

The Estée Lauder Companies Inc.  
767 Fifth Avenue  
New York, NY 10153  
212•572•4200

ESTÉE  
LAUDER  
COMPANIES

July 13, 2011

State of New Hampshire  
Attorney General Michael A. Delaney  
Attn: Security Breach Notification  
33 Capitol Street  
Concord, NH 03301

Dear Attorney General Delaney:

In accordance with N.H. Rev. Stat. Ann. § 359-C:20, I am writing to provide you with notification regarding the nature and circumstances of a recent data security incident.

We recently learned that an employee's company-issued laptop was stolen. The laptop contained personal information of some current and former employees and contractors of The Estée Lauder Companies Inc. ("Estée Lauder"). The personal information on the laptop included names and Social Security numbers. We have no evidence at this time that any personal information has been misused as a result of this incident. Immediately after discovering the incident, we changed all passwords assigned to the employee for access to the stolen laptop and Estée Lauder systems and reported the incident to law enforcement authorities. One person who may be affected by this incident resides in New Hampshire.

Attached for your reference is a copy of the notice Estée Lauder is sending to affected individuals.

Very truly yours,



Teena H. Lee  
Vice President and Legal Counsel

Enclosure

**Breach Notification Letter to Affected Individuals**

July 13, 2011

[Name]  
{Address}

Dear [\_\_\_\_\_]:

We recently learned that an employee's company-issued laptop was stolen. The laptop contained personal information of some current and former employees and contractors of The Estée Lauder Companies Inc. ("Estée Lauder"). The personal information on the laptop included names and Social Security numbers. While we have no evidence at this time that your personal information has been misused as a result of this incident, we want to call your attention to steps you may take to help protect yourself. Immediately after discovering the incident, we changed all passwords assigned to the employee for access to the stolen laptop and Estée Lauder systems and reported the incident to law enforcement authorities.

We regret that this incident may affect you. We take our obligation to safeguard personal information very seriously and, therefore, we are alerting you so you can take steps to protect yourself. We encourage you to remain vigilant and regularly review and monitor your credit reports. The attached Reference Guide provides details on these and other steps you may wish to consider.

You are entitled under U.S. law to one free credit report annually from each of the three national credit bureaus. To order your free credit report, call toll-free at (877) 322-8228 or visit [www.annualcreditreport.com](http://www.annualcreditreport.com). To further assist you, we recommend that you register for credit monitoring services with Equifax Personal Solutions, which we have arranged to provide for one year at no charge to you. The attached Reference Guide provides information on how you can register and recommendations by the U.S. Federal Trade Commission on how to further protect yourself against identity theft. You also may want to consider placing a fraud alert or security freeze on your credit file.

We hope this information is useful to you. If you have any questions regarding this incident, please call toll-free at (888) 529-4522, Monday through Friday, 9 AM to 5 PM Eastern Time or e-mail us at [consumercare-us@gcc.service.estee.com](mailto:consumercare-us@gcc.service.estee.com).

Again, we regret any inconvenience this may cause you.

Sincerely,

[Insert name]  
[Insert title]

## Reference Guide

We encourage individuals receiving Estée Lauder's letter dated July 13, 2011 to take the following steps:

**Order Your Free Credit Report.** To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com), call toll-free at (877) 322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC") website at [www.ftc.gov](http://www.ftc.gov) and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three credit bureaus provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store or commercial names. The credit bureau will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the credit bureau at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the credit bureaus of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

**Register for Credit Monitoring.** We have arranged with Equifax Personal Solutions to help you protect your identity and your credit information for one year at no cost to you. Equifax Credit Watch™ Gold with 3-in-1 Monitoring will provide you with an "early warning system" to changes to your credit file and help you to understand the content of your credit file at the three major credit reporting agencies. The key features and benefits are listed below.

- Comprehensive credit file monitoring and automated alerts of key changes to your Equifax, Experian, and TransUnion credit reports
- Wireless alerts and customizable alerts available
- One 3-in-1 Credit Report and access to your Equifax Credit Report™
- Up to \$1 million in Identity Theft Insurance with \$0 deductible, at no additional cost to you<sup>1</sup>
- 24 by 7 live agent Customer Service to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance and in initiating an investigation of inaccurate information
- 90 day Fraud Alert placement with automatic renewal functionality (available online only)

### How to Enroll

To sign up for **online delivery** go to [www.myservices.equifax.com/tri](http://www.myservices.equifax.com/tri)

1. **Register:** Complete the form with your contact information (name, gender, address, date of birth, Social Security Number and telephone number) and click the "Continue" button. Complete the form with your email address, create a User Name and Password, enter the following Promotion Code (410347645), and agree to the Terms of Use. This code eliminates the need to provide a credit card number for payment. Then click the "Accept Terms & Continue" button. All of the information that you enter is in a secured environment.
2. **Verify ID:** The system will then ask you to answer up to four security questions. The questions and answers support the Equifax Identity Verification Process. Please answer the questions and then click the "Submit Order" button.
3. **Order Confirmation:** This page shows you your order. Please click the "View my Product" button to access the product features.

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<sup>1</sup> Identity theft insurance underwritten by 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. This product is not intended for minors (under 18 years of age).

To sign up for **U.S. Mail delivery**, dial 1-866-937-8432 for access to the Equifax Credit Watch™ automated enrollment process. Note that all credit reports and alerts will be sent to you via U.S. Mail only.

1. **Promotion Code:** You will be asked to enter your promotion code as provided above.
2. **Customer Information:** You will be asked to enter your home telephone number, home address, name, date of birth and Social Security Number.
3. **Permissible Purpose:** You will be asked to provide Equifax with your permission to access your credit file and to monitor your file. Without your agreement, Equifax cannot process your enrollment.
4. **Order Confirmation:** Equifax will provide a confirmation number with an explanation that you will receive your Fulfillment Kit via the U.S. Mail (when Equifax is able to verify your identity) or a Customer Care letter with further instructions (if your identity cannot be verified using the information provided). Please allow up to 10 business days to receive this information.

**Contact the U.S. Federal Trade Commission.** If you detect any unauthorized transactions in your financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to your local law enforcement authorities, your state Attorney General, and the FTC. If you believe your identity has been stolen, the FTC recommends that you take these additional steps:

- 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.ftc.gov/idtheft](http://www.ftc.gov/idtheft)) when you dispute new unauthorized accounts.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft:

Federal Trade Commission  
Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-IDTHEFT (438-4338)  
[www.ftc.gov/idtheft/](http://www.ftc.gov/idtheft/)

**Place a Fraud Alert on Your Credit File.** To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free fraud numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three credit bureaus.

Equifax	P.O. Box 740256 Atlanta, Georgia 30374	888-766-0008	<a href="http://www.equifax.com">www.equifax.com</a>
Experian	P.O. Box 9532 Allen, Texas 75013	888-397-3742	<a href="http://www.experian.com">www.experian.com</a>
TransUnion	Fraud Victim Assistance Division P.O. Box 6790 Fullerton, California 92834	800-680-7289	<a href="http://www.transunion.com">www.transunion.com</a>

**Place a Security Freeze on Your Credit File.** You may wish to place a "security freeze" (also known as a "credit freeze") on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the credit bureaus without your consent. There may be fees for placing, lifting, and/or removing a security freeze, which generally range from \$5 to \$20 per action. *Unlike a fraud alert, you must place a security freeze on your credit file at each credit bureau individually.* Since the instructions for establishing a security freeze differ from state to state, please contact the three national credit bureaus to find out more information.

Equifax	P.O. Box 105788 Atlanta, Georgia 30348	877-478-7625	www.equifax.com
Experian	P.O. Box 9554 Allen, Texas 75013	888-397-3742	www.experian.com
TransUnion	Fraud Victim Assistance Division P.O. Box 6790 Fullerton, California 92834	888-909-8872	www.transunion.com

The credit bureaus may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Proof of your current residential address (such as a current utility bill)
- Addresses where you have lived over the past five years
- A legible copy of a government-issued identification card (such as a state driver's license or military ID card)

**For Massachusetts Residents.** The credit bureaus may charge you a fee of up to \$5 to place a freeze on your account, and may require that you provide proper identification prior to honoring your request. There is no charge, however, to place, lift or remove a security freeze if you provide the credit bureaus with a valid police report. You have the right to obtain a police report if you are the victim of identity theft.

**For Maryland Residents.** You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You can contact the Maryland Attorney General at:

Maryland Office of the Attorney General  
Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
888-743-0023 (toll-free in Maryland)  
410-576-6300  
www.oag.state.md.us

**For North Carolina Residents.** You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at:

North Carolina Attorney General's Office  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
877-566-7226 (toll-free in North Carolina)  
919-716-6400  
www.ncdoj.gov