



«Worker»

«Primary\_Address\_\_Full»

Subject: Notice of Data Breach

Date: 11/17/2017

Dear «Worker»:

This letter serves to provide more information about the steps that the Academy is taking to address the email security incident that we notified you about on November 10, 2017.

### **What Happened?**

The Academy of Art University is committed to safeguarding the personal information of our employees.

On November 8, 2017, an Academy employee mistakenly sent an internal e-mail with an attachment (subject of email: Reminder! 2017 Difference Card Reimbursement Claims), and one of the spreadsheet tabs included in the attachment contained your personal information. The file containing your personal information was originally on a working document that was stored in a secured drive. The employee needed the information contained on the working spreadsheet document to prepare the email distribution list. The employee failed to remove the spreadsheet attachment before the email was sent.

The department has policies, procedures and training in place to prevent inadvertent disclosures, but the mistake still occurred as a result of human error. The Academy's technical security measures, however, prevented this email from being forwarded from the Academy email system to external addresses. We are not aware of the email being sent to anyone other than Academy employees.

The Academy has no reason to believe that any information about you has been misused, but nonetheless wants to make sure you are aware of the issue. Those that are not impacted are not receiving this notification.

### **What Information Was Involved?**

The attachment to the e-mail contained several spreadsheet tabs, one of which listed your first name, last name, and Social Security number. Neither the name of the attachment nor of the relevant tab would have indicated to a recipient that your personal information was contained in the relevant spreadsheet. We believe that very few individuals opened the attachment, and any who did were unlikely to scroll through the entire document to review your personal information. Nonetheless, as the



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information was sent to unintended recipients, the Academy wants to make sure you are aware of the issue.

## **What We Are Doing.**

Immediately, the mistakenly sent e-mail was recalled, and the Academy's Information Technology ("IT") department took additional steps to permanently delete the e-mail. If you discover the email is still in your email in box, or you saved the email and/or attached file, we request you immediately notify Chris Visslailli as well as permanently delete them both from any location you may have saved the file to by deleting the file AND emptying the trash on your computer, device, or other storage location.

Thanks to the IT Department's prompt response and because this e-mail was sent only to Academy employees, the Academy has no reason to believe that your personal information may be misused. Nonetheless, the Academy is providing an Experian identity-protection product at no cost to you. For more information and for instructions on how to sign up, please see the enclosed document titled "Addendum – Identity Protection."

## **What You Can Do.**

You can sign-up for the Experian identity-protection product that the Academy is offering. For more information and for instructions on how to sign up, please see the enclosed document titled "Addendum – Identity Protection." If you are already enrolled in an identity protection product (either the free product previously provided by the Academy, or a product that you purchased on your own), you are still eligible to enroll now. Enrolling will provide you immediate access to the Experian product, and you will have access for a period of two years.

In addition, here are additional steps you may consider taking.

- **Review your credit reports.** You can receive free credit reports by placing a fraud alert. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three national credit bureaus. To obtain a free annual credit report, go to [www.annualcreditreport.com](http://www.annualcreditreport.com) or call (877) 322-8228. You may wish to stagger your requests so that you receive a free report from one of the three credit bureaus every four months. You should remain vigilant by monitoring your credit reports. When reviewing your credit reports, be on the lookout for suspicious activity including: inquiries from companies you haven't contacted or done business with; purchases or charges on your accounts you didn't make; new accounts you didn't open or changes to existing accounts you didn't make; and addresses where you never lived appearing in the "Personal Information" section.
- **Review your account statements.** You can carefully review for suspicious activity the statements that you receive from credit card companies, banks, utilities and other service providers.
- **Consider placing a fraud alert with one of the three national credit bureaus.** You can place an initial fraud alert by contacting one of the three national credit bureaus listed below. For 90 days, an initial fraud alert tells creditors to follow certain procedures, including contacting you, before



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they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you but also may delay you when you seek to obtain credit. The contact information for all three bureaus is as follows:

**Equifax**

P.O. Box 740241  
Atlanta, GA 30374  
(888) 766-0008  
[www.equifax.com](http://www.equifax.com)

**Experian**

P.O. Box 2104  
Allen, TX 75013  
(888) 397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion**

P.O. Box 2000  
Chester, PA 19022  
(800) 680-7289  
[www.transunion.com](http://www.transunion.com)

If you call just one of the bureaus, they will notify the other two. A fraud alert will be placed on your file with all three, and you will receive a confirming letter from all three.

You may extend a free 90-day fraud alert by reinstating the alert when it expires. There is no limit to the number of times a free alert can be placed on your account, but the responsibility for reinstating the alert rests with you. Placing or renewing a fraud alert does not damage your credit.

- **Remain Vigilant for Possible Identity Theft.** According to the United States Department of Justice, the terms identity theft and identity fraud “refer to all types of crime in which someone wrongfully obtains and uses another person’s personal data in some way that involves fraud or deception, typically for economic gain.” We have no information suggesting that your personal information has been misused, but you should remain vigilant. Warning signs include bills that do not arrive as expected; unexpected credit cards or account statements; calls or letters about purchases you did not make; and denials of credit for no apparent reason. If you suspect that you have been a victim of identity theft, you should contact local law enforcement or your state attorney general.
- **Review Information Provided by the Federal Trade Commission (“FTC”).** If you suspect identity theft or would like additional information, please see **IdentityTheft.gov**, the federal government’s one-stop resource to help you report and recover from identity theft. You may obtain additional information from these the FTC about fraud alerts and security freezes. If you wish to contact the FTC directly, its contact information is as follows: 600 Pennsylvania Avenue, NW Washington, DC 20580. The FTC’s website is <https://www.ftc.gov/>, and its toll-free number is 877-382-4357.
- **Security Freezes Are Also An Option.** A security freeze means that your credit file cannot be shared with potential creditors or other persons considering opening new accounts unless you decide to unlock your file by contacting a credit reporting agency and providing a PIN or password. Most businesses will not open credit accounts without first checking a consumer’s credit history. If your credit files are frozen, even someone who has your name and Social Security number would not likely be able to get credit in your name. The security freeze (or



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credit freeze) is an option generally best reserved for people who have experienced extreme ID theft. Because the freeze essentially locks down your credit, it can be inconvenient for people who are simply seeking extra protection for their credit.

## **For More Information.**

We deeply regret this incident and any inconvenience it might cause you. You can contact the credit bureaus and the FTC to obtain additional information, including information about fraud alerts and security freezes. You can also contact the Academy directly at 415-618-8020 or [hrhotline@academyart.edu](mailto:hrhotline@academyart.edu). We have assembled a team to support in answering your questions with Chris Visslailli as the lead.

Sincerely,

*Chris Visslailli*  
Vice President of Human Resources  
Academy of Art University  
79 New Montgomery Street  
San Francisco, CA 94105  
415-618-6525  
[cvisslailli@academyart.edu](mailto:cvisslailli@academyart.edu)



## ADDENDUM – IDENTITY PROTECTION

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 877-890-9332. 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 offer is available to you for two-years 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](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

While Identity Restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks<sup>SM</sup> as a complimentary two-year membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: March 31, 2018** (Your code will not work after this date.)  
**Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bplus2>
- Provide your **activation code: «Activation\_Code»**

If you have questions about the product, need assistance with identity restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 877-890-9332 by March 31, 2018. Be prepared to provide engagement number **DB04239** as proof of eligibility for the identity restoration services by Experian.

## **ADDITIONAL DETAILS REGARDING YOUR 2-YEAR 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, Equifax and Transunion files for indicators of fraud.
- **Internet Surveillance:** Technology searches the web, chat rooms & bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web.



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- **Identity Restoration:** Identity Restoration specialists 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.
- **\$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

**What you can do to protect your information:** There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration) for this information.

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

\*\* 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.