

**UW-Superior Alumni Association**  
PO Box 2000  
Superior, WI 54880

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## NOTICE OF DATA BREACH

Dear alumni and friend,

We are writing to notify you of a data breach at the UW-Superior Alumni Association that may have involved some of your personal information. The privacy and protection of your information are matters that we take very seriously. Please be assured that we have taken every step necessary to address the incident and that we are committed to fully protecting all of the information that you have entrusted to us. Please review the information provided in this notice for some steps that you may take to protect yourself against any potential misuse of your information.

### **What Happened**

On February 1, you were sent a Mississippi River Cruise brochure sponsored by the UW-Superior Alumni Association. In the process of preparing the mailing data, an ID number was sent to our travel vendor and appeared above your name and address on the brochure.

On February 5, 2018, we were made aware that the ID number for our alumni who graduated during a certain time period may have been the same as the student ID number (social security number) used while in attendance at UW-Superior.

While this was not a "system hack" or a "cyber-attack" as the result of malicious actions, we are acting in an abundance of caution in alerting you to this situation. You may or may not have noticed this number on your brochure. There is no law enforcement investigation concerning this incident.

### **What Information Was Involved**

The personal information that may have been viewable on the brochure included first and last names, home addresses and social security numbers.

### **What We Are Doing**

After learning of this situation, our team took immediate action to ensure it doesn't happen again, to include cleaning the alumni and friend database and replacing all of the "old" ID numbers. Go Next, our travel vendor, has also verified the deletion of all mailing data used for this brochure.

We take our responsibility of protecting your personal data seriously. Therefore, we have retained LifeLock to provide you one (1) year of complimentary identify theft protection and credit monitoring services. To "activate" your membership, call 1-800-899-0180 or go online at <https://store.lifelock.com/enrollment?promocode> [REDACTED]. You will need to provide a Membership ID. Your Membership ID is [REDACTED]. The enrollment period will expire on March 30, 2018.

### **What You Can Do**

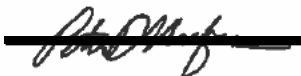
You can take the following steps to guard against identity theft and fraud:

- Register for the complimentary identify theft protection and credit monitoring services provided at no cost to you, as discussed in this notice.
- Review the enclosed "Information About Identity Theft Protection" reference guide, which describes additional steps that you may take to help protect yourself, including recommendations by the Federal Trade Commission regarding your identity theft protection.

### **For More Information**

Please accept our apology, and know protecting your personal information is important to us. If you have any questions, please call us at 715-394-8452.

Sincerely,



Peter D. Nordgren  
Chair, UW-Superior Alumni Association

### **Information about Identity Theft Prevention**

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at [www.annualcreditreport.com](http://www.annualcreditreport.com), by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at [www.annualcreditreport.com](http://www.annualcreditreport.com)) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

**Equifax:** P.O. Box 740241, Atlanta, Georgia 30374-0241, 1-800-685-1111, [www.equifax.com](http://www.equifax.com)

**Experian:** P.O. Box 9532, Allen, TX 75013, 1-888-397-3742, [www.experian.com](http://www.experian.com)

**TransUnion:** P.O. Box 1000, Chester, PA 19022, 1-800-888-4213, [www.transunion.com](http://www.transunion.com)

When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number, that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

We recommend you remain vigilant with respect to reviewing your account statements and credit reports, and promptly report any suspicious activity or suspected identity theft to the proper law enforcement authorities, including local law enforcement, your state's attorney general and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding identity theft.

**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)

**For residents of Maryland:** You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General:

**Maryland Office of the Attorney General, Consumer Protection Division**  
200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, [www.oag.state.md.us](http://www.oag.state.md.us)

**For residents of North Carolina:** You may also obtain information about preventing and avoiding identity theft from the North Carolina Attorney General's Office:

**North Carolina Attorney General's Office, Consumer Protection Division**  
9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, [www.ncdoj.gov](http://www.ncdoj.gov)

You may want to order copies of your credit reports and check for any bills that you do not recognize. If you find anything suspicious, call the credit reporting agency at the phone number on the report. Keep a copy of this notice for your records in case of future problems with your records. If you are a California resident, we suggest that you visit the web site of the California Office of Privacy Protection at [www.privacy.ca.gov](http://www.privacy.ca.gov) to find more information about your privacy.

**Fraud Alerts:** There are also two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for 7 years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national credit reporting agencies listed below.

**Equifax:** 1-888-766-0008, [www.equifax.com](http://www.equifax.com)

**Experian:** 1-888-397-3742, [www.experian.com](http://www.experian.com)

**TransUnion:** 1-800-680-7289, [fraud.transunion.com](http://fraud.transunion.com)

**Credit Freezes:** You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally \$5 to \$20 per action at each credit reporting company. *Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company.* Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information:

Equifax: P.O. Box 105788, Atlanta, GA 30348, [www.equifax.com](http://www.equifax.com)  
Experian: P.O. Box 9554, Allen, TX 75013, [www.experian.com](http://www.experian.com)  
TransUnion LLC: P.O. Box 2000, Chester, PA, 19022-2000, [freeze.transunion.com](http://freeze.transunion.com)

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed above.