

Consumer Protection & Antitrust Bureau
Department of Justice
33 Capitol Street
Concord, NH 0330

Dear Attorney General Formella,

On behalf of Gap Inc., we are writing to inform you of a data incident of a single resident of your state. Pursuant to Chapter 359-C, Right to Privacy, section 359-C:20, please find below the information required under this section as well as a copy of the email sent to the customer, .

On or about November 11, 2022, a customer, reported to us that she believed that her credit card had been misused after providing the credit card information over the phone to one of our customer service representatives. The customer representative had access to the customer's name, address, email, and credit card information. Our asset protection team coordinated its investigation with the customer and determined that the customer service representative misused the credit card by engaging in 2 unauthorized transactions. The amount of the unauthorized transactions totaled approximately \$261.00. The customer was instructed to report the matter to her banking institution, and no further misuse has been reported.

On November 25, 2022, we emailed (see attached) the customer thanking her for alerting us to this matter and providing her with two years of complimentary credit card monitoring. The customer service representative was removed from her position and our asset protection team continues to work with our service-line management teams to inform and bring awareness of this event to heighten surveillance and continue training.

Should you have any further questions relating to this matter, please do not hesitate to contact me.

Debbie Mishan
Sr. Counsel Privacy
debbie_mishan@gap.com
Gap Inc.
2 Folsom Street,
San Francisco, Ca. 94105

Dear _____,

Thank you for speaking with Colin Kennedy from our Asset Protection team alerting us to the unauthorized purchases made with your credit card. We regret that this incident occurred and take the security of all customer personal information seriously. Below, please find the information and the steps we recommend you take to protect against potential misuse of your personal information.

We understand that you have already reported this to your financial institution, however out of an abundance of caution we have arranged for you, at your option, to enroll in a complimentary 24-month credit monitoring service. We have engaged Equifax to provide you with its Equifax Complete™ Premier product which provides you with a one-stop credit monitoring and identify theft protection solution. We encourage you to activate the free credit monitoring service now by using the following activation code: **[INSERT CREDIT MONITORING CODE]**, as the code expires on December 31, 2022. This code is unique for your use and should not be shared. To enroll, go to this specific URL www.equifax.com/activate.

Other steps you can take to remain vigilant, include, regularly reviewing your account statements and monitoring free credit reports. If you discover any suspicious or unusual activity on your accounts or suspect identity theft or fraud, be sure to report it immediately to your financial institutions.

Under the federal Fair Credit Reporting Act (“FCRA”), you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. You may obtain a free copy of your credit report by going to www.AnnualCreditReport.com or by calling (877) 322-8228. You may contact the nationwide credit reporting agencies at:

Equifax (800) 685-1111 P.O. Box 740241 Atlanta, GA 30374-0241 Equifax.com/personal/credit-report-services	Experian (888) 397-3742 P.O. Box 9701 Allen, TX 75013 Experian.com/help	TransUnion (888) 909-8872 Fraud Victim Assistance Division P.O. Box 2000 Chester, PA 19022 TransUnion.com/credit-help
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Please know that we regret any inconvenience or concerns this incident may cause you. We rely on members of our community to help us combat fraud and appreciate you bringing this to our attention. Enclosed are the complimentary credit monitoring service discussed above and a gift card valued at \$50. If you have any further questions or concerns, please do not hesitate to contact us at Customer Service 410-721-2967.

Sincerely,

Gap Inc. Employee Relations.

New Hampshire Residents: May obtain information about preventing identity theft from the New Hampshire Attorney General's Office. This office can be reached at:

New Hampshire Consumer Protection Bureau
Office of the Attorney General
33 Capitol Street
Concord, NH 03301
Phone: (603) 271-3643
Fax: (603) 271-2110
DOJ-CPB@doj.nh.gov