

HSBC  
P.O. BOX 2369  
Brandon, FL 33509

Cust Care Ph #: 1-800-365-0175

CL SPOC: 1-877-601-7019  
HMS SPOC: 1-877-601-7020

LS Bankruptcy: 1-866-824-0824

LS 840 BK SPOC: 1-855-204-0041  
LS 88 BK SPOC: 1-855-204-0039

HSBC 



**Beneficial**  
Member HSBC  Group



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April 6, 2015

Customer Name  
Mailing Address  
City, State Zip Code

Dear Customer Name,

At HSBC, we value your business and respect the privacy of your information, which is why we are writing to let you know about a data security incident that involves your personal information. We recently became aware of an incident where personal information about [REDACTED] was inadvertently made accessible via the Internet which we believe was towards the end of last year. The information available included [REDACTED] HSBC takes this very seriously and deeply regrets that this incident occurred.

We are conducting a thorough review of the potentially affected records and have implemented additional security measures designed to prevent a recurrence of such an incident. We have ensured that the information is no longer accessible publicly. The company has notified law enforcement and the credit reporting agencies of the incident, and no delay in advising you has been caused by law enforcement notification.

The security of your information is very important to us and we recommend that you take the following steps to mitigate your risk to identity theft.

We recommend that you monitor your account transactions for any unauthorized activity and contact us if any is noticed. We recommend you place a fraud alert on your credit file. A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. Call any one of the three major credit bureaus. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts. All three credit reports will be sent to you, free of charge, for your review.

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you check your credit reports periodically. Victim information sometimes is held for use or shared among a group of thieves at different times. Checking your credit reports periodically can help you spot problems and address them quickly.

- Experian at 1-888-397-3742 or [www.experian.com/consumer](http://www.experian.com/consumer)
- Equifax at 1-800-525-6285 or [www.equifax.com](http://www.equifax.com)
- Trans Union at 1-800-680-7289 or [www.transunion.com](http://www.transunion.com)

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, call or contact your local law enforcement and file a police report. Get a copy of the report; many creditors want the information it contains to absolve you of the fraudulent debts. You also should file a complaint with the FTC at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or at 1-877-ID-THEFT (877-438-4338). Your complaint will be added to the FTC's Identity Theft Data Clearinghouse, where it will be accessible to law enforcers for their investigations.

We recommend that you periodically obtain credit reports from each of the three nationwide credit reporting agencies and review them for any information relating to fraudulent transactions. You should remain vigilant over the next twelve to twenty-four months and promptly report any incidents of identity theft to HSBC and to the major Credit Bureaus.

As a resource for consumers, the Federal Trade Commission (FTC) has a website dedicated to identity theft issues. Please visit the FTC's website at <http://ftc.gov/bcp/edu/microsites/idtheft>. If you do not have Internet access, call the FTC's Identity Theft Hotline, toll-free: 1-877-IDTHEFT (438-4338); TTY: 1-866-653-4261; or write: Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

**COMPLIMENTARY SERVICES:** We are providing the following complimentary services at no cost to you. If you believe you are a victim of identity theft during the next 12 months, the Identity Guard<sup>SM</sup> team is ready to assist you. Please call the Identity

Guard Victim Recovery Services phone line at 1-800-901-7107 and provide your redemption code XXXXX-XXXX-XXXX to the agent. Hours of operation are Monday- Friday, 8am-11pm, and Saturday, 9am-6pm Eastern Time.

Identity Guard<sup>®</sup> Victim Recovery Services for victims of identity theft include:

- Phone Interview including a complete review of your 3 Bureau Credit Report
- Notification to creditors of suspicious activity
- Assistance with placing Fraud Alerts
- Assistance with filing disputes
- Comprehensive Consumer Summary Letter outlining suspicious items found, contact information
- Fraud First Aid Kit including Uniform Affidavit

Access to the Victim Recovery Services is available through April 13, 2016.

For additional protection, at our expense, HSBC would like to offer you a free one year subscription to Identity Guard<sup>®</sup>, a credit monitoring and identity theft protection service. Identity Guard provides essential monitoring and protection of not only credit data, but also alerts you of certain activities that could indicate potential identity theft. This program is provided by Intersections Inc. (NASDAQ: INTX), a leading provider of consumer and corporate identity risk management services.

IDENTITY GUARD<sup>®</sup> features include:

- 3-Bureau Credit Report and Scores\*
- 3-Bureau Daily Monitoring with NOTIFY EXPRESS<sup>®</sup> Alerts
- 3-Bureau Quarterly Credit Update
- Victim Assistance
- Credit Education Specialists
- Up to \$20,000 identity theft insurance with \$0 deductible\*\*

If you wish to take advantage of this monitoring service, you must enroll by July 31, 2015.

**ENROLLMENT PROCEDURE:** To activate this coverage please call the toll-free number or visit the Web site listed below and enter the redemption code. The redemption code is required for enrollment, and can only be used one time by the individual addressed.

Toll-Free: 1-844-324-2567  
Web Site: [www.identityguard.com/enroll](http://www.identityguard.com/enroll)  
Redemption Code: XXXXX-XXXX-XXXX

In order to enroll, you will need to provide the following personal information:

- Mailing Address
- Social Security Number
- E-mail Address
- Phone Number
- Date of Birth
- Redemption Code

This service is complimentary; no method of payment will be collected during enrollment and there is no need to cancel. We apologize for any inconvenience and urge you to enroll today. If you have any further questions regarding this incident, please call HSBC at 1-800-XXX-XXXX during normal business hours.

Sincerely,

HSBC

Esta carta contiene información importante sobre su cuenta y podría requerir su atención. Si tiene alguna pregunta y desea hablar en español con un empleado, sírvase comunicarse con nosotros al 1-800-XXX-XXXX, marque el número 2, durante nuestras horas de oficina normales.

*\*The scores you receive with Identity Guard<sup>®</sup> are provided for educational purposes to help you understand your credit. They are calculated using the information contained in your Equifax, Experian and TransUnion credit files. Lenders use many different credit scoring systems, and the scores you receive with Identity Guard are not the same scores used by lenders to evaluate your credit.*

Credit scores are provided by CreditXpert<sup>®</sup> based on data from the three major credit bureaus.

\*\*Identity Theft Insurance underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. 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.

\*\*\*If not able to enroll on-line, please call the toll-free number 1-844-324-2567.