

BASS BERRY + SIMS_{PC}

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Nashville, TN 37201
(615) 742-6250

April 1, 2016

U.S. Certified Mail

kathleen.vattes@doj.nh.gov

Attorney General Joseph Foster
Consumer Protection and Antitrust Bureau
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

Ms. Kathleen Vattes (via email only)
Consumer Protection and Antitrust Bureau
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

Dear Attorney General Foster:

Pursuant to N.H. Rev. Stat. Ann. §§ 359-C:1, we are writing on behalf of our client, Ryman Hospitality Properties, Inc. ("Ryman"), to notify you of an unauthorized disclosure, and access or use, of personal information affecting a New Hampshire resident.

Synopsis of the Incident Resulting in Unauthorized Access to Personal Information

Ryman is a real estate investment trust specializing in group-oriented, destination hotel assets in urban and resort markets. Recently, Ryman discovered that one of its employees having responsibilities over payroll information was targeted by an email "phishing" scheme. On March 23, 2016, in response to what appeared to the employee to be a legitimate request for such information from Ryman's CEO, the employee sent outside the company three .pdf files containing 2015 IRS W-2 payroll information related to Ryman employees and third parties who received a 2015 IRS W-2 form. This information included Social Security numbers, 2015 wages, 2015 taxes withheld, and amounts paid for other benefits. When the Ryman employee realized his error that same day, he reported the incident to Ryman senior management. Senior management immediately began an investigation into the incident, and secured Ryman against further disclosures of such information. The investigation confirmed no further disclosures of such information had been made.

Ryman is assessing what additional security measures may be available to mitigate the likelihood of any future disclosures of this nature, including additional focus on security awareness and training.

Number of New Hampshire Residents Potentially Affected

Based on Ryman's investigation, it has determined that one (1) person it currently identifies as a New Hampshire resident was potentially affected under N.H. Rev. Stat. Ann. §§ 359-C:1.

STATE OF NH
DEPT. OF JUSTICE
2016 APR -4 PH12:13

Copy of the Notice Provided to the Affected Individual

Pursuant to N.H. Rev. Stat. Ann. §§ 359-C:1, on March 30, 2016, Ryman mailed a letter to the affected New Hampshire resident notifying such resident of the incident. This notification letter is in the form of the letter attached.

Description of Any Services Being Offered to the Affected Individual Without Charge and Instructions on How to Use Such Services

The notification letter sent to the affected individual encourages her to take precautions to protect the security of her personal information, and also recommends remaining vigilant to prevent identity theft and fraud by monitoring credit reports, and financial institution and other account statements. The letter also provides a toll-free telephone number to call with any questions about the incident.

In addition, Ryman is offering the affected resident two years of a free credit monitoring and identity theft protection product from Experian. Ryman notified the affected resident how to enroll in the credit monitoring and identity theft protection service via the notification letter. To enroll, the individual will visit Experian's website and provide her personal activation code, which is listed in her individual notification letter.

Contact Information For Additional Information About the Incident

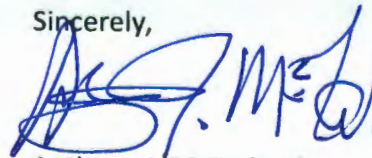
For any questions or additional information regarding this incident, please contact either me or my partner, Bob Brewer, at:

Anthony J. McFarland
amcfarland@bassberry.com

Robert L. Brewer
rbrewer@bassberry.com

Bass, Berry & Sims PLC
150 Third Avenue South, Suite 2800
Nashville, TN 37201
615-742-6200 (phone)
615-742-6293 (fax)

Sincerely,



Anthony J. McFarland

AJM/16685458

Enclosure



RYMAN HOSPITALITY PROPERTIES, INC.

A REAL ESTATE INVESTMENT TRUST

Attn: Human Resources ♦ One Gaylord Drive ♦ Nashville, TN 37214

March 30, 2016



##B8429-L01-0123456 0001 00000001 *****9-OELZZ 123

SAMPLE A SAMPLE

APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



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

Dear Sample A Sample:

We are contacting you regarding a data security incident that occurred on March 23, 2016 at Ryman Hospitality Properties, Inc. This incident involved information included on your 2015 Form W-2, consisting of your name, home address, Social Security number, and 2015 compensation & tax rates, but did not include family information, bank account records, or account passwords. As a result, your personal information may have been potentially exposed to others. Please be assured that we have taken every step necessary to address the incident, and that we are committed to fully protecting all of the information that you have entrusted to us.

We learned on March 23, 2016 that confidential W-2 information was transferred outside the company in response to an email that appeared to have been sent by someone within our company. In reality, the email was sent from a third party using a computer crime and fraud tactic known as email spoofing. Let me assure you that we are investigating all aspects of this situation. We also will be reviewing our internal procedures to make sure that our privacy policies are strictly followed. We have also alerted the appropriate authorities.

What we are doing to protect your information:

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 identity protection support focused on the identification and resolution of identity theft.

0123456



Activate ProtectMyID Now in Three Easy Steps

1. ENSURE That You Enroll By: June 30, 2016 (Your code will not work after this date.)
2. VISIT the ProtectMyID Web Site to enroll: <http://www.protectmyid.com/redeem>
3. PROVIDE Your Activation Code: ABCDEFGHI

(OVER PLEASE)

If you have questions or need an alternative to enrolling online, please call 877-371-7902 and provide engagement #: PC100349.

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, Equifax® and TransUnion® credit reports.
- ◆ **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 877-371-7902.

What you can do to protect your information: There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to the final page of this letter.

We sincerely apologize for this incident, regret any inconvenience it may cause you and encourage you to take advantage of the product outlined herein. Should you have questions or concerns regarding this matter and/or the protections available to you, please do not hesitate to contact us at 615-316-6430

Sincerely,
Shawn Smith
VP of Human Resources
Ryman Hospitality Properties

*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.

ADDITIONAL ACTIONS TO HELP REDUCE YOUR CHANCES OF IDENTITY THEFT

⇒ PLACE A 90-DAY FRAUD ALERT ON YOUR CREDIT FILE

An initial 90 day security alert indicates to anyone requesting your credit file that you suspect you are a victim of fraud. When you or someone else attempts to open a credit account in your name, increase the credit limit on an existing account, or obtain a new card on an existing account, the lender should take steps to verify that you have authorized the request. If the creditor cannot verify this, the request should not be satisfied. You may contact one of the credit reporting companies below for assistance.

Equifax
1-800-525-6285
www.equifax.com

Experian
1-888-397-3742
www.experian.com

TransUnion
1-800-680-7289
www.transunion.com

⇒ 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 in connection with new credit application, which will prevent them from extending credit. A security freeze *generally does not apply* to circumstances in which you have an existing account relationship and a copy of your report is requested by your existing creditor or its agents or affiliates for certain types of account review, collection, fraud control or similar activities. 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.

⇒ ORDER YOUR FREE ANNUAL CREDIT REPORTS

Visit www.annualcreditreport.com or call 877-322-8228. 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.

⇒ 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.

⇒ USE TOOLS FROM CREDIT PROVIDERS

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. If you discover unauthorized or suspicious activity on your credit report or by any other means, file an identity theft report with your local police and contact a credit reporting company.

⇒ OBTAIN MORE INFORMATION ABOUT IDENTITY THEFT AND WAYS TO PROTECT YOURSELF

- Visit <http://www.experian.com/credit-advice/topic-fraud-and-identity-theft.html> for general information regarding protecting your identity.
- The Federal Trade Commission has an identity theft hotline: 877-438-4338; TTY: 1-866-653-4261. They also provide information on-line at www.ftc.gov/idtheft.

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