



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
OFFICE OF CONSUMER PROTECTION

DCCA News Release

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STATE OFFICE OF CONSUMER PROTECTION CAUTIONS BORDERS CUSTOMERS ABOUT THE TRANSFER OF PERSONAL INFORMATION

HONOLULU – The Hawai'i State Office of Consumer Protection urges customers of the now-defunct Borders booksellers to know their rights regarding the proposed transfer of their personal information to Barnes & Noble. Borders Group Inc. filed for bankruptcy back in July, 2011 and the U.S. Bankruptcy Court approved the sale of Borders' customer information to Barnes & Noble Inc.

"It is important for Borders' customers to be aware of an important and time-sensitive issue regarding the personal information they may have shared with the company," said Bruce Kim, Executive Director of the State Office of Consumer Protection.

On October 1, Barnes & Noble sent an e-mail to approximately 45 million Borders customers explaining what information is being transferred and how they can opt out if they wish to have their contact information and purchasing history deleted. In an effort to reach affected customers without e-mail addresses, Barnes & Noble will publish notice on its website, the Borders' website, and in a full-page advertisement in *USA Today*.

Borders customers with e-mail addresses who wish to opt out must notify Barnes & Noble by October 15. Customers without e-mail access will have 30 days to contact Barnes & Noble through the website notices.

The customer information being transferred to Barnes & Noble includes:

- Information customers shared with Borders' website including their name, address, and e-mail address.
- Information collected from customers in the Borders Rewards loyalty program, including their names, addresses, e-mail addresses and purchase history. This purchase history will not include the titles of video materials (i.e., DVDs or VHS tapes) purchased by the customers.
- E-mail addresses from customers who wished to receive special offers from Borders.

Credit card and financial account information will NOT be transferred.

Once the customer's information is transferred to Barnes & Noble, it will be protected under the Barnes & Noble privacy policy, which is available on the company's website at:

<http://www.barnesandnoble.com/help/cds2.asp?PID=25560> .

The Office of Consumer Protection is a division of the State of Hawaii Department of Commerce and Consumer Affairs, created in 1969 to protect the interests of consumers and legitimate businesses. The primary purpose of the office is to promote fair and honest business practices by investigating alleged violations of consumer protection laws, by taking legal action to stop unfair or deceptive practices in the marketplace, and by educating the consumer public and businesses regarding their respective rights and obligations.

For more information, contact the Office of Consumer Protection at 586-2636.

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