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June 10, 2011

Via U.S. Mail

Honorable Michael Delaney
Attorney General of New Hampshire
State House Annex
33 Capitol Street
Concord, New Hampshire 03301

Re: Pfizer Laptop Theft

Dear General Delaney:

I am writing to notify you of a recent data security incident involving my client, Pfizer. On or about April 22, 2011, a Pfizer laptop was stolen from the car of a Pfizer employee. Some information about present and former Pfizer employees, healthcare professionals, service providers and/or customers is believed to have been on the laptop. The laptop was encrypted and equipped with an additional PIN-protected electronic locking mechanism restricting access to the laptop. However, it is possible that the encryption password may have been compromised; we have no evidence that the PIN protecting the electronic lock was compromised.

Pfizer promptly notified law enforcement of the theft. To date, there have been no arrests and the laptop has not been recovered. At this time, Pfizer is not aware that any unauthorized person has accessed any of the information on the laptop.

Nevertheless, Pfizer conducted a forensic analysis of a backup of the information believed to have been on the laptop. Based on this analysis, it appears that the laptop may have contained information (including name, address, and Social Security number) on approximately 7 New Hampshire residents. There is no evidence that any financial account numbers, credit card numbers, PINs or passwords of New Hampshire residents were on the laptop.

Pfizer is in the process of notifying appropriate individuals in New Hampshire by mail to inform them about this incident. Pfizer has arranged to provide all such individuals with the opportunity to sign up for a comprehensive two-year program of credit protection services, including credit monitoring and identity theft insurance, at Pfizer's expense. An exemplar copy of the notice letter is attached for your information.

Pfizer is committed to protecting the privacy of personal information and takes this incident seriously. Pfizer maintains extensive and ongoing efforts to provide data security and privacy protections, including encrypting and password protecting laptops and other portable electronic devices. Pfizer also trains employees on data privacy and security, including the importance of

DICKSTEIN SHAPIRO LLP

Honorable Michael Delaney

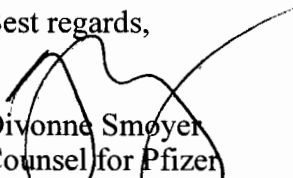
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safeguarding the confidentiality of passwords. Pfizer is reviewing its internal privacy policies, procedures and training to determine if there are additional enhancements that can be made in order to minimize the likelihood of a recurrence of a similar incident.

Please do not hesitate to contact me if I can provide you with any additional information.

Best regards,



Divonne Smøyer
Counsel for Pfizer

Attachment



Pfizer Global Privacy Office
C/O ID Experts
PO Box 6336
Portland, OR 97228-6336

Pfizer Inc
235 East 42nd Street
New York, NY 10017-5755

Month XX, XXXX

NAME
ADDRESS LINE 1
ADDRESS LINE 2
CITY STATE ZIPCODE
COUNTRY

Dear <Name>,

We are writing to inform you that a bag containing a Pfizer laptop and documents was stolen from the car of a Pfizer employee on or about April 22, 2011. Pfizer immediately notified law enforcement upon learning of the theft. Although the laptop was encrypted and equipped with an additional locking mechanism that would frustrate attempts to access the data, it is possible that a password required to access the laptop may have been compromised. Pfizer has investigated the circumstances surrounding this theft and has conducted a forensic investigation of the external back-up of the laptop. The forensic investigation has revealed that some of your personal information, including your *name, address, Social Security number and telephone number*, may have been exposed.

Although it is not clear that any data has, in fact, been compromised and we are not aware of any indications of identity theft associated with this incident, Pfizer takes data protection and identity theft issues very seriously. We have made arrangements that will enable you, at our expense, to protect yourself and your personal information by providing you with the opportunity to sign up for two years of credit monitoring and identity protection services. If you do not wish to register for these services, experts recommend that you review your financial statements in circumstances such as these to ensure that your personal information is not being misused. We encourage you to do so frequently.

Pfizer regrets this incident and any concerns it may raise. We hope that this letter and the assistance that we are offering will answer your questions and provide practical support.

What Pfizer Is Doing to Help Protect Your Privacy and Security

Pfizer has contracted with ID Experts®, a nationally recognized company that specializes in identity theft protection and fraud resolution, to provide you with a comprehensive membership in their program, which includes two years of credit monitoring and restoration services at Pfizer's expense. (Please see below for registration instructions, including the enrollment deadline). The ID Experts services include the following:

- **Credit Monitoring:** ID Experts provides you with 24 months of automatic daily credit monitoring and alerts from the three credit bureaus -- Experian, Equifax and TransUnion. ID Experts will keep you up-to-date on new identity theft issues, tips for protection, legislative updates and other topics associated with maintaining the health of your identity via a monthly e-newsletter. You will also have access to the ID Experts team and the online resource center for news, education, and advisory services.
- **Exclusive Educational Materials:** The ID Experts website includes a wealth of useful information, including instructive articles, a Protection Test that you can take, a very helpful ID Self-Defense Academy™ and a place where you can review and update your account. Their experts will keep you up-to-date on new identity theft scams, tips for protection, legislative updates and other topics associated with maintaining the health of your identity.
- **Fraud Resolution Representatives:** ID Experts will provide expert guidance if you suspect that your personal information is being misused.
- **Insurance Reimbursement:** In the event of a confirmed identity theft, you may be eligible for reimbursement of up to \$20,000 for expenses related to that theft.

You may speak with a knowledgeable representative from ID Experts who will answer your questions and assist you with enrollment in the program Monday through Friday from 9 am-9 pm (Eastern Time). Remember, the two-year ID Experts credit protection services package is free to you – Pfizer will pay the costs on your behalf if you register by the enrollment deadline of September 30, 2011.

Your Access Code: XXXXXXXXXX

The ID Experts phone number is: 1-877-854-3797
The enrollment deadline is: SEPTEMBER 30, 2011

More Strategies to Help Guard Your Credit and Identity

- Monitor your account statements and credit reports for unusual activity. Identity thieves may hold personal information for a time before using it. Periodic monitoring can help you spot problems and address them quickly.
- Request a free credit report annually from each of the three major credit agencies. Checking your free credit report helps reduce risk from new accounts and may provide early notice of a potential fraud or incident of identity theft. To order your report, visit www.annualcreditreport.com or call toll-free (877) 322-8228.
- Call the credit agency if you do not understand something on your credit report. If you find suspicious activity on your credit report, call your local police or sheriff's office and file a report of identify theft. Keep a copy of the report – you may need it for creditors. You also should file a complaint with the Federal Trade Commission at www.ftc.gov/idtheft or at 1-877-ID-THEFT (1-877-438-4338).

For your convenience, here is contact information for three major credit reporting agencies:

Equifax
1-888-766-0008
P.O. Box 740241
Atlanta, GA 30374-0241
www.equifax.com

Experian
1-888-397-3742
P.O. Box 9532
Allen, TX 75013
www.experian.com

TransUnion
1-800-680-7289
P.O. Box 6790
Fullerton, CA 92834-6790
www.transunion.com

- Place a "fraud alert" on your credit file by contacting one of three major credit reporting agencies so that creditors contact you before opening or changing an account. The service is free and easy to request. When one major credit agency places an alert, it notifies the others to do so too. Please note that you will be asked for your Social Security number. In general, you should not give that number out in other circumstances.
- Place a "security freeze" on your consumer credit by contacting the major credit bureaus. This locks or "freezes" access to a consumer credit report and credit score by prohibiting a credit bureau from releasing a consumer's credit report or any information about the consumer's credit history without written authorization unless and until the consumer takes further action. This means that no new credit can be taken out in your name without your express authorization. You should note that while a security freeze will limit the extent to which others can fraudulently obtain credit in your name, it may also delay, interfere with, or prevent timely approval of requests you legitimately make for new loans, credit, mortgages, employment, housing or other services. Pfizer neither endorses nor discourages the use of a security freeze. Some people have found them useful and worthwhile; others have found them unnecessary and inconvenient. Many factors must be considered, and the decision concerning a security freeze requires a highly personal assessment. The FTC website listed below provides information regarding placing a security freeze.

You may obtain further information regarding how you can protect yourself against potential fraud or misuse of your personal information from the Federal Trade Commission at:

Identity Theft Clearinghouse
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
www.ftc.gov/idtheft
1-877-IDTHEFT (438-4338)
TDD: 1-202-326-2502

Pfizer is serious about the security of people, information and facilities. We maintain ongoing and extensive efforts to ensure that personal data is well-protected including encrypting and providing password protection for laptops. Pfizer also trains employees on privacy and security including the importance of safeguarding the confidentiality of passwords.

If you have questions, please contact ID Experts at **1-877-854-3797**. Pfizer is collaborating closely with ID Experts to ensure that your inquiries are addressed. If you would like to contact Pfizer directly, you may send an email to Privacy.Officer@pfizer.com or call the Pfizer Privacy Office at 1-877-356-6195. Again, Pfizer deeply regrets any inconvenience that this may cause you, and we encourage you to take full advantage of the Pfizer-sponsored free credit and identity protection services, as well as other resources to secure your personal information.

Sincerely,

A handwritten signature in black ink, appearing to read 'MS', with a long horizontal line extending to the right.

Matt Silva
Chief Privacy Officer