

July 15, 2010

[NAME]

[ADDRESS]

Dear [NAME]:

Buena Vista University (“BVU”) is writing to advise you of a security incident involving BVU’s information systems. BVU has engaged a computer forensics team to investigate this incident thoroughly and has discovered that someone gained unauthorized access to a BVU database. The information that this person could have acquired includes the following:

- Your name
- Your Social Security Number
- Your driver’s license number

At this juncture, BVU does not have any evidence that any personal information, including yours, has been or is being used or disclosed to other persons. However, we have engaged Experian to offer you at no charge a one-year subscription to Triple AlertSM from ConsumerInfo.com, Inc., an Experian® company. This service will provide daily monitoring and timely alerts of any key changes to your credit reports, and will provide fraud resolution assistance if needed.

To sign up for the service, at no charge, visit the website listed below and enter your individual activation code.

Experian Website: <http://partner.consumerinfo.com/buena>

Your Activation Code: (Activation Code)

You must enroll by August 20, 2010.

This service will monitor activity on your credit report, notify you of any suspected fraudulent activity, and provide assistance from a dedicated team of fraud resolution representatives should you ever need help.

If you prefer, you may enroll via an Experian representative by calling toll-free at 866-252-0121. You must activate your membership by August 20th, 2010 to obtain the free 12-month service.

Additional Protections to Consider

As a precautionary measure, you may wish to place a fraud alert at no charge on your credit file. A fraud alert informs potential creditors that they should contact you before any new accounts or changes to existing accounts are made in your name. You can place a fraud alert by contacting any of the three major credit bureaus. As soon as one credit bureau confirms that

your fraud alert has been established, the other credit bureaus will be automatically notified to place fraud alerts on your account, as well. Here is contact information for the credit bureaus:

Experian	Equifax	TransUnion
1-888-397-3742 www.experian.com Experian Fraud Division P.O. Box 9554 Allen, TX 75013	1-800-525-6285 www.equifax.com Equifax Information Services LLC P.O. Box 105069 Atlanta, GA 30348-5069	1-800-680-7289 www.transunion.com P.O. Box 6790 Fullerton, CA 92834-6790

You can also place fraud alerts online by visiting the following websites:

- **Experian:** <https://www.experian.com/consumer/cac/InvalidateSession.do?code=SECURITYALERT>
- **Equifax:** https://www.alerts.equifax.com/AutoFraud_Online/jsp/fraudAlert.jsp
- **TransUnion:** <http://www.transunion.com/corporate/personal/fraudIdentityTheft/fraudPrevention/fraudAlert.page>

Even if you do not discover any suspicious activity on your initial credit reports, 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 also monitor any suspicious activity associated with your financial accounts. 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) or visit the FTC’s website at <http://www.ftc.gov/bcp/edu/microsites/idtheft/>.

If you do find suspicious activity on your credit reports or in your financial account statements or records, or if you have reason to believe your personal information is being misused, you may wish to file a police report, as well as report the incident to your state Attorney General’s office and/or the Federal Trade Commission. Retain a copy of the police report, which may be necessary in order to address any unauthorized charges.

In the aftermath of security incidents, some criminals seek to fraudulently obtain personal information by claiming to be the entity that was targeted. Please note that BVU will **NOT** ask you for your Social Security number or other sensitive personal information with regard to this incident. If you receive any request for your personal information via email, letter or telephone purporting to be from BVU, and it looks or sounds suspicious, please call us for assistance at the number below. **Do NOT respond to any e-mail requests from entities requesting your personal information in relation to this incident.**

Finally, please be aware that the security and confidentiality of our university community's and applicants' personal information is extremely important to BVU. We sincerely regret that this incident occurred. In addition to investigating this matter, BVU has taken steps to mitigate any risk of potential harm, including steps in order to prevent any future unauthorized access to BVU's information systems.

If you have any questions or concerns, please feel free to contact the university at 866-450-4636.

Sincerely,

Frederick V. Moore
President