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August 14, 2013

VIA OVERNIGHT DELIVERY

Office of the New Hampshire Attorney General
Consumer Protection and Anti-Trust Bureau
33 Capitol Street
Concord, NH 03301

Attention: James Boffetti, Bureau Chief

Re: Incident Notification

Dear Mr. Boffetti:

Our client, Ferris State University, recognizes the importance of the privacy and confidentiality of the personal information provided by its current and prospective students and employees. Regrettably, on July 23, 2013, Ferris State University learned that an unauthorized person evaded its network security and placed a malware program on the computer used to operate its website. That program had the technical ability to access the contents of certain electronic files. Ferris State University immediately shut down the web server and hired a leading national computer forensic firm to help it investigate the incident and block any further unauthorized access. The investigation did not find any evidence that the unauthorized person actually viewed or removed any information from the web server or the electronic files. And Ferris State University has not received any reports from students or employees that their information has been misused in any way. However, because Ferris State University cannot conclusively rule out the possibility that the contents of the web server and certain electronic files were accessed, it wanted to make everyone whose name and Social Security Number was stored in one of those places aware of the possibility that this information could have been accessed by an unauthorized person.

Ferris State University has conducted an internal review of its practices and procedures and is updating its system protections.

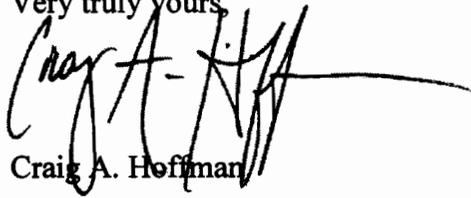
Chicago Cincinnati Cleveland Columbus Costa Mesa
Denver Houston Los Angeles New York Orlando Washington, DC

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In addition, Ferris State University is notifying approximately 16 New Hampshire residents. Notification is being sent to those residents in substantially the form attached hereto.

Please do not hesitate to contact me if you have any questions.

Very truly yours,

A handwritten signature in black ink, appearing to read "Craig A. Hoffman", with a long horizontal line extending to the right.

Craig A. Hoffman

Enclosure

 **FERRIS STATE UNIVERSITY**
IMAGINE MORE

PO Box 6336
Portland, OR 97228-6336

<<mail id>>
<<Name1>>
<<Name2>>
<<Address1>>
<<Address2>>
<<City>><<State>><<Zip>>
<<Foreign Country>>

<<Date>>

Dear [Name]:

At Ferris State University, we recognize the importance of the privacy and confidentiality of the personal information provided to us by our current and prospective students and employees. We are writing to inform you of an incident involving some of that information.

We learned on July 23, 2013, that an unauthorized person evaded our network security and placed a malware program on the computer we use to operate our website. That program had the technical ability to access the contents of certain electronic files. We immediately shut down the web server and hired a leading national computer forensic firm to help us investigate the incident and block any further unauthorized access. The investigation did not find any evidence that the unauthorized person actually viewed or removed any information from the web server or the electronic files. And we have not received any reports from students or employees that their information has been misused in any way. However, because we cannot conclusively rule out the possibility that the contents of the web server and certain electronic files were accessed, we wanted to make everyone whose name and Social Security Number was stored in one of those places aware of the possibility that this information could have been accessed by an unauthorized person.

As a precautionary measure, we are offering a complimentary one-year membership to Experian's® ProtectMyID® Alert. This product helps detect possible misuse of your personal information and provides you with identity protection services focused on immediate identification and resolution of identity theft. ProtectMyID Alert is free to you and enrolling in this program will not hurt your credit score. Unfortunately, due to privacy laws, we are not able to enroll you directly. **For more information on ProtectMyID Alert and instructions on how to activate your complimentary one-year membership, please see the included instructions in this letter. We strongly encourage you to take advantage of this offer.**

You may also obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report please visit www.annualcreditreport.com or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax
PO Box 740256
Atlanta, GA 30374
www.equifax.com
1-800-525-6285

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

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

We recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your financial statements for any unauthorized activity. You should immediately report any unauthorized activity to your financial institution. If you believe you are the victim of identity theft or have reason to believe your personal information

has been misused, you should immediately contact the Federal Trade Commission and/or the attorney general's office in your home state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
www.ftc.gov
1-877-438-4338

We want to assure you that we are committed to the security of your personal information and are taking this matter seriously. We have conducted an internal review of our practices and procedures and are updating our system protections. If you have any questions, or you need further assistance, you may contact us at 1-877-283-6566, Monday through Friday, 9:00 AM until 7:00 PM, Eastern Time.

Regards,



John Urbanick
Chief Technology Officer

Activate ProtectMyID Now in Three Easy Steps

1. ENSURE That You Enroll By: November 30, 2013
2. VISIT the ProtectMyID Web Site: www.protectmyid.com/redeem or call 877-371-7902 to enroll
3. PROVIDE Your Activation Code: [code]

Once your ProtectMyID membership is activated, your credit report will be monitored daily for 50 leading indicators of identity theft. You'll receive timely Credit Alerts from ProtectMyID on any key changes in your credit report which could include new inquiries, new credit accounts, medical collections and changes to public records.

ProtectMyID provides you with powerful identity protection that will help detect, protect and resolve potential identity theft. In the case that identity theft is detected, ProtectMyID will assign a dedicated U.S.-based Identity Theft Resolution Agent who will walk you through the process of fraud resolution from start to finish for seamless service.

We realize that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.

Your complimentary 12-month ProtectMyID membership includes:

- **Credit Report:** A free copy of your Experian credit report
- **Daily 3 Bureau Credit Monitoring:** Alerts you of suspicious activity including new inquiries, newly opened accounts, delinquencies, or medical collections found on your Experian, Equifax® and TransUnion® credit reports.
- **Identity Theft Resolution:** If you have been a victim of identity theft, you will be assigned a dedicated, U.S.-based Experian Identity Theft Resolution Agent who will walk you through the fraud resolution process, from start to finish.
- **ExtendCARE:** Full access to the same personalized assistance from a highly-trained Fraud Resolution Agent even after your initial ProtectMyID membership expires.
- **\$1 Million Identity Theft Insurance*:** As a ProtectMyID member, you are immediately covered by a \$1 Million insurance policy that can help you cover certain costs, including lost wages, private investigator fees, and unauthorized electronic fund transfers.

Activate your membership today at www.protectmyid.com/redeem

or call 877-371-7902 to register with the activation code above.

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, 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 team at 877-371-7902.

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of Chartis, Inc. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.