

APPENDIX D: Sample Breach Notice: Debit or Credit Card or Financial Account Number

[Agency Letterhead]

[Date]

[Addressee]

[Mailing Address]

[City] [State] [Zip Code]

[Salutation]

Subject: NOTICE OF DATA BREACH

What Happened?	<p>[Describe what happened in general terms, see example below]</p> <p>We are writing to you because of a recent security incident that occurred on [date of incident] at [name of organization]. An employee inadvertently e-mailed a document containing your personal information to the wrong person.</p>
What Information Was Involved?	<p>[Describe what specific notice-triggering data element(s) were involved, see example below]</p> <p>The document contained your first and last name, along with your bank account number.</p>
What We Are Doing:	<p>[Note apology and describe what steps your agency is taking, has taken, or will take, to investigate the breach, mitigate any losses, and protect against any further breaches, see example below]</p> <p>We regret that this incident occurred and want to assure you that we are reviewing and revising our procedures and practices to minimize the risk of recurrence.</p>
What You Can Do:	<p>To help prevent unauthorized access and fraudulent activity on this account, we recommend that you immediately contact [the credit card or financial account issuer] and close your account. Tell them that your account may have been compromised, and ask that they report it as “closed at customer request.”</p> <p>If you want to open a new account, ask your account issuer to give you a PIN or password associated with the new account. This will help control access to the account.</p>
Other Important Information:	<p>Enclosure “Breach Help –Consumer Tips from the California Attorney General”</p>
For More Information:	<p>For more information on identity theft, you may visit the Web site of the California Department of Justice, Privacy Enforcement and Protection at www.oag.ca.gov/privacy.</p>
Agency Contact:	<p>Should you need any further information about this incident, please contact [name of the designated agency official or agency unit handling inquiries] at [toll-free phone number].</p>

[Signature of State Entity Head or Delegate]

[Title]