

{DATE}

{NAME}

{COMPANY}

{ADDRESS}

RE: NOTICE OF DATA BREACH

Dear xx,

I am writing to you on behalf of the American Statistical Association (“ASA”) because of an incident that occurred with our third-party e-commerce system which may have compromised your contact information and/or payment card information.

The ASA takes matters such as this very seriously. For this reason, I am writing to notify you of the incident and to provide you with an opportunity to investigate and inquire if you need additional details. For now, I will summarize what we know at this time about the incident.

WHAT HAPPENED?

On May 8, 2020 the ASA discovered that our e-commerce system had been infiltrated by an unauthorized entity and malicious files deposited with the intent to capture customer payment card information during transmission upon “Submit”. At this time, there is no evidence that data stored in our customer database or on our servers has been affected, only information that was being transmitted. It appears that impacted transactions first occurred April 13, 2020 and were contained May 8, 2020.

How did the malicious files get onto the ASA server?

The incident occurred through a flaw in the ASA’s customer relationship management software, called IMIS, which is produced by Advanced Solutions International (ASI). The IMIS software contained a flaw that allowed personal information to be compromised.

WHAT INFORMATION WAS INVOLVED?

Affected customers may have had their payment card data, names, addresses, phone numbers, and email addresses compromised in transmission. Data stored in our customer database and on our server were not affected. The ASA does not retain payment card information in our database or on our server.

WHAT WE ARE DOING

Upon discovery of the infiltration, the ASA immediately disabled its e-commerce site and began investigation into the extent of the compromise. We have contacted law enforcement. We have retained the services of Trustwave, a security expert, to assist us in determining how the unauthorized entity was able to get through our security, what information was stolen, how to remedy the situation, and how to prevent further attacks. If the forensic investigation reveals any change in the information about this incident, we will notify you promptly of any material information by way of another notification letter. We are working closely with major card

companies Visa, MasterCard, Discover, and American Express, as well as law enforcement to ensure the incident is properly addressed.

To help protect your identity, we are offering a complimentary one-year membership of Experian's® IdentityWorksSM. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by:** [enrollment end date] (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: [URL]
- Provide your **activation code:** [code]

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at [customer service number] by [enrollment end date]. Be prepared to provide engagement number [engagement #] as proof of eligibility for the identity restoration services by Experian.

WHAT YOU CAN DO

Review Your Account Statements for Suspicious Activity

As a precaution, you should review your account statements for any suspicious activity. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission ("FTC"). To file a complaint with the FTC, go to www.ftc.gov/idtheft or call 1-877-ID-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies.

Monitor Your Credit Reports

We also recommend you monitor your credit reports. Under US law, you may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>.

Alternatively, you can contact any of the major credit reporting bureaus to request a copy of your credit report. You may also request that these bureaus place a fraud alert on your file at no charge. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries is provided below:

Equifax
(866) 349-5191
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
(888) 397-3742
www.experian.com
P.O. Box 2002
Allen, TX 75013

TransUnion
(800) 916-8800
www.transunion.com
P.O. Box 1000
Chester, PA 19016

Security Freeze

We recommend placing a security freeze on your credit report. A security freeze is free and is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency above. The following information must be included when requesting a security freeze: (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) addresses for up to five previous years; and (5) other personal information. Please contact the respective consumer reporting agencies for more information and specific requirements for placing, lifting, or removing a security freeze.

Fraud Alert

We recommend placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Additional Free Resources on Identity Theft

You may wish to review the tips provided by your state Attorney General or the FTC on how to avoid identity theft. For more information from the FTC, please visit <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (877-438-4338).

For Maryland residents: You may also contact the Maryland Attorney General for steps to avoid identity theft at <https://www.marylandattorneygeneral.gov/Pages/IdentityTheft>, by sending an email to idtheft@oag.statemd.us, or calling 410-576-6491.

For North Carolina residents: You may also contact the North Carolina Attorney General at <http://www.ncdoj.gov>, by calling 877-566-7226, or writing to 9001 Mail Service Center, Raleigh, NC 27699.

For New Mexico residents: The federal Fair Credit Reporting Act (FCRA) promotes the accuracy, fairness, and privacy of information in the files of consumer reporting agencies. Here is a summary of your major rights under the FCRA:

- You have the right to be told if information in your file has been used against you;
- You have the right to receive a copy of your credit report and the right to ask for a credit score;

- You have the right to dispute incomplete or inaccurate information;
- You have the right to dispute inaccurate, incomplete, or unverifiable information;
- You have the right to have outdated negative information removed from your credit file;
- You have the right to limit access to your credit file;
- You have the right to limit “prescreened” offers of credit and insurance you get based on information in your credit report;
- You have the right to seek damages from violators; and
- You have the right to place a “security freeze” on your credit report.

You may obtain a security freeze on your credit report to protect your privacy and ensure that credit is not granted in your name without your knowledge. You may submit a declaration of removal to remove information placed in your credit report as a result of being a victim of identity theft. You have a right to place a security freeze on your credit report or submit a declaration of removal pursuant to the Fair Credit Reporting and Identity Security Act.

The security freeze will prohibit a consumer reporting agency from releasing any information in your credit report without your express authorization or approval. The security freeze is designed to prevent credit, loans and services from being approved in your name without your consent. When you place a security freeze on your credit report, you may be provided with a personal identification number, password or similar device to use if you choose to remove the freeze on your credit report or to temporarily authorize the release of your credit report to a specific party or parties or for a specific period of time after the freeze is in place. To remove the freeze or to provide authorization for the temporary release of your credit report, you must contact the consumer reporting agency and may need to provide all of the following:

- (1) the unique personal identification number, password or similar device provided by the consumer reporting agency;
- (2) proper identification to verify your identity; and
- (3) information regarding the third party or parties who are to receive the credit report or the period of time for which the credit report may be released to users of the credit report.

A consumer reporting agency that receives a request from a consumer to lift temporarily a freeze on a credit report shall comply with the request no later than three business days after receiving the request. As of September 1, 2008, a consumer reporting agency shall comply with the request within fifteen minutes of receiving the request by a secure electronic method or by telephone.

A security freeze does not apply in all circumstances, such as where you have an existing account relationship and a copy of your credit report is requested by your existing creditor or its agents for certain types of account review, collection, fraud control or similar activities; for use in setting or adjusting an insurance rate or claim or insurance underwriting; for certain governmental purposes; and for purposes of pre-screening as defined in the federal Fair Credit Reporting Act.

If you are actively seeking a new credit, loan, utility, telephone or insurance account, you should understand that the procedures involved in lifting a security freeze may slow your own applications for credit. You should plan ahead and lift a freeze, either completely if you are

shopping around or specifically for a certain creditor, with enough advance notice before you apply for new credit for the lifting to take effect. You should contact a consumer reporting agency and request it to lift the freeze at least three business days before applying. As of September 1, 2008, if you contact a consumer reporting agency by a secure electronic method or by telephone, the consumer reporting agency should lift the freeze within fifteen minutes. You have a right to bring a civil action against a consumer reporting agency that violates your rights under the Fair Credit Reporting and Identity Security Act.

For Rhode Island residents: You may also contact the Rhode Island Attorney General online at www.riag.ri.gov, by phone at 401-274-4400, or by mail to 150 South Main Street, Providence, Rhode Island 02903. In Rhode Island, you may file or obtain a police report.

FOR MORE INFORMATION

If there is anything we can do to assist you, please do not hesitate to contact me, at (703) 684-1221 or Steve@amstat.org.

Sincerely,

Stephen Porzio
ASA Associate Executive Director
and Director of Operations

American Statistical Association
732 North Washington Street
Alexandria, VA 22314

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at [\[customer service number\]](#). If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.