

# TIFFANY & Co.

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March 21, 2012  
**VIA OVERNIGHT MAIL**

Re: Tiffany and Company ("Tiffany") information security notification

Dear Attorney General Delaney,

Pursuant to New Hampshire's security breach notification law, we are writing to notify your office that on or shortly before March 15, 2012, United Parcel Service (UPS), working on behalf of Tiffany, misdirected a package containing one New Hampshire resident's Tiffany & Co. credit card application (including a social security number) to the address of an unaffiliated business, Drugstore.com. The error was immediately realized and the package, along with its entire contents, including the aforementioned Tiffany & Co. credit card application, was returned to Tiffany on March 15, 2012. Please note that this incident did not involve the loss or compromise of any 'computerized data' as stipulated by the New Hampshire security breach notification law.

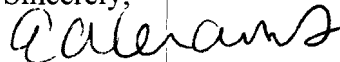
Although the package was opened by Drugstore.com upon its mistaken delivery, Tiffany has no evidence that the enclosed Tiffany & Co. credit card application or the information contained therein was misused or was otherwise compromised.

Notwithstanding, on March 21, 2012 a letter of notification was sent via e-mail and a hard copy via overnight mail to the sole New Hampshire resident affected by this incident. A draft copy of the letter is herein enclosed for your reference.

Tiffany and Company is dedicated to protecting its customers' personal identifiable information and has policies in place to ensure that Tiffany & Co. credit card applications are processed and handled in a responsible manner intended to protect the information therein.

Should you have any questions, please contact me at (212) 230-5351.

Sincerely,



Ewa M. Abrams

**TIFFANY & Co.**  
727 FIFTH AVENUE  
NEW YORK, NEW YORK 10022  
212-755-8000

March 21, 2012  
**VIA OVERNIGHT MAIL**



Re: Tiffany and Company information security notification

Dear [REDACTED],

It has recently come to our attention that your Tiffany & Co. credit card application, which included your social security number, was misdirected by UPS to Drugstore.com during a routine transfer to the Tiffany & Co. Credit Services Department.

Tiffany and Company management was notified on March 15th and immediately took steps to ensure that there was no evidence of compromise or breach of your personal information. Your original credit card application was intact and delivered properly back to Tiffany.

Tiffany and Company has no evidence that your social security number or any other information on the Tiffany & Co. credit card application has been compromised, however the package in which your Tiffany & Co. credit card application was inadvertently delivered by UPS to the wrong address and opened by the recipient and thus your personal information may have been acquired by an unauthorized third party or exposed to unauthorized access or compromise.

In accordance with responsible business practices, Tiffany and Company has deemed it appropriate to notify you about this event without unreasonable delay. Although we have no evidence to indicate that the copy of your Tiffany & Co. credit card application was compromised, you may, at your discretion, take further action to notify your credit card providers and credit reporting agencies of this event.

Tiffany and Company is dedicated to protecting its customers' personal identifiable information and has policies in place to ensure that Tiffany & Co. credit card applications are processed and handled in a responsible manner intended to protect the information therein.

**You should remain vigilant to protect yourself against incidents of fraud and identity theft. We advise that you remain vigilant by reviewing account statements and monitoring your free credit reports. You may obtain additional information from the following sources about steps you can take to avoid identity theft.**

1. Credit Reporting Agencies:

- **Experian** <http://www.experian.com>  
1-888-EXPERIAN

- **TransUnion** <http://www.transunion.com>  
1-800-680-7289

- **Equifax** <http://www.equifax.com>  
1-888-766-0008

2. Federal Trade Commission (FTC)

1-877-438-4338  
Federal Trade Commission  
Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
<http://www.ftc.gov/>

**INFORMATION RELATED TO POLICE REPORTS AND SECURITY FREEZES**

- you have the right to obtain any police report filed in regard to this incident. **Tiffany and Company has not filed a police report with regard to this incident in New Hampshire or in any other state;**
- if you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it; and
- you may place a security freeze on your credit report.

*Security Freezes*

*What is a Security Freeze?* A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization.

However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

*Cost.* If you have been a victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit reporting agency may charge you up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze.

*Placing a Security Freeze.* To place a security freeze on your credit report, you must send a written request to each of the three major consumer reporting agencies listed above by regular, certified or overnight mail at the addresses below:

- Equifax Security Freeze, PO Box 105788, Atlanta, GA 30348;
- Experian Security Freeze, PO Box 9554, Allen, TX 75013; and
- Trans Union Security Freeze, Fraud Victim Assistance Department, PO Box 6790, Fullerton, CA 92834.

In order to request a security freeze, you will need to provide the following information:

- your full name (including middle initial as well as Jr., Sr., III, etc.);
- social security number;
- date of birth;
- if you have moved in the past five(5) years, the addresses where you have lived over the prior five years;
- proof of current address such as a current utility bill or telephone bill;
- a legible photocopy of a government issued identification card (state driver's license or ID card, or a military identification, etc.);
- if you **are** a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft;
- if you **are not** a victim of identity theft, include payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

The credit reporting agencies have three (3) business days after receiving your request to place a security freeze on your credit report. The credit reporting agencies must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password, or both, that can be used by you to authorize the removal or lifting of the security freeze.

*Lifting a Security Freeze.* To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail and include proper identification (name, address, and social security

number) and the PIN number or password provided to you when you placed the security freeze as well as the indentifies of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have three business days after receiving your request to lift the security freeze for those identified entities or for the specified period of time.

*Removing a Security Freeze.* To remove the security freeze, you must send a written request to each to the three credit agencies by mail and include proper identification (name, address and social security number) and the PIN number or password provided to you when you place the security freeze. The credit reporting agencies have three (3) business days after receiving your request to remove the security freeze.

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Again, we have written this letter to you as a professional courtesy and further extend to you a year's worth of free credit monitoring. Should you be interested in this service please contact Celeste Etheredge, Manager – Credit Services at 973-254-7511 or [Celeste.Etheredge@Tiffany.com](mailto:Celeste.Etheredge@Tiffany.com).

Should you have any additional questions or concerns, please contact Tiffany and Company as follows: Carolyn Skawinski, Director – Customer Information Management at 973-889-3140 or [Carolyn.Skawinski@Tiffany.com](mailto:Carolyn.Skawinski@Tiffany.com).

We sincerely apologize for any inconvenience this may have caused and we appreciate your kind understanding.

Sincerely,  
Tiffany and Company