



A Henry Schein Company  
400 Metro Place N,  
Dublin, OH 43017

December 13, 2011



Sample A. Sample  
123 Anystreet  
Anytown, US 12345-6789



***Important Security and Protection Notification.  
Please read this entire letter.***

Dear Sample A. Sample:

We are writing to inform you that we have learned that there was a recent security incident at Butler Schein Animal Health's systems (MyVetDirect.com) where your veterinarian's Website is hosted. This incident may have resulted in the unauthorized acquisition of certain personal information about you in connection with one or more orders you placed through your veterinarian's Website and which were filled by Butler Schein Animal Health. This information could include personal information such as name and address; telephone number; email address; credit card information and numbers; and information relating to your purchase, including billing and delivery information. The incident was promptly reported to law enforcement authorities as well as credit card authorities and credit reporting bureaus, and they are investigating the incident. In addition, in order to protect your personal information from further unauthorized access and to minimize the chance of any future incidents, we have undertaken additional action, including implementing enhanced intrusion and exploit blocking, conducting a forensic audit and implementing other increased security measures.

At this time, we have no evidence that your personal information has been or will be misused, but we do want to make you aware of some steps you may choose to take to guard against potential identity fraud. Additionally, as a precaution and to help you detect the possible misuse of your personal information, we are providing you with a complimentary one-year membership for credit monitoring services, at no cost to you. You have until March 31, 2012 to activate the credit monitoring through Consumerinfo.com, an Experian company, by using your unique activation code. Please see the enclosure to learn more about these services and about important enrollment instructions. The enclosure also includes additional information about steps you can take to help detect and prevent any misuse of your information. Even if you choose not to enroll in the free credit monitoring service, we strongly encourage you to actively monitor your financial accounts and free credit reports that are available to you. Please also report any suspected identity theft to appropriate law enforcement officials.

You may contact Experian at (877) 441-6943 for additional information and answers to any questions you may have about this incident.

We sincerely regret any inconvenience or concern caused by this incident.

Sincerely,

Kevin R. Vasquez  
Chairman, President & CEO

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59816019-001-000000001

## IMPORTANT STEPS TO HELP PREVENT FRAUD

### CREDIT MONITORING EXPLANATION

To help you detect the possible misuse of your personal information, we are providing you with a complimentary one year membership to Experian's ProtectMyID Elite monitoring product at no cost to you. This membership will monitor your credit reports at the three national credit reporting bureaus: Experian, Equifax® and TransUnion® and notify you of key changes. Credit monitoring is an important tool that will help you identify potentially fraudulent use of your information. Your one-year membership is completely free and will not hurt your credit score.

To activate your complimentary one year membership in ProtectMyID Elite from Experian, visit the website listed below and enter your individual activation code. If you prefer, you can enroll on the phone by speaking with Experian Customer Care representatives toll-free at (877) 441-6943.

**ProtectMyID Web Site:**  
**[www.protectmyid.com/enroll](http://www.protectmyid.com/enroll)**  
**Your Activation Code: 999999999**  
**You Must Enroll By: March 31, 2012**

#### **Your complimentary 12-month Triple Alert membership includes:**

- **Credit Report:** A free copy of your Experian credit report
- **Surveillance Alerts**
  - **Credit:** Alerts you of suspicious activity including new inquiries, newly opened accounts, delinquencies, or medical collections.
  - **Internet Scan:** Alerts you if your Social Security Number or Credit and/or Debit Card numbers are found on sites where compromised data is found, traded or sold.
  - **Change of Address:** Alerts you of any changes in your mailing address.
- **Identity Theft Resolution:** If you have been a victim of identity theft, you will be assigned a dedicated, U.S.-based Experian Identity Theft Resolution Agent who will walk you through the fraud resolution process, from start to finish.
- **Lost Wallet Protection:** If you ever misplace or have your wallet stolen, an agent will help you cancel your credit, debit and medical insurance cards.
- **\$1 Million Identity Theft Insurance\*:** As a ProtectMyID member, you are immediately covered by a \$1 Million insurance policy that can help you cover certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

**Activate your membership today for immediate protection at**  
**[www.protectmyid.com/enroll](http://www.protectmyid.com/enroll)**  
**or call (866) 252-8809 to register with the activation code above.**

Even if you do not feel the need to register for the credit monitoring service, we recommend that you carefully consider the important steps to help prevent fraud described on the next page.

## IMPORTANT STEPS TO HELP PREVENT FRAUD

\* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of Chartis, Inc. 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.

- 1. Carefully review your banking, credit card and other account statements and report any unauthorized transactions.** You should regularly review your accounts to look for unauthorized or suspicious activity. You may also want to notify your financial institution(s) and credit card companies that you received this notice. This will tell them that your information may have been viewed or accessed by an unauthorized party.
- 2. Contact the fraud department at the three major credit bureaus listed below and ask them to place a “fraud alert” on your credit file.** A fraud alert tells creditors to contact you before they open any new credit accounts or change your existing accounts. To place a fraud alert on your credit file, contact one of the three national credit bureaus at the numbers provided below.

Equifax  
(800) 685-1111  
www.equifax.com  
P.O. Box 740241  
Atlanta, GA 30374-0241

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

TransUnion  
(800) 916-8800  
www.transunion.com  
P.O. Box 6790  
Fullerton, CA 92834-6790

- 3. Obtain a copy of your credit report from each of the three major credit reporting bureaus and review them to be sure they are accurate and include only authorized accounts.** You are entitled to one free copy of your report from each of the three major credit reporting bureaus every 12 months. To order your report from one or all of these credit reporting bureaus, visit [www.annualcreditreport.com](http://www.annualcreditreport.com), call (877) 322-8228, or complete an Annual Credit Report Request Form and mail it to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281 (you can print a copy of the request form at <http://www.ftc.gov/bcp/menus/consumer/credit/rights.shtm>). Carefully review your credit reports to verify that your name, address, account, and any other information are accurate and notify the credit reporting bureaus of any errors you detect, and about any accounts you did not open or inquiries from creditors you did not initiate. In addition to your free credit report, you can also purchase a copy of your credit report by contacting one of the three national credit reporting bureaus listed above.
- 4. Contact the Federal Trade Commission (“FTC”) or your state’s attorney general to obtain additional information about how to protect against identity theft.** The FTC is a good resource for general questions about identity theft. Maryland and North Carolina residents may also obtain additional information from the state’s Attorney General.



## IMPORTANT STEPS TO HELP PREVENT FRAUD

### MD Attorney General

Consumer Protection  
200 St. Paul Place  
Baltimore, MD  
21202  
Tel: 410.576.6300  
In MD:  
888.743.0023  
[www.oag.state.md.us](http://www.oag.state.md.us)

### NC Attorney General

Consumer Protection  
9001 Mail Service  
Center  
Raleigh, NC  
27699-9001  
Tel: 919.716.6000  
In NC: 877.566.7226  
<http://www.ncdoj.gov/>

### Federal Trade Commission

Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-IDTHEFT (438-4338)  
[www.ftc.gov/bcp/edu/microsites/idtheft/](http://www.ftc.gov/bcp/edu/microsites/idtheft/)

5. **You have the right to put a “credit freeze” on your credit file so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze.** You have the right to place a security freeze on your credit report. A security freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. Therefore, using a security freeze may interfere with or delay your ability to obtain credit. You may request that a freeze be placed on your credit report by sending a request to a credit reporting bureau by certified mail, overnight mail or regular stamped mail to the address below.

Equifax Security Freeze  
P.O. Box 105788  
Atlanta, GA 30348  
[www.equifax.com](http://www.equifax.com)

Experian Security Freeze  
P.O. Box 9554  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)

TransUnion (FVAD)  
P.O. Box 6790  
Fullerton, CA 92834-6790  
[www.transunion.com](http://www.transunion.com)

The following information should be included when requesting a security freeze (documentation for you and your spouse must be submitted when freezing a spouse’s credit report): full name, with middle initial and any suffixes (e.g. JR, SR, II, etc.); Social Security number; date of birth (month, day and year); current address and previous addresses for the past two years; and applicable fee (if any) or incident report or complaint with a law enforcement agency or the Department of Motor Vehicles. The request also should include a copy of a government issued identification card, such as a driver’s license, state or military ID card, and a copy of a utility bill, bank or insurance statement. Each copy should be legible, display your name and current mailing address, and the date of issue (statement dates must be recent). Most states allow the credit reporting bureau to charge a fee to place a freeze or temporarily or permanently remove a freeze, unless you are a victim of identity theft or the spouse of a victim of identity theft, and have submitted a valid police report relating to the identity theft to the credit reporting bureau. In Massachusetts, this fee may not exceed \$5.00, but other states may allow higher fees. You should contact the three credit reporting bureaus for additional details on credit freezes and any associated fees.

6. **We recommend that you remain vigilant over the next 12 to 24 months and report any suspected identity theft or other misuse of personal information immediately to the proper law enforcement authorities.** In addition to notifying law enforcement, state laws in Iowa and Oregon advise you to report any suspected identity theft to the Iowa Attorney General and the Federal Trade Commission, respectively. You have the right to obtain a police report if you are the victim of identity theft.