

April 1, 2011

## **ALERT Epsilon Interactive Announces Data Security Breach**

**Los Alamos National Bank does not use Epsilon Interactive for any services and customer information at LANB has not been compromised.**

**What happened?** Epsilon Interactive announced on April 1<sup>st</sup> that unknown intruders had broken into one of its email servers and accessed the names and email accounts of some of its 2,500 corporate customers. Epsilon has not disclosed how many accounts in total were exposed in the breach. Some say it is the largest breach ever involving that kind of data, meaning that tens of millions of email addresses were likely compromised

### **I've never heard of Epsilon. Why might they have my name and email address?**

Epsilon provides email and customer loyalty services to more than 2,500 corporations, including seven of the top 10 Fortune 100 companies. The company sends more than 40 billion emails annually on behalf of these clients. So even if you haven't heard of it before, chances are high that your broker, favorite retailer or hotel chain is using Epsilon for email and other services. The company touts itself as the world's largest permission-based email marketing provider and is believed to store more than 250 million email addresses.

### **Only names and email addresses were exposed, why is everybody acting so**

**concerned?** The Epsilon breach, big as it is, could have been much worse. Right now, the biggest concern is that the stolen email addresses will be used by the intruders to launch sophisticated and highly targeted phishing attacks.

The stolen information will allow scammers to send authentic-looking email messages that appear to come from a bank or other business with which the user has an existing relationship. The emails will try to trick people into parting with information such as their usernames and passwords for bank accounts or other online accounts, or they could try to trick people into downloading malware on to their systems. People who don't fall for such scams should be fine.

### **Will the stolen information allow the attackers to break into my bank account? No.**

Only email addresses and names were compromised in this breach, not login credentials.

**Los Alamos National Bank customer information is in no way included in this breach.**

**Is there a complete list of all the companies affected by the breach?** No. Epsilon has not released that yet. [Brian Krebs](#) has compiled a (growing) list of the companies that have notified their customers about the breach so far. Close to 50 companies are on that list, including Best Buy, Citibank, Disney, JPMorgan Chase, The Home Shopping Network, Hilton, Marriott and the College Board.

**As a reminder, we recommend that you:**

- Don't give your LANB User ID or password in e-mail.
- Don't respond to e-mails that require you to enter personal information directly into the e-mail.
- Don't respond to e-mails threatening to close your account if you do not take the immediate action of providing personal information.
- Don't reply to e-mails asking you to send personal information.
- Don't use your e-mail address as a login ID or password.

The security of your information is a critical priority to us and you are an integral part of that security. Together we can create and ensure a confidential and secure banking relationship.

Sincerely,

Los Alamos National Bank  
Data Security Team