

motivate

5202 Third Avenue
Brooklyn, NY 11220

JANE SMITH
123 4TH AVE
APT 5
SEATTLE, WA 67890

RECEIVED

JAN 19 2016

January 8, 2016

OFFICE OF CONSUMER PROTECTION

Dear Jane Smith:

I am writing on behalf of Motivate International Inc. ("Motivate") to inform you about an incident that may have affected some of your personal information. One of our contractors recently reported unusual activity involving bank account information provided by the contractor to Motivate for electronic (ACH) payment purposes. Although we are not aware of any misuse of your personal information, we take privacy and security very seriously and wanted to inform you about this situation, the steps we are taking to protect your information, and steps you may take to help protect yourself.

What happened?

Motivate became aware of fraudulent activity involving bank account details that were contained in an email sent to Motivate's accounts payable email address. It appears that an individual who had access to the relevant email account for business purposes may have used certain information contained in that account in an unauthorized manner. Law enforcement was immediately notified of this situation and the investigation is ongoing.

We have reviewed the affected email account to identify individuals whose personal information may have been accessible. During this review, we found one or more email communications from you that included personal information such as name, address, driver's license number, bank account information, credit card information, or Social Security number. Again, we have no evidence to date that your information was used inappropriately as a result of this incident.

What is Motivate doing to protect you?

We recognize this issue can be frustrating and we are taking steps to help protect you and to safeguard the personal information we receive and maintain going forward. We are offering individuals whose Social Security number may have been affected by this incident a complimentary one-year membership to Experian's® ProtectMyID® Alert to help detect possible misuse of your personal information and provide you with superior identity protection support focused on immediate identification and resolution of identity theft.

The one-year ProtectMyID® Alert membership is completely free to you, and enrolling in this program will not hurt your credit score. For more information on identity theft prevention and the identity theft protection services, including instructions on how to enroll, please see the additional information beginning on page 3 of this letter.

Regardless of whether you choose to take advantage of the identity theft protection services we are offering, we recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your bank account and other financial statements for any unauthorized activity.

To help prevent a similar incident from happening in the future, we have implemented additional protections for employee email account access, and are taking actions to strengthen and enhance the security of our systems moving forward.

If you have questions regarding this incident, you may call 855-907-3153, Monday through Friday, from 9 a.m. to 5 p.m. EST.

Sincerely,

A handwritten signature in black ink, appearing to be 'Justine Lee', with a horizontal line extending to the right.

Justine Lee
Vice President and General Counsel
Motivate International Inc.

Activate ProtectMyID Now in Three Easy Steps

1. ENSURE that you enroll by: **March 24, 2016** (your code will not work after this date)
2. Visit the ProtectMyID website to enroll: www.protectmyid.com/redeem
3. PROVIDE your activation code: **ACT001**

If you have questions or need an alternative to enrolling online, please call 877-288-8057 and provide engagement #: **PC98374**

Additional details regarding your ProtectMyID Membership

A credit card is not required for enrollment. Your ProtectMyID membership includes the following features:

- **Free copy of your Experian credit report.**
- **Surveillance alerts for daily bureau credit monitoring:** Alerts of key changes and suspicious activity found on your Experian, Equifax®, and TransUnion® credit reports.
- **Identity Theft Resolution & ProtectMyID ExtendCARE™:** Toll-free access to US-based customer care and a dedicated Identify Theft Resolution agent who will walk you through the process of fraud resolution from start to finish. Agents will investigate each incident; help with contacting credit grantors to dispute charges and close accounts (including credit, debit, and medical insurance cards); assist with freezing credit files; and contact government agencies.
 - For added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- **\$1 Million Identity Theft Insurance*:** Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

Activate your membership today at www.protectmyid.com/redeem, or call 877-288-8057 to register with the activation code above.

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report, or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-288-8057.

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of 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.

Information about Preventing Identity theft

We recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your credit card, bank, and other financial statements for any unauthorized activity. You may also obtain a copy of your credit report, free of charge, directly from each of the three nationwide credit reporting agencies once every 12 months. To order your credit report, please visit www.annualcreditreport.com or call toll free at 877-322-8228. Contact information for the three nationwide credit reporting agencies is as follows:

Equifax
PO Box 740241
Atlanta, GA 30374
www.equifax.com
(800) 525-6285

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

TransUnion
PO Box 2000
Chester, PA 19016
www.transunion.com
(800) 680-7289

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should contact the Federal Trade Commission and/or the Office of the Attorney General in your home state. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
www.ftc.gov/idtheft
(877) 438-4338

You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records.



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What is Motivate doing to protect you?

We recognize this issue can be frustrating and we are taking steps to help protect you and to safeguard the personal information we receive and maintain. We also recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your bank account and other financial statements for any unauthorized activity.

To help prevent a similar incident from happening in the future, we have implemented additional protections for Motivate email account access, and are taking actions to strengthen and enhance the security of our systems moving forward.

If you have questions regarding this incident, you may call 855-907-3153, Monday through Friday, from 9 a.m. to 5 p.m. EST.

Sincerely,



Justine Lee
Vice President and General Counsel
Motive International Inc.

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PO Box 740241
Atlanta, GA 30374
www.equifax.com
(800) 525-6285

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

TransUnion
PO Box 2000
Chester, PA 19016
www.transunion.com
(800) 680-7289

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should contact the Federal Trade Commission and/or the Office of the Attorney General in your home state. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
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