

# Procter & Gamble

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The Procter & Gamble Company  
General Offices  
2 Procter & Gamble Plaza, Cincinnati, Ohio 45202-3314

June 19, 2009

Mr. Douglas F. Gansler  
Office of the Attorney General  
200 St. Paul Place  
Baltimore, MD 21202

Dear Mr. Gansler:

In accordance with Md. Code, Com. Law § 14-3501, The Procter & Gamble Company is providing you with written notification regarding the nature and circumstances of a recent data security incident.

We recently became aware of a problem involving certain personal information of current and former Procter & Gamble employees. One Maryland resident was affected by this incident.

A laptop used by IBM, which is contracted by P&G to manage employee benefit administration, was stolen. The laptop contained personal information in documents on the laptop. This personal information included name and Social Security numbers of these former employees. We have no evidence that any of the information has been misused as a result of this incident, and we are taking steps to help ensure this type of incident does not happen in the future. (If you require additional information regarding the circumstances of that theft, please contact IBM through Michael L. White, Business Process Delivery – HR, Global Delivery Project Executive, 1.703.317.7788 (mobile), or by email at [mlwhite@us.ibm.com](mailto:mlwhite@us.ibm.com))

Attached for your information is a sample of the notice we are sending to the Maryland resident. Similar notification has also been sent to the Maryland Consumer Protection Board.

If you have any questions, please do not hesitate to contact me at (513) 983-0200.

Very truly yours,



**Connie Graham**

Global Privacy Manager  
The Procter & Gamble Company  
2 P&G Plaza, 13<sup>th</sup> Floor  
Cincinnati, OH 45202  
Phone: (513) 983-0200  
enclosure



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General Offices  
2 Procter & Gamble Plaza, Cincinnati, Ohio 45202-3314

June 19, 2009

«AddressBlock»

«GreetingLine»

We are writing to inform you of an incident involving some of your personal information.

Personal data held by IBM, with which P&G contracts to administer employee benefits, was in a laptop that was stolen from IBM. Information on that laptop included your name, employee ID, and Social Security number. After a thorough search and investigation, the missing laptop has not been found.

1. The laptop had several layers of password protection. It would be difficult for someone who is not the actual Laptop user to be able to extract information from the computer.
2. There is no indication that the information contained in the PC has been used for any improper purpose.
3. We do not believe this situation creates a significant risk, but wanted to alert you in the event you would like to take steps to protect yourself from any possible identity theft.

We are very sorry this has happened and want to alleviate any concerns you might have. To assist you, we have included a reference guide that outlines a full range of options and steps you can take to protect yourself against any risk of identity theft. In particular, we recommend that you register for credit monitoring, which P&G has arranged to provide for one year at no charge to you. Please see the Reference Guide for complete details.

Once again, we want to sincerely apologize for this situation. If you have questions or concerns, please contact Shellie Weiskittel via email at [weiskittel.mn@pg.com](mailto:weiskittel.mn@pg.com) or call +1-513-945-1139 between the hours of 9:00 AM and 5:00 PM EST.

Sincerely,

Stefano Mezzabotta,  
Vice President, Employee Services

## *Procter&Gamble*

### Reference Guide

We encourage individuals receiving Procter & Gamble's letter of June 19, 2009 to take the following steps:

**Register for Credit Monitoring.** To help you detect the possible misuse of your personal information, we are providing you with a complimentary one year membership in Experian's Triple Advantage<sup>SM</sup> Premium credit monitoring product at no cost to you.<sup>1</sup> Triple Advantage Premium will monitor your credit reports at the three national credit reporting companies: Experian, Equifax<sup>®</sup> and TransUnion<sup>®</sup> and notify you of key changes. Triple Advantage Premium is a powerful tool that will help you identify potentially fraudulent use of your information. Your Triple Advantage Premium membership is completely free and will not hurt your credit score.

Features of your complimentary 12-month **Triple Advantage<sup>SM</sup> Premium** membership include:

- Triple Advantage Premium monitors your credit reports every day so you don't have to
- Email alerts when key changes are detected so you can act quickly
- A free three bureau credit report and score
- If you become a victim of fraud or identity theft, our Fraud Resolution Team will assist you with the recovery process, every step of the way
- \$25,000 in identity theft insurance provided by Virginia Surety Company, Inc. with no deductible.<sup>2</sup>

You have **until September 16, 2009** to activate this membership, which will then continue for twelve (12) full months. We encourage you to activate your credit monitoring membership as soon as possible.

The website you should visit to enroll in Triple Advantage Premium and your individual activation code are both listed below. To sign up, please visit the website and enter your individual activation code. Please keep in mind that once activated, the code cannot be re-used for another enrollment. The website will guide you through the process of enrolling in Triple Advantage Premium. If you need technical assistance, please call **(866) 252-0121**.

Triple Advantage Premium Website: **<http://partner.consumerinfo.com/PG2>**

Your Activation Code: **«Activation\_Code»**

If you wish to enroll over the phone for delivery of your membership via U.S. mail, please call **(866) 252-0121**.

Again, your Triple Advantage Premium membership is completely free and will not hurt your credit score.

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<sup>1</sup> Triple Advantage Premium is offered by ConsumerInfo.com, Inc. an Experian company.

<sup>2</sup> All other benefits of Triple Advantage Premium are available to residents of New York. Insurance coverage is not available for Individuals who are residents of New York, nor is coverage available in US overseas Commonwealths or Territories (i.e. Puerto Rico). All other benefits of Triple Advantage Premium are available to residents of New York.

## **Other Steps you can take:**

**Order Your Free Credit Report.** To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com), call toll-free at 877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's website at [www.ftc.gov](http://www.ftc.gov) and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The credit bureaus provide free annual credit reports only through the website, toll-free number or Request Form.

When you receive your credit report, review it carefully and look for accounts you don't recognize. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store names. The credit bureau will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in the information (such as your home address and Social Security number). Errors in this information may be a warning sign of possible identity theft. You should notify the credit bureaus of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing.

If you find items you don't understand on your report, call the credit bureaus at the number given on the report. Credit bureau staff will review your report with you. If the information can't be explained, then you will need to call the creditors involved. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

**Contact the U.S. Federal Trade Commission.** If you detect any unauthorized transactions in your financial account, promptly notify your credit card company or financial institution. If you detect any incident of identity theft or fraud, promptly report the incident to your local law enforcement authorities, your state Attorney General and the Federal Trade Commission ("FTC"). If you believe your identity has been stolen, the FTC recommends that you take these additional steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. Use the FTC's ID Theft Affidavit (available at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)) when you dispute new unauthorized accounts.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can learn more about how to help protect yourself from becoming a victim of identity theft by contacting the FTC:

Federal Trade Commission  
Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-IDTHEFT (438-4338)  
[www.ftc.gov/idtheft/](http://www.ftc.gov/idtheft/)

**Get a Police Report.** You have the right to obtain a police report if you are the victim of identity theft.

**Decide to Place a Fraud Alert on Your Credit File.** To help protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the

possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of an individual with a fraud alert, the merchant gets a notice that the individual may be a victim of identity theft. The alert notifies the merchant to verify the identity of the applicant. By calling any one of the toll-free numbers below, you will reach an automated telephone system that allows you to flag your file with a fraud alert at all three bureaus.

Equifax	P.O. Box 740241 Atlanta, Georgia 30374-0241	877-478- 7625	www.equifax.com
Experian	P.O. Box 9532 Allen, Texas 75013	888-397- 3742	www.experian.com
TransUnion	Fraud Victim Assistance Division P.O. Box 6790 Fullerton, California 92834- 6790	800-680- 7289	www.transunion.co m

**You May Also Decide to Place a Security Freeze on Your Credit File.** You may wish to place a "security freeze" on your credit file. A security freeze generally will prevent creditors from accessing your credit file at the three nationwide credit bureaus without your consent. You can request a security freeze with each of the credit bureaus using the contact information below.

Equifax	P.O. Box 105788 Atlanta, Georgia 30348	www.equifax.com
Experian	P.O. Box 9554 Allen, Texas 75013	www.experian.com
TransUnion	Fraud Victim Assistance Division P.O. Box 6790 Fullerton, California 92834-6790	www.transunion.com

The credit bureaus may charge you a fee of up to \$5 to place a freeze on your account, and may require that you provide proper identification prior to honoring your request. There is no charge, however, to place, lift or remove a security freeze if you provide the credit bureaus with a valid police report. When requesting a security freeze with each of the credit bureaus, you will be required to provide the following information:

For Equifax. Your full name, current residential address, date of birth, Social Security number and proof of your current address (such as a current utility bill).

For Experian. Your full name, with middle initial and generation (such as Jr., Sr., II, III), Social Security number, date of birth, current address and previous address(es) for the past 2 years. You also will need to provide one copy of a government-issued identification card (such as a driver's license, state or military identification card) and one copy of a utility bill, bank or insurance statement, etc. Make sure that each copy is legible, displays your name and current mailing address and the date of issue. Please note that the statement dates must be recent.

For TransUnion. Your name, current residential address and Social Security number. You also will need to provide proof of your current residence (such as a driver's license or state issued identification card).