

**NOTICE OF A DATA BREACH**

<<Mail Date>>

<<FIRST\_NAME>> <<LAST\_NAME>>

<<ADDRESS1>>

<<ADDRESS2>>

<<CITY>>, <<STATE>> <<ZIP>>

Dear <<FIRST\_NAME>> <<LAST\_NAME>>:

**What Happened?**

I am writing to inform you of an incident involving your personal information. On April 13th, I was offered technical support by a third party, and allowed them to remotely connect to my computer. Unfortunately, the technical support was not legitimate, and the remote connection by the third party allowed access to the files on my computer. Business files on my computer contained sensitive information, but there is no evidence that your information was accessed by the third party. Out of an abundance of caution, I wanted to notify you.

**What Information Was Involved?**

 Name, account number and Social Security number.

**What We Are Doing.**

We have taken steps to protect your accounts from unauthorized activity, which includes instructing our service associates to use extra caution when verifying callers and to confirm the signature on written requests related to your accounts.

As a precaution, Ameriprise Financial is providing you an opportunity to enroll in an independently operated credit monitoring program for two years at no expense to you.  This program is administered by Equifax, one of the three national credit reporting agencies. Equifax Complete™ Premier will provide you with an “early warning system” which alerts you to any changes to your credit file. The following page of this letter includes the features of the Equifax Service and the promotional code you need to use to enroll

**What You Can Do.**

None of us like to hear about incidents involving our personal information. And in situations like this, taking a few prudent steps can further protect you against the potential misuse of your information. That’s why we recommend the following actions:

* Register a Fraud Alert or Security Freeze with the three major credit bureaus. See the Additional Resources page.
* Thoroughly review your account statements and transaction confirmations.
* Closely monitor all of your personal accounts (e.g. checking and savings, credit cards, etc.) to make sure there is no unauthorized activity.
* Review any solicitations you receive in the near future.
* Be vigilant if you receive a call from someone who claims to represent Ameriprise Financial.  If you have any doubts about the caller, hang up and call me to verify the validity of the call.
* If you notice any unusual activity, contact me or Ameriprise Financial Customer Service at (800) 862-7919 immediately. We are here to help.

**For More Information.**

Please do not hesitate to contact me at (781) 749-7747.  Please accept my sincere apology regarding this situation and any inconvenience it may cause you.

Sincerely,



David Donovan

Private Wealth Advisor

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**Enter your Activation Code:** **<<GIFT CODE>>**

# Equifax Complete™ Premier

\*Note: You must be over age 18 with a credit file to take advantage of the product  
**Key Features**

* Annual access to your 3-bureau credit report and VantageScore1 credit scores
* Daily access to your Equifax credit report and 1-bureau VantageScore credit score
* 3-bureau credit monitoring2 with email notifications of key changes to your credit reports
* WebScan notifications3 when your personal information, such as Social Security Number, credit/debit card or bank account numbers are found on fraudulent Internet trading sites
* Automatic fraud alerts4, which encourages potential lenders to take extra steps to verify your identity before extending credit, plus blocked inquiry alerts and Equifax credit report lock5
* Identity Restoration to help restore your identity should you become a victim of identity theft, and a dedicated Identity Restoration Specialist to work on your behalf
* Up to $1,000,000 of identity theft insurance coverage for certain out of pocket expenses resulting from identity theft6.
* Lost Wallet Assistance if your wallet is lost or stolen, and one-stop assistance in canceling and reissuing credit, debit and personal identification cards.

**Enrollment Instructions**

Go to ***www.equifax.com/activate***

Enter your unique Activation Code listed above, then click “Submit” and follow these 4 steps:

1. **Register:**

Complete the form with your contact information and click “Continue”.

*If you already have a myEquifax account, click the ‘Sign in here’ link under the “Let’s get started” header.*

*Once you have successfully signed in, you will skip to the Checkout Page in Step 4*

1. **Create Account:**

Enter your email address, create a password, and accept the terms of use.

1. **Verify Identity:**

To enroll in your product, we will ask you to complete our identity verification process.

1. **Checkout**:

Upon successful verification of your identity, you will see the Checkout Page.

Click ‘Sign Me Up’ to finish enrolling.

**You’re done!**

The confirmation page shows your completed enrollment.

Click “View My Product” to access the product features.

***1****The credit scores provided are based on the VantageScore® 3.0 model. For three-bureau VantageScore credit scores, data from Equifax®, Experian®, and TransUnion® are used respectively. Any one-bureau VantageScore uses Equifax data. Third parties use many different types of credit scores and are likely to use a different type of credit score to assess your creditworthiness.* ***2****Credit monitoring from Experian and TransUnion will take several days to begin.****3****WebScan searches for your Social Security Number, up to 5 passport numbers, up to 6 bank account numbers, up to 6 credit/debit card numbers, up to 6 email addresses, and up to 10 medical ID numbers. WebScan searches thousands of Internet sites where consumers' personal information is suspected of being bought and sold, and regularly adds new sites to the list of those it searches. However, the Internet addresses of these suspected Internet trading sites are not published and frequently change, so there is no guarantee that we are able to locate and search every possible Internet site where consumers' personal information is at risk of being traded. 4The Automatic Fraud Alert feature is made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC.* ***5****Locking your Equifax credit report will prevent access to it by certain third parties. Locking your Equifax credit report will not prevent access to your credit report at any other credit reporting agency. Entities that may still have access to your Equifax credit report include: companies like Equifax Global Consumer Solutions, which provide you with access to your credit report or credit score, or monitor your credit report as part of a subscription or similar service; companies that provide you with a copy of your credit report or credit score, upon your request; federal, state and local government agencies and courts in certain circumstances; companies using the information in connection with the underwriting of insurance, or for employment, tenant or background screening purposes; companies that have a current account or relationship with you, and collection agencies acting on behalf of those whom you owe; companies that authenticate a consumer's identity for purposes other than granting credit, or for investigating or preventing actual or potential fraud; and companies that wish to make pre-approved offers of credit or insurance to you. To opt out of such pre-approved offers, visit www.optoutprescreen.co* ***6****The Identity Theft Insurance benefit is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company, under group or blanket policies issued to Equifax, Inc., or its respective affiliates for the benefit of its Members. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.*

**Additional Resources**

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| --- | --- | --- | --- |
| Contact/Resource | Phone Number | Web | Address |
| Federal Trade Commission   * Helpful information on ID Theft | (877) 438-4338 | [identitytheft.gov](file:///C:\Users\jswiha\Documents\identitytheft.gov) | 600 Pennsylvania Avenue, NW  Washington, DC 20580 |
| Equifax   * Register a Fraud Alert or Security Freeze | (800) 525-6285 | [equifax.com](file:///C:\Users\jswiha\Documents\equifax.com) | P.O. Box 740241  Atlanta, GA 30374 |
| Experian   * Register a Fraud Alert or Security Freeze | (888) 397-3742 | [experian.com](file:///C:\Users\jswiha\Documents\experian.com) | P.O. Box 9554  Allen, TX 75013 |
| Transunion   * Register a Fraud Alert or Security Freeze | (800) 680-7289 | [transunion.com](file:///C:\Users\jswiha\Documents\transunion.com) | 2 Baldwin Place  P.O. Box 1000  Chester, PA 19022 |
| Identity Theft Resource Center | (888) 400-5530 | [idtheftcenter.org](file:///C:\Users\jswiha\Documents\idtheftcenter.org) | 3625 Ruffiin Road #204  San Diego, CA 92123 |
| OnGuard Online   * Online Safety Resources |  | [onguardonline.gov](file:///C:\Users\jswiha\Documents\onguardonline.gov) |  |

**AMERIPRISE RESOURCES**

|  |  |
| --- | --- |
| Resource | Web |
| Privacy, Security & Fraud Center   * Link to our Privacy Notice * How we protect your information * Reporting and Preventing Fraud | [ameriprise.com/privacy-security-fraud](file:///C:\Users\jswiha\Documents\ameriprise.com\privacy-security-fraud) |
| Online Security Guarantee | [ameriprise.com/privacy-security-fraud/online-security-guarantee](file:///C:\Users\jswiha\Documents\ameriprise.com\privacy-security-fraud\online-security-guarantee) |

**SECURITY FREEZE**

Many state laws also allow consumers to place a security freeze on their credit reports. A security freeze prohibits a credit reporting agency from releasing any information from a consumer’s credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

To place a freeze, write, go online or call the three credit bureaus below. Documents will be requested to verify your identity and address, possibly including but not limited to: copies of your Social Security card, paystub, state driver’s license, or utility bill.

|  |  |  |  |
| --- | --- | --- | --- |
| Contact/Resource | Phone Number | Web | Address |
| Equifax Security Freeze | (800) 349-9960 | [equifax.com](file:///C:\Users\jswiha\Documents\equifax.com) | P.O. Box 105788  Atlanta, GA 30348-5788 |
| Experian Security Freeze | (888) 397-3742 | [experian.com/freeze/center.html](file:///C:\Users\jswiha\Documents\experian.com\freeze\center.html) | P.O. Box 9554  Allen, TX 75013 |
| Trans Union Security Freeze | (888) 909-8872 | [transunion.com/credit-freeze](file:///C:\Users\jswiha\Documents\transunion.com\credit-freeze) | P.O. Box 160  Woodlyn, PA 19094 |

Residents of **Iowa, Maryland, North Carolina, New York, Kentucky, Rhode Island and Oregon**:

The Identity Theft Unit in your state gives you step-by-step advice on how to protect yourself and help you to address some of the issues that identity theft causes. Report suspected identity theft to your local law enforcement, the Attorney General and the Federal Trade Commission. Below are the mailing address, website, and phone number for the Office of the Attorney General of your state.

|  |  |  |  |
| --- | --- | --- | --- |
| State | Phone Number | Web | Address |
| Iowa | (515) 281-5044  (800) 373-5044 | [iowaattorneygeneral.gov](http://www.iowaattorneygeneral.gov/for-crime-victims/identity-theft-passport-program/) | Office of the Attorney General of IA  Hoover State Office Building  1305 E. Walnut Street  Des Moines, IA 50319 |
| New York | (800) 697-1220 | [dos.ny.gov/consumerprotection](file:///C:\Users\jswiha\Documents\dos.ny.gov\consumerprotection) | New York Department of State  Division of Consumer Protection  One Commerce Plaza,  99 Washington Ave  Albany, NY 12231-0001 |
|  | (800) 771-7755 | [ag.ny.gov](file:///C:\Users\jswiha\Documents\ag.ny.gov) | Office of the Attorney General of NY  The Capitol  Albany, NY 12224-0341 |
| North Carolina | (877) 5-NO-SCAM Toll-free within North Carolina  (919) 716-6000 | [ncdoj.gov](file:///C:\Users\jswiha\Documents\ncdoj.gov) | Office of the Attorney General of NC  Consumer Protection Division  9001 Mail Service Center  Raleigh, NC 27699-9001 |
| Oregon | (503) 378-4400 | [doj.state.or.us](http://www.doj.state.or.us/) | Oregon Department of Justice  1162 Court Street NE  Salem, OR 97301-4096 |
| Maryland | (410) 576-6491 | [oag.state.md.us](mailto:idtheft@oag.state.md.us) | Office of the Attorney General of MD  200 St. Paul Place  Baltimore, MD  21202 |
| Kentucky | (502) 696-5300 | [ag.ky.gov](file:///C:\Users\pbajpa11\Desktop\www.ag.ky.gov) | Office of the Attorney General of KY  700 Capitol Avenue, Suite 118  Frankfort, Kentucky 40601 |
| Rhode Island | (401) 274-4400 | [riag.ri.gov](http://www.riag.ri.gov/) | Office of the Attorney General of RI  150 South Main Street  Providence, Rhode Island 02903 |
| District of Columbia | (202) 727-3400 | [oag.dc.gov](file:///C:\Users\jswiha\Documents\oag.dc.gov) | Office of the Attorney General of DC  441 4th Street, NW  Washington, DC 20001 |

Residents of **Massachusetts and Rhode Island:**

As a resident of Massachusetts or Rhode Island, you have the right to obtain any police report filed regarding 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.