

Emerson Update
February 23, 2010

Emerson Alert: Important Privacy Information

Dear Client,

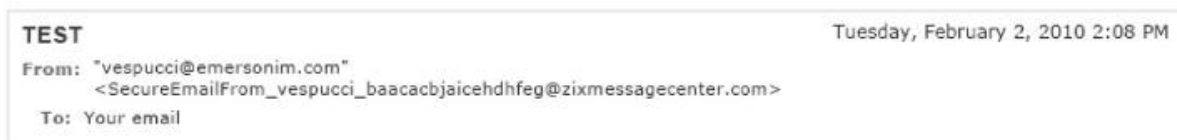
In an effort to reduce identity theft, the Commonwealth of Massachusetts has issued an order regarding the security of personal information. This order, known as 201 CMR 17.00: Standards for the Protection of Personal Information of Residents of the Commonwealth, will take effect on March 1, 2010. If you are unfamiliar with this new mandate, please visit www.mass.gov for more information.

Many of the new security requirements in this program pertain to general practices as they relate to the storage and transmission of Personal Information*.


By March 1, 2010, electronic communications which contain confidential data sent between Emerson and you will be encrypted. You will be able to receive and reply to our encrypted email communications easily, and with the knowledge that others will not be able to access that information.

How will you receive Emerson's encrypted emails?

Emerson has partnered with a third party vendor, Zix Corporation. Zix Message Center will send an email notifying you that Emerson has sent an encrypted email. An example of this is shown in the "test" screenshot below. You will then be asked to click on a link in the email, which will connect you to our secure message center. There you will register a private login and password that will allow you to retrieve and reply to our secure messages.



You have a secure message from vespucci@emersonim.com in the ZixMessage Center.

To view the secure message, [click here](#) 

Do not reply to this notification message. This notification message was auto-generated by the sender's security system. To reply to the sender, please go to your secure message by clicking on the link above.

The secure message expires on Feb 23, 2010 @ 07:08 PM (GMT).

If you would like to have your secure messages delivered directly to your inbox, find out more about [ZixMail](#).

NOTE: If your mail program does not support active links, you can view your secure message by copying and pasting the text below into the "Address" or "Location" bar of your Internet browser and press "Enter" or click "Go".

<https://zixmessagecenter.com/s/e?m=ABAyxkJfa33JhNRFLBn1b4Cp&c=ABCDHe37sJ7Qahd0n3FOSdId&em=vespuccicase%40yahoo%2ecom>

We understand that this is an inconvenience. However, we are committed to protecting intellectual property and proprietary information, and for this reason we are taking the proactive step of encrypting communications to all of our clients, not just those who are Massachusetts residents. We anticipate that this regulatory requirement will be put in place by other states and governing agencies in the near future.

If you have any questions concerning our new email security policy, please contact Emerson.

Sincerely,



A handwritten signature in black ink, appearing to read 'Kristin'.

Kristin Vespucci-Case
Chief Compliance Officer & Administration Director

*Personal Information is defined in the law as "a resident's first name and last name or first initial and last name in combination with any 1 or more of the following data elements that relate to such resident: (a) Social Security number; (b) driver's license number or state-issued identification card number; or (c) financial account number, or credit or debit card number, with or without any required security code, access code, personal identification number or password, that would permit access to a resident's financial account." Email has become a preferred method for communication for many of you. In order to maintain the confidentiality of private information and ensure compliance with privacy regulations, we are implementing a new email encryption service through Zix Corporation. The service will enable our organization to protect your personal information, such as social security, driver's license, and account numbers, from undesirable external parties on the internet.



30 Federal Street
Boston, Massachusetts 02110
617-695-1516
www.emersonim.com