



Mail Code: SEAZL
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FAX

Date:	August 5, 2008
Number of pages including cover sheet:	5

To: Maine Office of the Attorney General	
Phone:	(207) 626-8800
Fax phone:	(207) 287-3145

From: Dept. of Privacy & Security	
Phone:	(206) 392-5254
Fax phone:	(206) 392-5468

REMARKS: Urgent For your review Reply ASAP Please comment

== Please see attached ==

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CONSUMER PROTECTION DIVISION
RECEIVED
AUG 06 2008

Alaska Airlines

August 5, 2008

State of Maine Attorney General
6 House Station
Augusta, Maine 04333

To Whom It May Concern:

In accordance with Me. Rev. Stat. tit. 10 § 1348, we are providing you with written notification regarding the nature and circumstances of a recent data security incident.

We recently became aware of a crime that resulted in the compromise of payment card information of some Alaska Airlines and Horizon Air customers. An employee working in our Phoenix, Arizona reservation center who was responsible for processing customers' requests for changes to their reservations misused the payment card information provided by some customers to pay for reservation changes. Rather than processing the payment on behalf of Alaska Airlines or Horizon Air, this employee processed the change requests but diverted payments to personal accounts. The employee has since been terminated and we are working with law enforcement to prosecute this individual. We are not aware of any Maine residents who may have been affected by this crime.

Attached for your information is a sample of the notice we have sent to affected individuals for whom we have an address. Because we do not have an address for some potentially affected individuals, we are supplementing this written notice with substitute notification in accordance with Me. Rev. Stat. tit. 10 § 1347(4)(c). If you have any questions, please do not hesitate to contact me at (206)392-5254.

Very truly yours,



Gregg Saretsky
Executive Vice President,
Flight & Marketing

Enclosures

[General Notification Letter - All States]

August 5, 2008

**[Name
Address]**Dear **[Name]**:

We recently became aware of a crime involving payment card information of some Alaska Airlines and Horizon Air customers. An employee working in our call reservation center who was responsible for processing customers' requests for changes to their reservations misused the payment card information provided by some customers to pay for reservation changes. Rather than processing the payment on behalf of Alaska Airlines or Horizon Air, this employee processed the change requests but diverted payments to personal accounts. The employee has since been terminated and we are working with law enforcement to prosecute this individual.

We regret that this has happened. We take our obligation to safeguard your personal information very seriously and, therefore, we are alerting you so you can take steps to protect yourself from possible fraud in connection with the payment card you used to pay for an Alaska Airlines or Horizon Air reservation change. We encourage you to remain vigilant and take measures to regularly review and monitor your relevant financial account to determine if there are any unauthorized transactions. The attached Reference Guide provides details on other steps you should consider.

You are entitled under U.S. law to one free credit report annually from each of the three national credit bureaus. To order your free credit report, visit www.annualcreditreport.com or call toll-free (877) 322-8228.

We hope this information is useful to you. If you would like to speak with us, please call us toll-free at 800-401-5403, Monday through Friday, between 8 a.m. and 5:45 p.m. (Pacific time).

Again, we regret any inconvenience this may cause you.

Sincerely,



Gregg Saretsky
Executive Vice President
Flight & Marketing
Alaska Airlines
P.O. Box 68900
Seattle, WA 98168

Reference Guide

We encourage individuals receiving Alaska Airlines' letter of August 5, 2008, to take the following steps:

Contact Your Payment Card Issuer or Bank. We recommend you immediately contact the credit card company or bank that issued the payment card you used to pay for a reservation change on Alaska Airlines or Horizon Air. Tell them your account may have been compromised. If you want to close the affected account and open a new account, ask the payment card company or bank to give you a PIN or password. This will help control access to the account.

Order Your Free Credit Report. To order your free credit report, visit www.annualcreditreport.com, call toll-free at 877-322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's website at www.ftc.gov and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. Do not contact the three credit bureaus individually. They provide free annual credit reports only through the website or toll-free number.

When you receive your credit report, review it carefully. Look for accounts you don't recognize. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store names. The credit bureau will be able to tell you when that is the case. Look in the "personal information" section for information (such as your home address and Social Security number) for any inaccuracies. Errors in this information may be a warning sign of possible identity theft. You should notify the credit bureaus of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing.

If you find items you don't understand on your report, call the credit bureaus at the number given on the report. Credit bureau staff will review your report with you. If the information can't be explained, then you will need to call the creditors involved. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

Place a Fraud Alert on Your Credit File. To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be a victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can report potential identity theft to all three of the major credit bureaus by calling any one of the toll-free fraud numbers below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three bureaus.

Equifax

P O. Box 740241
Atlanta, Georgia 30374-0241

877-478-7625

www.equifax.com

Experian	P.O. Box 9532 Allen, Texas 75013	888-397-3742	www.experian.com
TransUnion	Fraud Victim Assistance Division P.O. Box 6790 Fullerton, California 92834-6790	800-680-7289	www.transunion.com

Place a Security Freeze on Your Credit File. You may also wish to place a "security freeze" on your consumer credit files by contacting the three nationwide consumer reporting agencies. A security freeze generally will prevent creditors from accessing your credit files at the consumer reporting agencies without your consent. You can request a security freeze by contacting the consumer reporting agencies using the following contact information.

Equifax	P.O. Box 105788 Atlanta, Georgia 30348	877-478-7625	www.equifax.com
Experian	P.O. Box 9554 Allen, Texas 75013	888-397-3742	www.experian.com
TransUnion	Fraud Victim Assistance Division P.O. Box 6790 Fullerton, California 92834-6790	888-909-8872	www.transunion.com

Consumer reporting agencies may charge a reasonable fee to place a freeze on your account, and may require that you provide proper identification prior to honoring your request.

Other Considerations. If you detect any unauthorized transactions in your relevant financial account, promptly notify your credit card company or bank. If you detect any incident of identity theft or fraud, promptly report the incident to your local law enforcement authorities, your state Attorney General or the Federal Trade Commission. You can learn more about how to protect yourself from becoming a victim of identity theft by contacting the Federal Trade Commission:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
1-877-IDTHEFT (438-4338)
www.ftc.gov/bcp/edu/microsites/idtheft/