

**The following advisory applies to customers who shopped at the Best Buy located at 1880 Palm Beach Lakes Blvd in West Palm Beach, FL in November and December 2008.**

An employee at Best Buy's 1880 Palm Beach Lakes Blvd in West Palm Beach, Florida allegedly stole credit card information during November and December 2008 using an unauthorized personal device. Best Buy learned of the theft on Jan. 5, 2009. With the cooperation and assistance of store management, the employee was identified and taken into federal custody by the Secret Service on Jan. 7, 2009. That person is no longer employed by Best Buy.

Although none of Best Buy's electronic systems were compromised by this former employee's actions, Best Buy believes that approximately 4,000 people could have been affected by this former employee's unlawful skimming of customer credit card information. State and federal law enforcement authorities and all relevant payment card brands have been notified of the incident and Best Buy is fully cooperating with all investigations.

In addition, Best Buy is sending letters to customers who may have been affected by this fraudulent activity, notifying them of the situation and encouraging them to review their account statements and monitor their credit reports.

**Customers who shopped the West Palm Beach Store in November and December 2008 and believe they may have been affected by this situation should call Best Buy Customer Care at 1-866-792-6391, and review the full text of the Substitute Notice Letter, below.**

"The security and privacy of our customers is very important to Best Buy and regret any inconvenience this situation may have caused our customers," said Todd Hartman, vice president and chief compliance officer, Best Buy. "What this person did was unlawful and in violation of clearly established Best Buy policy and procedure. While we have measures in place to prevent this type of situation from happening, we are carefully reviewing our processes to minimize the chance that it could happen again, including issuing special advisories to store management."

## **SUBSTITUTE NOTICE LETTER**

**The following notice applies to customers who shopped at the Best Buy located at 1880 Palm Beach Lakes Blvd in West Palm Beach, FL in November and December 2008.**

Dear Valued Customer:

The Best Buy store located at 1880 Palm Beach Lakes Blvd, West Palm Beach, Florida, recently uncovered an incident that may have resulted in the theft of credit card information. We are still investigating the details of the incident, but it appears that a store employee was allegedly stealing credit card information during November and December 2008 using an unauthorized personal device. None of Best Buy's electronic systems were compromised by the employee, who used a device of her own to steal the card information. Best Buy learned of the theft on January 5, 2009. With the cooperation and assistance of store management the employee was identified and taken into custody by the Secret Service on January 7, 2009.

What this person did was unlawful and in violation of clearly established Best Buy policy and procedure, and this person is no longer employed by Best Buy.

Your security and privacy are very important to us. State and federal law enforcement authorities and relevant payment card brands have been notified of the incident, and we are cooperating fully with the investigations. While we have measures in place to help prevent this type of situation from happening, we are carefully reviewing our processes to minimize the chance that it could happen again, including issuing special advisories to store management.

**Customers who shopped the West Palm Beach Store in November and December 2008 and believe they may have been affected by this situation should call Best Buy Customer Care at 1-866-792-6391.** We also encourage customers who may be impacted by this incident to remain vigilant for incidents of account fraud by reviewing account statements and monitoring free credit reports to help protect against card fraud. Upon monitoring your accounts, if you identify any unauthorized charges you should contact your payment card company or bank immediately. In addition, you may choose to place a fraud alert on your credit file at the three national credit reporting agencies. .

Credit agencies can place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. This service can make it more difficult for someone to get credit in your name. Note that because it requires creditors to follow certain procedures to protect you, it may delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert on your file, or should you have any questions regarding your credit report, please contact one of the agencies listed below.

- Experian: 888-397-3742; [www.experian.com](http://www.experian.com); P.O. Box 9532, Allen, TX 75013
- Equifax: 800-525-6285; [www.equifax.com](http://www.equifax.com); P.O. Box 740241, Atlanta, GA 30374-0241
- TransUnion: 800-680-7289; [www.transunion.com](http://www.transunion.com); Fraud Victim Assistance Division, P.O. Box 6790, Fullerton, CA 92834-6790.

Individuals are entitled under U.S. law to one free credit report annually from each of the three national credit reporting agencies. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free at (877) 322-8228.

For additional information on protecting yourself against account fraud and identity theft, you may contact the U.S. Federal Trade Commission.

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/)

If you detect any suspected incidents of identity theft, promptly report the incident to your local law enforcement authorities, the Federal Trade Commission and your state Attorney General. If you are a resident of California, Maryland, Massachusetts or West Virginia, please see the enclosure entitled **Additional State Notices** for additional information that may be applicable to you. Rest assured that we are providing the same comprehensive services and assistance to all persons who may have been affected by this incident, regardless of where they reside.

We apologize for any inconvenience this situation may have caused you. Please do not hesitate to call Best Buy's Customer Care at 1-888 BEST BUY if you have questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read 'TH 621', is enclosed in a light gray rectangular box.

**Todd Hartman**  
**Chief Compliance Officer**  
Best Buy

## Additional State Notices

### California

California residents can visit the website of the California Office of Privacy Protection at [www.privacy.ca.gov](http://www.privacy.ca.gov).

### Maryland

Maryland residents can visit the website of the Maryland Attorney General at <http://www.oag.state.md.us/> or reach the Maryland Attorney General at 888-743-0023 or Office of the Attorney General, 200 St. Paul Place, Baltimore, MD 21202.

### Massachusetts

If you are the victim of identity theft, you have the right to file a police report and obtain a copy of it.

Massachusetts law also allows residents to place a security freeze on their credit reports by contacting the three nationwide credit reporting agencies. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

If you have been a victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze. In all other cases, a credit reporting agency may charge you up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze.

When requesting a security freeze with each of the credit reporting agencies, 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, Social Security number, credit card number and expiration date (to pay the \$5 fee). You also will need to provide proof of your current residence (such as a driver's license or state issued identification card).

## **West Virginia Residents**

West Virginia residents affected by this incident may contact us at 1-866-792-6391 to learn about the types of information Best Buy maintains about you.