.
- Experian (888) EXPERIAN (888) 397-3742, [www.experian.com](http://www.experian.com), P.O. Box 2002, Allen, TX 75013.
- TransUnion (800) 680-7289, [www.transunion.com](http://www.transunion.com), Fraud Victim Assistance Division, P.O. Box 6799, Fullerton, CA 92834-6799.

### For a free copy of your credit report:

Annual Credit Reports: <http://www.annualcreditreport.com>, (877) 322-8228

### Federal Trade Commission:

#### 1. Identity Theft

- Toll-free: 877-435-7346, (877) 438-4338
- [http://www.ftc.gov/bcp/ed/identity/identity\\_consumer/index.html](http://www.ftc.gov/bcp/ed/identity/identity_consumer/index.html)
- [http://www.ftc.gov/bcp/ed/identity/identity\\_consumer/ftc/identity.pdf](http://www.ftc.gov/bcp/ed/identity/identity_consumer/ftc/identity.pdf)

#### 2. Filing a Complaint with the FTC:

- <http://www.ftc.gov/whistle>
- (877) FTC-HELP, (877) 382-4357 TTY: (866) 653-4261

### Social Security Administration:

- Fraud Hotline: (800) 269-0271
- Benefits Statement: (800) 772-1213
- <http://www.ssa.gov>