

Your Company  
123 Street  
City, State, Zip  
11-23-2011

John Doe  
100 North Dr  
Somewhere, KY 11111

Dear John Doe,

Our Company has recently learned that an employee's laptop computer was stolen from their luggage during air travel. The data contained on the computer may include identifying information including names, social security numbers, and dates of birth. As a result of this incident your identifiable information was potentially exposed to others.

On October 23, 2011, our employee checked her luggage including a bag that contained her laptop computer into the airplane's luggage area and boarded a flight to Baltimore, MD. Upon arriving in Baltimore she realized the bag containing the laptop computer was missing and notified the airline. The airline was notified and a claim was filed with the Transportation Security Administration (TSA).

Out of an abundance of caution, however, Our Company is taking all possible steps to protect and inform affected persons. While you do not need to take any action unless you are aware of suspicious activity regarding your personal information, there are many steps you may take to protect against possible identity theft. First, you may place a fraud alert with credit bureaus and/or periodically run a credit report to ensure accounts have not been activated without your knowledge.

Major Credit Bureau Numbers:

Equifax: 1-800-525-6285  
Experian: 1-888-397-3742  
Trans Union: 1-800-680-7289

If you determine that an account has been fraudulently established using your identity, you should contact law enforcement and the financial agency. The following references provide additional information about identity theft:

Federal Trade Commission website on identify theft (<http://www.consumer.gov/idtheft/>)  
Social Security Administration fraud line: 1-800-269-0271

We apologize for any inconvenience or concern this situation may cause, but we at Our Company believe it is important for you to be fully informed of any potential risk resulting from this incident. Again, we want to reassure you we have no evidence that your protected data has been misused.

Please accept our apology,

Your Name  
Privacy Officer  
Your Phone Number