



From: Bradley D. Farmer, Assistant Chief Scout Executive
Date: March 7, 2014
Subject: Liberty Mutual/BSA Partnership

Thanks for reaching out to us and sharing your concerns about the Liberty Mutual/BSA partnership. I have received many questions about this mailing and would like to share more about the context of this offer and to address any concerns you may have about the safety of your personal information.

Earlier this month, a one-time mailing sharing a discount offer to members of the Scouting Alumni Association (both free and paid) and the National Eagle Scout Association (NESA) was sent through standard mail delivery. Please know that we are truly apologetic for any confusion or concern this offer may have caused and that your personal information is secure within the BSA.

We are blessed to partner with a number of companies of integrity that offer to Scouting Alumni Association, NESA, and BSA members value and added benefits to their membership within the organization. Liberty Mutual is one of those BSA partners. It is important to know that your personal information was never and has never been shared with Liberty Mutual or any other BSA partner or company. Because we do not share the personal information of our members, we engaged with a reputable third-party mail processing company to execute this mailing. The process through which you received this mailing followed these steps:

- Liberty Mutual provides the third-party company with the offer.
- The BSA provides the names and addresses of the appropriate members to the third-party company in a secure encrypted form.
- The encryption process ensures that a name and address is used only once and all information is automatically deleted following printing.

This means Liberty Mutual never received your name, address, or other personal information and that the third-party company does not have any information on file.

The purpose of this mailing and partnership was to provide Scouting members with an optional opportunity to reduce personal costs and therefore provide a benefit to members of the BSA. Similar offerings have been shared in the past related to the jamboree and affinity credit card programs. Again, we apologize for any confusion surrounding this mailing. Please know that we value the relationship we enjoy with you and we are committed to strengthening it.

If you would like to speak with a staff member at the national office to further inquire, please contact Ian Lilien at 972-580-2107. Thank you for your understanding and continued support for the young people in the Scouting program.

