

NEWS RELEASE

MONTANA DEPARTMENT OF JUSTICE

ATTORNEY GENERAL TIM FOX

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Attorney General Fox Urges Target Customers to Take Advantage of Free Credit Monitoring in Wake of Data Breach

HELENA – Attorney General Fox today urged all Montana residents who shop at Target stores to take advantage of one year of free credit monitoring being offered by the retail company in the wake of the massive data breach announced last month.

“I would strongly encourage any Target customers, regardless of whether they’ve identified suspicious activity in their personal accounts, to take advantage of this offer,” said Attorney General Fox. “Additionally, consumers who have not done so already should take the proactive steps of changing their PIN numbers and passwords. I will continue to work on behalf of Montana consumers to ensure that they receive all the protections they deserve in the wake of this nationwide breach.”

Last month, Target first reported a data breach involving the payment card information of 40 million customers had been obtained by hackers during November and December 2013. The stolen information included credit and debit card data, customer names and PIN (personal identification data) numbers. Last week, Target revealed that hackers also stole a second batch of data that included names, mailing addresses, phone numbers or email addresses for up to 70 million people.

Target is offering one year of free credit monitoring not only to those customers who had information compromised in the data breach but to all Target customers. Beginning today, consumers can register for free credit monitoring at creditmonitoring.target.com. Target's website provides answers to frequently asked questions concerning the credit monitoring at: <https://corporate.target.com/about/payment-card-issue/credit-monitoring-FAQ.aspx>.

The free credit monitoring will be offered through Experian's ProtectMyID, and the service provides a copy of a credit report, daily credit monitoring, identity theft insurance (except where prohibited by law) and access to personalized assistance from a fraud resolution agent.

Target has provided the following information for consumers looking to take advantage of this program:

- Consumers who shopped in U.S. stores may request an activation code by entering their name and email address at creditmonitoring.target.com before **April 23, 2014**.
- Consumers will then receive an email from Target within one to five days that will include the unique activation code and instructions on how to register the code with ProtectMyID.
- Consumers will have until **April 30, 2014**, to register their code with ProtectMyID.
- Emails collected during the process of creating activation codes will only be used for the purpose of sending an activation code to enroll in free credit monitoring.

Consumers with questions are encouraged to visit target.com/databreach or to contact Target directly at 866-852-8680.

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