



[Employee Address]

[Date]

Notice of Data Breach

Dear IRI Employee,

We are writing to inform you of a security incident, which may have resulted in a breach of your personal information. IRI takes the security and privacy of its employees and former employees very seriously and deeply regrets that this incident occurred.

What Happened

On March 10, 2016, a company laptop was stolen from an IRI employee. The theft was reported to law enforcement authorities. At this time, it appears that the theft was a random criminal act, and we have no reason to believe that any of the information on the laptop has been accessed or misused. The stolen laptop requires a password to access information stored on it.

What Information Was Involved

Files on the laptop may have contained your name, Social Security number, and other personal information.

What Are We Doing

We are currently re-evaluating our security procedures and processes and will be taking immediate actions to rectify any security gaps that may exist in our current system today.

To help protect your identity, we are offering a **complimentary** two-year membership of Experian's® ProtectMyID® Elite. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

Activate ProtectMyID Now in Three Easy Steps

1. ENSURE That You Enroll By: **September 30, 2016** (Your code will not work after this date.)
2. VISIT the **ProtectMyID Web Site to enroll: www.protectmyid.com/enroll**
3. PROVIDE Your Activation Code: **[code]**

If you have questions or need an alternative to enrolling online, please call 877-441-6943 and provide engagement #: **PC100106**.

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 3 Bureau Credit Monitoring:** Alerts of key changes & suspicious activity found on your Experian, Equifax®, and TransUnion® credit reports.
 - **Internet Scan:** Alerts if your personal information is located on sites where compromised data is found, traded or sold.
 - **Change of Address:** Alerts of any changes in your mailing address.
- **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.

* 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.

- **Lost Wallet Protection:** If you misplace or have your wallet stolen, an agent will help you cancel your credit, debit, and medical insurance cards.

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 877-441-6943.

What You Can Do

The Federal Trade Commission (FTC) recommends that you remain vigilant by checking your credit reports periodically. Checking your credit reports periodically can help you spot problems and address them quickly. You can also order free copies of your annual reports through www.annualcreditreport.com. You should monitor your financial accounts for any suspicious activity. For more information about steps you can take to reduce the likelihood of identity theft or fraud, call 1-877-ID-THEFT (877-438-4338), visit the FTC’s website at <http://www.ftc.gov/bcp/edu/microsites/idtheft/>, or write to: Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580. However, if you believe you are the victim of identity theft, you should immediately contact your local law enforcement agency, your state’s attorney general, or the FTC.

Information on Credit Report Fraud Alerts

You may also place a fraud alert on your credit file. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. You can call any one of the three major credit bureaus at the contact information below or place fraud alerts online at the websites below. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts.

	Experian	Equifax	TransUnion
Phone	1-888-397-3742	1-800-525-6285 or 1-888-766-0008	1-800-680-7289
Address	Experian Fraud Division P.O. Box 9554 Allen, TX 75013	Equifax Consumer Fraud Division PO Box 740256 Atlanta, GA 30374	TransUnion LLC P.O. Box 2000 Chester, PA 19016
Online Fraud Alert	https://www.experian.com/consumer/cac/InvalidateSession.do?cod	https://www.alerts.equifax.com/AutoFraudOnline/jsp/fraudAlert	https://fraud.transunion.com/fraudAlert/landingPage.jsp

Form	e=SECURITYALERT	jsp	
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Information on Security Freezes

In addition to a fraud alert, you may also have a security freeze placed on your credit file. A security freeze will block a credit bureau from releasing information from your credit report without your prior written authorization. Please be aware that it may delay, interfere with, or prevent the timely approval of any requests you make for new loans, mortgages, employment, housing or other services. The fees for placing a security freeze vary by state, and a consumer reporting agency may charge a fee of up to \$10.00 to place a freeze or lift or remove a freeze.

To place a security freeze on your credit report, you may send a written request to **each** of the major consumer reporting agencies by regular, certified, or overnight mail. You can also place security freezes online by visiting **each** consumer reporting agency online.

	Experian	Equifax	TransUnion
Address	Experian Security Freeze P.O. Box 9554 Allen, TX 75013	Equifax Security Freeze P.O. Box 105788 Atlanta, Georgia 30348	TransUnion LLC P.O. Box 2000 Chester, PA 19016
Online Security Freeze Form	https://www.experian.com/freeze/center.html	https://www.freeze.equifax.com/Freeze/jsp/SFF_PersonalIDInfo.jsp	https://freeze.transunion.com/sf/securityFreeze/landingPage.jsp

Again, we deeply regret any inconvenience or concern this incident may cause you. If you have any questions about this matter, please contact Ryan Casey, Corporate Counsel, at ryan.casey@iriworldwide.com or by phone at 312-474-2622.

Sincerely,

Mike Samuels
Chief Financial Officer
Information Resources, Inc.

Jane Altobelli
Chief People Officer
Information Resources, Inc.

State-Specific Information

If you are a resident of the following states, the following information applies to you.

For residents of Maryland, North Carolina, and Rhode Island: For information on how to avoid identity theft or to contact your state's attorney general, please use the below information.

Maryland Attorney General	North Carolina Attorney General	Rhode Island Attorney General
1 (888) 743-0023 https://www.oag.state.md.us/ Attorney General of Maryland 200 St. Paul Place Baltimore, MD 21202	1-877-566-7226 http://www.ncdoj.gov Attorney General's Office 9001 Mail Service Center Raleigh, NC 27699-9001	(401) 274-4400 http://www.riag.ri.gov/ Rhode Island Office of the Attorney General 150 South Main Street Providence, RI 02903

For residents of Rhode Island: Under Rhode Island law, you have the right to obtain a police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.