



**Hyundai Motor America**  
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July 3, 2013

Attorney General Joseph Foster  
New Hampshire Department of Justice  
33 Capitol Street  
Concord, New Hampshire 03301

Dear Attorney General Foster:

On or about May 24, 2013, Hyundai Motor America (HMA) discovered that information of certain customers enrolled in the HMA website MyHyundai.com may have been compromised. When visiting the Blue Link section of MyHyundai.com, there were instances in which a subscriber could see another subscriber's name, address, telephone, and in certain cases the last four (4) digits of credit card account information. It is important to note that this issue was contained within the portions of [www.MyHyundai.com](http://www.MyHyundai.com) accessible only to Blue Link subscribers. **HMA initiated an investigation and determined that no financial or other sensitive information, such as social security number, driver's license or similar government issued identification or full credit card information, was disclosed. As such, law enforcement has not been involved.** HMA promptly resolved this issue on May 28, 2013.

While HMA does not believe that any serious harm will come from this incident, HMA is taking all appropriate precautions to address the situation. HMA anticipates notifying the five (5) New Hampshire residents affected no later than July 8, 2013. A copy of the notice being sent to the affected individuals via U.S. first-class mail is attached hereto. The letter advises the Blue Link subscribers to consider changing their email password; recommends that they place a fraud alert on their credit files and provides instructions on how to do so; and provides contact information for HMA and encourages them to contact HMA with any additional questions.

Please rest assured that we take our customers' privacy very seriously, and we will continue to work diligently to protect their personal information. Should you have further questions or concerns regarding this incident, please contact Justin D. Walker, Managing Counsel, at [jwalker@hmausa.com](mailto:jwalker@hmausa.com), or 3200 Park Center Drive, 2nd Floor Mail Center, Costa Mesa, CA 92626, or by telephone at (714) 594-1587.

Sincerely,

Hyundai Motor America

Enclosure

July 5, 2013

**An Important Message**

On or about May 24, 2013, Hyundai Motor America (HMA) discovered that information of certain customers enrolled in the HMA website MyHyundai.com may have been compromised. When visiting the Blue Link section of MyHyundai.com, there were instances in which a subscriber could see another subscriber's name, address, telephone, and in certain cases the last four (4) digits of credit card account information. It is important to note that this issue was contained within the portions of MyHyundai.com accessible only to Blue Link subscribers. **We initiated an investigation and determined that no financial or other sensitive information, such as social security number, driver's license or similar government issued identification or full credit card information, was disclosed. As such, law enforcement has not been involved.** We promptly resolved this issue. While we do not believe that any serious harm will come from this incident, we are taking all appropriate precautions to address the situation. As part of these safeguards, we encourage you to change your password to your MyHyundai.com account.

We regret this incident occurred and for any inconvenience it may have caused you. As a valued Hyundai customer, we have extended your Blue Link Assurance Connected Care subscription for an additional year (if you are not an active subscriber, please contact (855) 2-BlueLink (Option 0) by September 30, 2013 for your free subscription).

Please rest assured that we take your privacy very seriously, and will continue to work diligently to protect your personal information. We encourage you to remain alert for "phishing" or fraudulent emails. Please let us know promptly should you receive any suspicious emails or would like any additional information by contacting us at [consumeraffairs@hmausa.com](mailto:consumeraffairs@hmausa.com), or P.O. Box 20850, Fountain Valley, CA 92708, or by calling us toll free at (800) 633-5151. For more information on keeping your data safe, we enclose some tips that you may find valuable.

Sincerely,

Hyundai Motor America

## PROTECTING YOUR PERSONAL INFORMATION

**Recommended Actions:** Although your social security number was not compromised, we nonetheless recommend that you place a fraud alert on your credit files. A fraud alert requires potential creditors to use “reasonable policies and procedures” to verify your identity, including calling you before opening new accounts or changing your existing accounts. At no cost to you, a fraud alert lasts for 90 days. Just call one of the three credit reporting agencies at a number below. This will let you automatically place an alert with all of the agencies. You will receive letters from all three confirming the fraud alert and letting you know how to get a free copy of your credit report from each.

Experian: 1-888-397-3742 ([www.experian.com](http://www.experian.com))

Equifax: 1-800-525-6285 ([www.equifax.com](http://www.equifax.com))

TransUnion: 1-800-680-7289 ([www.transunion.com](http://www.transunion.com))

When you receive your credit reports, look them over carefully. Look for accounts you did not open. Look for inquiries from creditors that you did not initiate. And look for personal information, such as home address and social security number, that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

If you do find suspicious activity on your credit reports, call your local police or sheriff's office and file a police report of identity theft. Get a copy of the police report. You may need to give copies of the police report to creditors to clear up your records.

Even if you do not find any signs of fraud on your records, we recommend that you check your credit reports periodically. Each of the three credit reporting agencies is required to provide you with a free credit report, at your request, once every 12 months. You can keep the fraud alert in place by calling again after 90 days.