



December 28, 2007

Lauren Nother  
Bureau Chief, Consumer Protection Bureau  
Attorney General's Office  
33 Capitol St.  
Concord, NH 03301

GE Money

777 Long Ridge Road  
Stamford, CT 06927  
USA

Dear Ms. Nother,

I am writing to inform you that, pursuant to HB 1660 (Chapter 242) §359-C:20 I(b) we will be notifying a number of New Hampshire residents of a potential security breach that could affect their personal information. By way of background, GE Money-Americas is the owner of GE Money Bank, a federally chartered thrift that provides credit cards, sales financing, and mortgage products.

Our storage vendor, Iron Mountain, has been unable to locate a single backup tape from a set of 9 that we delivered to them last year. It was checked into their secure facility and never checked out, and a search of their premises and ours has been unable to locate it. We have restored the contents of that tape from the next full set and have nearly completed a search for any sensitive consumer information. Although we believe the chance for misuse if very low, we are notifying individuals via first class mail, and providing a toll-free number for them to contact us with any questions.

We have found 1,851 instances where of active account number tied to a New Hampshire resident's name and ~20 cases where a SSN was included. We have begun mailings to affected individuals, informing them of the nature of the incident and whether their account number, SSN, or both was on the tape. We are providing suggestions on steps they can take to protect themselves (appropriate to the nature of the information on the tape) and offering anyone whose SSN was included a free year's credit monitoring service. For individuals whose account number was included, we are instituting enhanced internal monitoring of the accounts.

GE Money regrets this incident and is committed to protecting its' customers and their information. Prior to learning of this incident we had already instituted additional security measures that will prevent any future occurrences.

Please do not hesitate to contact me with any questions at the address above, by calling 1-203-585-6576, or via email at [peter.costa@ge.com](mailto:peter.costa@ge.com).

Sincerely,

Peter Costa  
Chief Compliance Officer  
GE Money Americas

cc: Ms Kelly Ayotte

January 9, 2008

Consumer Name  
Address  
City, State, Zip  
REF NR

Dear [Consumer First Name],

We are writing to inform you that a backup computer tape containing some of your personal information is missing. This unencrypted tape, which was being retained at a secure, offsite storage facility, included your name, address, and Social Security number, as well as your [CLIENT1] credit card account number, for which we are the card issuer. Please be aware that [CLIENT 2] was in no way responsible for this incident. We were in possession of this information due to a prior credit application you had made to our bank or one of its subsidiaries. There is no record of the tape being removed from the facility and we have no indication that your personal information has been or will be used inappropriately, but we are making you aware of the situation because this information could be used to open accounts in your name or commit identity theft if it were improperly accessed.

We recommend that you **immediately** take the following steps to protect your personal information:

1. **Review your credit card statements and your credit report for any unauthorized activity immediately and for at least the next 12 to 24 months.** If you have not received a copy of your credit report in the past year, you can request your free annual credit report by visiting [www.annualcreditreport.com](http://www.annualcreditreport.com) or calling 1 (877) FACTACT (322-8228). You can also get a copy by contacting any of the three major credit reporting agencies listed below. In reviewing your credit report, check for new credit accounts, changes to existing credit accounts such as new addresses or new authorized users, and inquiries for credit information from unauthorized merchants. If you detect any fraudulent activity, request that the agency delete those transactions from your record. If you suspect any suspicious activity on your [CLIENT 2] account, please contact us at the number on the back of your card.
2. **Enroll in 12 months of credit monitoring - free of charge.** To assist you in further protecting your personal information from unauthorized use or access, we would like to offer you 12 months of credit monitoring service **at no cost to you**. Instructions for obtaining this service are enclosed. *Note, if you plan on signing up for credit monitoring, don't place a fraud alert until after enrollment. The fraud alert will hinder enrollment.* The code you will use for enrolling in this service is:  
[insert code here]
3. **Consider placing a free 90-day fraud alert on your credit file.** A fraud alert lets creditors know to contact you before opening new accounts. Please contact any one of

the three credit reporting agencies below. The credit agency you contact will forward the fraud alert to the remaining two credit reporting agencies automatically.

Experian  
(888) 397-3742  
P.O. Box 9532  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)

Equifax  
(800) 525-6285  
P.O. Box 740241  
Atlanta, GA 30374-0241  
[www.equifax.com](http://www.equifax.com)

TransUnion  
(800) 680-7289  
P.O. Box 6790  
Fullerton, CA 92834-6790  
[www.transunion.com](http://www.transunion.com)

4. **Review the information about personal identity theft and fraud** at the Federal Trade Commission ("FTC") website (<http://www.consumer.gov/idtheft>). You may also enter your information into the FTC's Identify Theft Data Clearinghouse, where it will be accessible to law enforcement agencies for use in their investigations, at their website or by calling 1-877-ID-THEFT. If at some point you believe your information was used fraudulently, the FTC recommends that you close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. Use the FTC's ID Theft Affidavit (available at [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft)) when you dispute new unauthorized accounts.

We take our responsibility to safeguard your personal information seriously and regret any inconvenience this incident may have caused. We appreciate your understanding and thank you for being a GE Money Bank customer. If you have any questions about this situation, please do not hesitate to contact us at 1-866-913-6690, we are available Monday through Friday, 9:00 am to 7:00 pm EST.

Sincerely,

Brent Wallace  
President, GE Money Bank

January 9, 2008

Consumer Name  
Address  
City, State, Zip  
REF NR

Dear [Consumer First Name],

We are writing to inform you that a backup computer tape containing some of your personal information is missing. This tape, which was being retained at a secure, offsite storage facility, included your name, address, and [CLIENT 1] Credit Card account number, for which we are the card issuer. Please be aware that [CLIENT 2] was in no way responsible for this incident. There is no record of the tape being removed from the facility and we have no reason to believe that anyone has accessed or misused your information. The pieces of information on the tape would not be enough to open new accounts in your name, and we have implemented internal monitoring to protect your account number from misuse due to this incident.

In addition to the actions we have taken, we recommend that you **immediately** take the following steps to protect your personal information:

1. **Monitor your credit card statements for any unauthorized activity immediately and for at least the next 12 to 24 months.** If you suspect any suspicious activity on your account, please contact us at the number on the back of your card.
2. **Review the information about personal identity theft and fraud** at the Federal Trade Commission ("FTC") website (<http://www.consumer.gov/idtheft>). You may also enter your information into the FTC's Identify Theft Data Clearinghouse, where it will be accessible to law enforcement agencies for use in their investigations, at their website or by calling 1-877-ID-THEFT. If at some point you believe your credit card information was used fraudulently, the FTC recommends that you close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. Use the FTC's ID Theft Affidavit (available at [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft)) when you dispute new unauthorized accounts.

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Sincerely,

Brent Wallace

President  
GE Money Bank

December 21, 2007

Consumer Name  
Address  
City, State, Zip  
REF NR

Dear [Consumer Name],

We are writing to inform you that a backup computer tape containing some of your personal information is missing. This unencrypted tape, which was being retained at a secure, offsite storage facility, included your name, address, and social security number, as well as your [CLIENT] credit card account number. We were in possession of this information due to a prior credit application you had made to our bank or one of its subsidiaries. Although we have no indication that your personal information has been or will be used inappropriately, we are making you aware of the situation because this information may could be used to open accounts in your name or commit identity theft if it were improperly accessed.

We recommend that you **immediately** take the following steps to protect your personal information:

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2. **Enroll in 12 months of credit monitoring - free of charge.** To assist you in further protecting your personal information from unauthorized use or access, we would like to offer you 12 months of credit monitoring service **at no cost to you**. Instructions for obtaining this service are enclosed. *Note, if you plan on signing up for credit monitoring, don't place a fraud alert until after enrollment. The fraud alert will hinder enrollment.* The code you will use for enrolling in this service is:  
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Equifax  
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P.O. Box 740241  
Atlanta, GA 30374-0241  
[www.equifax.com](http://www.equifax.com)

TransUnion  
(800) 680-7289  
P.O. Box 6790  
Fullerton, CA 92834-6790  
[www.transunion.com](http://www.transunion.com)

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Brett Wallace  
President, GE Money Bank