

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

September 5, 2012

New Hampshire Attorney General  
Michael A. Delaney  
33 Capitol Street  
Concord, NH 03301

Dear Mr. Delaney:

In accordance with N.H. Rev. Stat. Ann. § 359-C:20, I am writing to provide you with notification regarding the nature and circumstances of a recent data security incident.

We recently were informed by JPMorgan Chase Bank, N.A. ("Chase") that there was unauthorized access to Chase's computer servers containing personal information of some Tiffany & Co. employees. Chase told us that the affected servers, which contained certain information provided in connection with a Tiffany employee travel expense reimbursement system, contained personal information such as names, addresses, Social Security numbers and banking information. Based on its investigation, Chase stated it has no reason to believe the relevant information was used or acquired by an unauthorized party. Chase indicated that the company has enhanced the security of its servers to help prevent this type of incident from reoccurring. Approximately 3 persons in New Hampshire may have been affected by this issue.

Attached for your reference is a copy of the template notice Tiffany is sending to affected individuals. If you have any questions, please do not hesitate to call Ewa Abrams at 212-230-5351.

Sincerely,



Ewa M. Abrams  
Chief Privacy Officer

Enclosure

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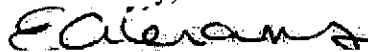
<First & Last Name>  
<Address Line 1>  
<Address Line 2>  
<City>, <State> <ZIP>

Dear <First Name>:

We recently were informed by JPMorgan Chase Bank, N.A. ("Chase") that there had been unauthorized access to Chase's computer servers containing Order-to-Pay ("OTP") information of some Tiffany & Co. employees. Tiffany had engaged Chase to provide a travel and entertainment expense reimbursement system in connection with which certain Tiffany employee information was uploaded to the affected Chase servers. Chase informed us that the relevant personal information included the name, address, Social Security number and banking information (related to bank account you submitted to accounts payable for expense reimbursements) of some Tiffany employees. Based on its investigation, Chase indicated that it has no reason to believe the information contained on the servers was used or acquired by an unauthorized party. Chase stated that it has shut down access to the affected servers and has enhanced the security on the servers to help prevent this type of incident from reoccurring.

We regret that this incident may affect you. We encourage you to remain vigilant and regularly review and monitor your bank account statements and your credit reports. You are entitled under U.S. law to one free credit report annually from each of the three nationwide credit bureaus. To order your free credit report, call toll-free at (877) 322-8228 or visit [www.annualcreditreport.com](http://www.annualcreditreport.com). To further assist you, we recommend that you register for credit monitoring services with ITAC Sentinel<sup>®</sup>, which Chase has arranged to provide for one year at no charge to you. The attached Reference Guide contains information on how you can register and recommendations by the U.S. Federal Trade Commission on how to further protect your personal information. You also may want to place a fraud alert or security freeze on your credit file.

We hope this information is useful to you and sincerely regret any inconvenience this may cause you. If you detect any transactions that you do not recognize on the aforementioned accounts that were maintained within the OTP system or if you have any questions regarding this incident, please contact Chase at (866) 882-8602, Monday through Friday, between 8 a.m. EDT and 8 p.m. EDT or send an email to [otp.services@jpmchase.com](mailto:otp.services@jpmchase.com) and please use the reference number: LCPTIFF0712 in the subject line of your email or if prompted by a call center representative.

Sincerely,  
  
Ewa M. Abrams  
Chief Privacy Officer

## Reference Guide

We encourage individuals receiving Tiffany's letter dated September 5, 2012 to take the following steps:

**Order Your Free Credit Report.** To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com), call toll-free at (877) 322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC") website at [www.ftc.gov](http://www.ftc.gov) and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three credit bureaus provide free annual credit reports only through the website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store or commercial names. The credit bureau will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the credit bureau at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the credit bureaus of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing. Credit bureau staff will review your report with you. If the information can't be explained, then you will need to call the creditors involved. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

**Register for Credit Monitoring.** To help you protect your identity and your credit information, Chase has arranged with ITAC Sentinel<sup>®</sup> to provide one year of ITAC Sentinel<sup>®</sup> Plus credit monitoring services at no cost to you. ITAC Sentinel<sup>®</sup> Plus provides monitoring of credit data, and also monitors Internet chat rooms and newsgroups and alerts you if your Social Security number, credit card, or bank account number are found in unsecured online locations.

**By enrolling in ITAC Sentinel<sup>®</sup> Plus, you will receive the following:<sup>1</sup>**

- A credit report and scores from all three credit bureaus
- Daily monitoring with prompt alerts from all three credit bureaus
- A quarterly credit update from all three credit bureaus
- Access to credit education specialists
- ITAC Victim Assistance<sup>®</sup>
- Up to \$20,000 identity theft insurance with \$0 deductible<sup>2</sup>

**To enroll in ITAC Sentinel<sup>®</sup> Plus:**

- Log in to [www.itacsentinel.com/alert](http://www.itacsentinel.com/alert) to enroll when it is convenient for you. **Please note that the below-referenced Redemption Code shall expire one year from the date of disbursement.**
  - You will be able to access to your credit report quickly.
- Or call (866) 206-8507.
  - Your credit report will be mailed to you.
  - You can get help enrolling online.

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<sup>1</sup> ITAC Sentinel Plus services are provided by Intersections, Inc., an independent company.

<sup>2</sup> Insurance underwritten by Travelers Casualty and Surety Company of America and its property casualty affiliates, Hartford, CT 06183. Coverage for all claims or losses depends on actual policy provisions. Availability of coverage can depend on underwriting qualifications and state regulations.

**Please be prepared to provide the following information in order to enroll:**

- Mailing address
- Telephone number
- Social Security number
- E-mail address (required for online enrollment)
- **Redemption Code: <XXXXXX-XXXX-XXXX>**

**Contact the U.S. Federal Trade Commission.** If you detect any unauthorized transactions in your financial account, promptly notify your payment card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to your local law enforcement authorities, your state Attorney General and the FTC. If you believe your identity has been stolen, the FTC recommends that you take these additional steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. Use the FTC's ID Theft Affidavit (available at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)) when you dispute new unauthorized accounts.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft:

Federal Trade Commission  
Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
(877) IDTHEFT (438-4338)  
[www.ftc.gov/idtheft/](http://www.ftc.gov/idtheft/)

**Place a Fraud Alert on Your Credit File.** To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three credit bureaus.

|            |   |                |  |
|------------|---|----------------|--|
| Equifax    | P.O. Box 740241<br>Atlanta, Georgia 30374-0241  | (877) 478-7625 | <a href="http://www.equifax.com">www.equifax.com</a>       |
| Experian   | P.O. Box 9532<br>Allen, Texas 75013   | (888) 397-3742 | <a href="http://www.experian.com">www.experian.com</a>     |
| TransUnion | Fraud Victim Assistance Division<br>P.O. Box 6790<br>Fullerton, California 92834-6790 | (800) 680-7289 | <a href="http://www.transunion.com">www.transunion.com</a> |

**Place a Security Freeze on Your Credit File.** You may wish to place a "security freeze" (also known as a "credit freeze") on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit file at the credit bureaus without your consent. There may be fees for placing,

lifting, and/or removing a security freeze, which generally range from \$5-\$20 per action. *Unlike a fraud alert, you must place a security freeze on your credit file at each credit bureau individually.* For more information on security freezes, you may contact the three nationwide credit bureaus or the FTC as described above. Since the instructions for establishing a security freeze differ from state to state, please contact the three nationwide credit bureaus to find out more information.

The credit bureaus may require proper identification prior to honoring your request. For example, you may be asked to provide:

- Your full name with middle initial and generation (such as Jr., Sr., II, III)
- Your Social Security number
- Your date of birth
- Proof of your current residential address (such as a current utility bill)
- Addresses where you have lived over the past five years
- A legible copy of a government-issued identification card (such as a state driver's license or military ID card)

**For Maryland Residents.** You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You may contact the Maryland Attorney General at:

Maryland Office of the Attorney General  
Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
(888) 743-0023 (toll-free in Maryland)  
(410) 576-6300  
[www.oag.state.md.us](http://www.oag.state.md.us)

**For Massachusetts Residents.** The credit bureaus may charge you a fee of up to \$5 to place a security freeze on your account, and may require that you provide certain personal information (such as your name, Social Security number, date of birth, and address) and proper identification (such as a copy of a government-issued ID card and a bill or statement) prior to honoring your request. There is no charge, however, to place, lift or remove a security freeze if you provide the credit bureaus with a valid police report. You have the right to obtain a police report if you are the victim of identity theft.

**For North Carolina Residents.** You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at:

North Carolina Attorney General's Office  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
(877) 566-7226 (toll-free in North Carolina)  
(919) 716-6400  
[www.ncdoj.gov](http://www.ncdoj.gov)