



NorthStar Emergency Medical Services
P.O. Box 989728
West Sacramento, CA 95798-9728

To Enroll, Please Call:
(833) 753-4562
Or Visit:
<https://response.idx.us/NorthStar>
Enrollment Code: <<ENROLLMENT>>

<<FIRST NAME>> <<LAST NAME>>
<<ADDRESS1>>
<<ADDRESS2>>
<<CITY>>, <<STATE>> <<ZIP>>
<<Country>>

March 14, 2023

Subject: Notice of Data <<Variable Text 1>>

Dear <<FIRST NAME>> <<LAST NAME>>:

We are writing to inform you of a recent data security incident experienced by NorthStar Emergency Medical Services (“NorthStar”) headquartered in Tuscaloosa, Alabama, that may have involved some of your information. This letter is to notify you of the incident, offer you complimentary identity protection services, and inform you about steps you can take to help protect your personal information.

What Happened: On September 16, 2022, NorthStar discovered unusual activity in its digital environment. Upon discovering this activity, we immediately took steps to secure our environment. We also engaged independent cybersecurity experts to conduct an investigation. As a result of this investigation, we learned that an unauthorized actor accessed certain files and data stored within our systems. Upon learning of the unauthorized access, we undertook a review of the potentially affected data. On March 8, 2023, we determined that your personal and/or protected health information may have been impacted by this incident. There is no evidence that your information has been misused. However, out of an abundance of caution, we are notifying you about the incident, providing you with resources to help you protect your personal information, and offering you complimentary identity protection services.

What Information Was Involved: The data that could have potentially been accessed by the unauthorized party included your name, Social Security Number, and certain protected health information.

What We Are Doing: To help prevent something like this from happening again, we are implementing additional technical security measures. We are also providing you with information about steps that you can take to help protect your personal information. As a further precaution, we are offering you <<Variable Text 2>> months of complimentary identity monitoring services through IDX. This product helps detect possible misuse of your information and provides you with identity protection support.

What You Can Do: You can follow the recommendations included with this letter to help protect your information. In addition, you can also enroll in IDX’s complimentary credit and identity monitoring services by going to <https://response.idx.us/NorthStar> or calling (833) 753-4562. When prompted, please provide the unique code noted above to enroll in the services. The deadline to enroll is June 14, 2023. For more information on how you can protect your personal information, please review the resources provided on the following pages.

For More Information: If you have any questions regarding the incident or would like assistance with enrolling in the services offered, please call (833) 753-4562 between 8 am - 8 pm CST.

The security of the information in our possession is a top priority for NorthStar. We take your trust in us and this matter very seriously and we deeply regret any worry or inconvenience that this may cause you.

Sincerely,

A handwritten signature in black ink, appearing to read "Tony Smelley". The signature is fluid and cursive, with the first name "Tony" written in a larger, more prominent script than the last name "Smelley".

Tony Smelley, CEO
NorthStar Emergency Medical Services
2106 17th Ave.
Tuscaloosa, AL 35401

Steps You Can Take to Protect Your Personal Information

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

Copy of Credit Report: You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

Equifax

P.O. Box 105788
Atlanta, GA 30348
1-888-378-4329
www.equifax.com

Experian

P.O. Box 9532
Allen, TX 75013
1-800-831-5614
www.experian.com

TransUnion

P.O. Box 1000
Chester, PA 19016
1-800-916-8800
www.transunion.com

Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze: You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

Federal Trade Commission

600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov
1-877-438-4338

Maryland Attorney General

St. Paul Plaza
200 St. Paul Place
Baltimore, MD 21202
marylandattorneygeneral.gov
1-888-743-0023

New York Attorney General

Bureau of Internet and Technology
Resources
28 Liberty Street
New York, NY 10005
ag.ny.gov
1-212-416-8433 / 1-800-771-7755

North Carolina Attorney General

9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

Rhode Island Attorney General

150 South Main Street
Providence, RI 02903
<http://www.riag.ri.gov>
riag.ri.gov
1-401-274-4400

Washington D.C. Attorney General

400 S 6th Street, NW
Washington, DC 20001
oag.dc.gov
1-202-727-3400

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf.