



The Kantar Group
HR Operations
3333 Warrenville Rd. Ste. 400
Lisle, IL 60532

Mr. Joseph A. Foster
New Hampshire Department of Justice
Office Of The Attorney General
33 Capitol Street
Concord, NH 03301

March 21, 2016

Dear Attorney General Foster,

Please be advised that on March 1, 2016, an employee of Kantar sent certain employee records to an unauthorized email recipient. The documents contained certain personal information of Kantar North American employees including names, home addresses, social security numbers and salary information.

The records of the following Kantar Group entities were affected: Kantar Health LLC, Millward Brown LLC, Lightspeed Online Research LLC, Compete Inc., Competitive Media Reporting LLC, Kantar Media Research Inc., Dynamic Logic LLC, Perq/HCI Corp, TNS US LLC, The Futures Company Worldwide LLC, Benenson Strategy Group, Added Value LLC, Kantar Retail LLC, and Marketing & Planning Systems LLC.

It appears that 4,266 individuals could have been affected, including 14 individuals who are residents of your state. We are simultaneously sending the required notices to the affected individuals in New Hampshire.

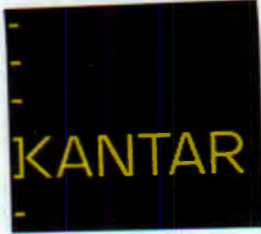
We are taking numerous steps to protect the security of the personal information of the affected individuals, including implementing additional quality controls to avoid similar incidents in the future.

If you have any questions, please contact me at (203)-330-5208 or email Robert.Bowtell@kantar.com.

Sincerely,

A handwritten signature in black ink that reads "Robert Bowtell". The signature is written in a cursive, slightly slanted style.

Robert Bowtell
Kantar Global CFO



Kantar
HR Operations
3333 Warrenville Rd. Ste. 400
Lisle, IL 60532

March 21, 2016

SAMPLE A SAMPLE
123 ANY ST
ANYTOWN, US 12345-6789

RE: Important Security and Protection Notification
Please read this entire letter.

Dear **SAMPLE A SAMPLE**:

WHAT HAPPENED?

We deeply regret to inform you that we were targeted in a phishing scam that resulted in an unauthorized party obtaining your personal information. First, I want to apologize – sincerely apologize – that there has been an incident. Second, I can't encourage you enough to follow the steps outlined below to try to protect yourself in the aftermath of this incident. My information was also disclosed, so I too am facing the inconvenience and anxiety that comes with this unfortunate event.

More specifically, the security of the personal information of individuals who were employed within Kantar Group in the United States in 2015 has been compromised. Certain US employee records were sent to an unauthorized party on March 1, 2016, which was discovered on March 9 2016.

WHAT INFORMATION WAS INVOLVED?

The records were 2015 W2 tax forms which contained your name, home address, social security number and salary information.

WHAT WE ARE DOING.

We take any loss of personal data very seriously and are taking steps to help protect you and your personal information. We have been working with federal and state tax authorities, legal and tax experts, and law enforcement to address and respond to the incident, and I thank you for patience as we work through this.

To help protect your identity, we are offering a **complimentary** two-year membership of Experian's® ProtectMyID® Alert. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft. We strongly encourage you to promptly take advantage of this service.

We have also established a dedicated Call Center with Experian to answer any additional questions you may have regarding this incident or the ProtectMyID product. You may reach that Call Center during the hours of 9am – 9pm EST Monday – Friday, and 11am – 8pm EST Saturday – Sunday at (888) 829-6550 between now and July 1, 2016.

Activate ProtectMyID Now in Three Easy Steps

1. **ENSURE That You Enroll By: 07/01/16** (Your code will not work after this date.)
2. **VISIT the ProtectMyID Web Site to enroll: www.protectmyid.com/alert**
3. **PROVIDE Your Activation Code: 123456789**

If you have questions or need an alternative to enrolling online, please call (888) 829-6550 and provide engagement #: **PC99993**.

Additional details regarding your 24-MONTH ProtectMyID Membership:

A credit card is not required for enrollment.

Once your ProtectMyID membership is activated, you will receive the following features:

- **Free copy of your Experian credit report**
- **Surveillance Alerts for:**
 - **Daily Bureau Credit Monitoring:** Alerts of key changes & suspicious activity found on your Experian credit report.
- **Identity Theft Resolution & ProtectMyID ExtendCARE:** Toll-free access to US-based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.
 - It is recognized 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.
- **\$1 Million Identity Theft Insurance*:** Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

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 (888) 829-6550.

WHAT YOU CAN DO.

- **Order Free Annual Credit Reports**

You have the right to obtain a copy of your credit report for free once a year from each credit reporting agency by contacting one of the agencies listed below or by visiting www.annualcreditreport.com or by calling toll free 877-322-8228. Hearing impaired consumers can access TTY service at 800-821-7232. You may order one, two, or three reports at the same time, or you may stagger your requests during a 12-month period to keep an eye on the information in your reports.

Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is

correct. If you have questions or notice incorrect information, contact the credit reporting company. The three credit bureaus are:

Equifax
877-478-7625
www.equifax.com

Experian
888-397-3742
www.experian.com

TransUnion
800-680-7289
www.transunion.com

- **Place A 90-Day Fraud Alert On Your Credit File**

You can also place an initial "fraud alert" on your credit file. A "fraud alert" lets creditors know that they should contact you before they open a new account in your name. Additionally, you could also place a security freeze which prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. You can learn more information about placing a fraud alert or security freeze by calling any one of the three credit reporting agencies at the numbers above.

- **Place A Security Freeze On Your Credit File**

If you are very concerned about becoming a victim of fraud or identity theft, a security freeze might be right for you. Placing a freeze on your credit report will prevent lenders and others from accessing your credit report entirely, which will prevent them from extending credit. With a Security Freeze in place, you will be required to take special steps when you wish to apply for any type of credit. This process is also completed through each of the credit reporting companies.

- **Manage Your Personal Information**

Take steps such as: carrying only essential documents with you; being aware of whom you are sharing your personal information with and shredding receipts, statements, and other sensitive information.

OTHER IMPORTANT INFORMATION.

Social security numbers can be used to open lines of credit or file false tax returns. While taking the steps outlined above can be helpful, and the IRS is aware of common identity theft scams, you should be vigilant in attending to your accounts and financial matters. Carefully review your credit reports and bank, credit card and other account statements. Be proactive and create alerts on credit cards and bank accounts to notify you of activity. Report any suspected incidents of identity theft to local police, the Federal Trade Commission and contact a credit reporting company.

The IRS has posted online information and procedures regarding how to deal with identity theft with respect to the filing of tax returns, including providing a form (Form 14039) to notify the IRS directly if you are the victim of identity theft affecting your federal tax records or believe you might be affected in the future. Please see: <https://www.irs.gov/uac/Taxpayer-Guide-to-Identity-Theft>, and carefully review all applicable IRS information before submitting any forms or taking any actions. Please check with your state tax authorities for a comparable form, process and information. In the event a fraudulent return has been filed you may not be able to e-file your tax return but will need to file a paper return.

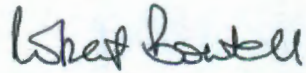
FOR MORE INFORMATION.

You can also visit <https://www.identitytheft.gov> or contact the Federal Trade Commission at:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
www.ftc.gov/complaint
1-877-438-4338 / TTY: 1-866-653-4261

Please be assured that we take the protection of your information very seriously. We apologize for any inconvenience this incident may cause you. If you have any questions, please contact the Call Center at (888) 829-6550.

Sincerely,

A handwritten signature in black ink that reads "Robert Bowtell". The signature is written in a cursive style with a large initial "R".

Robert Bowtell
Kantar Global CFO

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). 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.