

September 17, 2013

I am writing to inform you of a situation that could affect you. This semester, beginning August 19th, personal identifying information about you was inadvertently shared with 120 current students in your former program. In the process of migrating data from retired Learning Management Systems into current courses, your information was accidentally disclosed. This information included your First and Last Name, and Social Security Number (SSN). The mistake was reported and the information removed from the Learning Management System on September 5th.

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**Information Technology
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Information Security Officer
Mike Cook

While we have no reason to believe that your peers will keep and use this information maliciously, we consider any breach of our computer security a serious matter. First, I would like to personally apologize for this breach in the confidentiality of your information by our office. The mistake was made despite several measures used to protect your information and was a direct violation of SJSU policy. Second, I am sending this letter to direct you to information about identity theft, outline what we have done to prevent this from happening again in the future and provide you with contact information to help answer any questions you may have.

In the interest in keeping you informed about the potential risk of this breach, I am sending you the following information consistent with California Civil Code 1798.29, commonly referred to as SB 1386.

While we cannot advise you on how to proceed, one option you have is to contact one of the credit reporting agencies, each of which has an automated phone-in fraud alert process.

Contact information for the credit agencies is listed below:

- Equifax - 800.525.6285 - <http://www.equifax.com/home/>
- Experian - 888.397.3742 - <http://www.experian.com/>
- Trans Union - 800.680.7289 - <http://www.transunion.com/>

Once you receive your credit reports, review them for any suspicious activity. If you see any accounts you did not open or incorrect personal information, call the credit bureau(s) or your local law enforcement agency (e.g., city police department) to file a report of identity theft. The following resources can provide additional information about identity theft:

- California Attorney General's Office - <http://ag.ca.gov/idtheft/tips.php>
- The Federal Trade Commission - <http://www.consumer.ftc.gov/features/feature-0014-identity-theft>
- California Office of Privacy Protection
 - <http://oag.ca.gov/privacy>
 - <http://oag.ca.gov/privacy>
 - <http://www.privacyrights.org/fs/fs17a.htm>

The Department of Marketing and Decision Sciences at San Jose State University takes security of personal data seriously. Steps have been taken to assure that this does not happen again, including removing social security numbers from records and procedures.

Once again, I apologize for the error that was made. Please note that we were able to respond to this situation immediately and this letter has not been delayed as a result of a law enforcement investigation. If you have questions please contact me at (408) 924-1705.

Michael Cook
Information Security Officer
San Jose State University