



**BRASSELER**  
USA

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March 30, 2023

***RE: Notice of Data Breach***  
***Please read this entire letter.***

On behalf of Peter Brasseler Holdings, LLC and/or its subsidiaries, Brasseler U.S.A. Dental, LLC and Brasseler U.S.A. Medical, LLC (together, “Brasseler”), we write to inform you of a data security incident potentially involving some of your personal information. We take the protection of your information very seriously, and we are contacting you directly to explain the circumstances of the incident and the steps we are taking in response.

**What Happened?**

Last summer, we were targeted in a ransomware cyber-attack. We began an investigation to understand the scope of the incident with an outside forensic firm, secured our information technology systems, and contacted law enforcement. As part of our investigation, in early 2023, we discovered that certain files containing information related to you may have been obtained without authorization. While we know the files were compromised, as of this time, we do not have any evidence that the information in those files has been made public, or that any identity theft or fraud has been committed to date.

**What Information Was Involved?**

The investigation is ongoing, but, as of now, we believe the affected information that may have been obtained without authorization included government issued identification numbers, such as social security numbers, driver’s license numbers and passport numbers; financial account information, such as debit card and credit card numbers; medical and insurance information; and other information, such as dates of birth.

**What We Are Doing To Protect Your Information:**

Please be assured that we have taken numerous steps to address the incident. Upon discovery of the incident, our cybersecurity team immediately took a series of actions, including conducting an investigation to identify and remove any malicious files, to confirm that no other company systems were impacted, and to better understand the nature of the event, as well as to identify any potentially impacted individuals. We also implemented increased security measures to further protect our systems.

Protecting your personal information is of the utmost concern to us. To help protect your personal information, we are providing you with identity detection and resolution tools through Experian,

one of the leading credit and identity monitoring companies, through a complimentary 24-month membership to Experian's® IdentityWorks<sup>SM</sup>.

To activate this membership and start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by: July 31, 2023** Your **activation code** will not work after this date.
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with identity restoration, or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 1-877-759-8886 by July 31, 2023. Be prepared to provide engagement number B088719 as proof of eligibility for IdentityWorks.

### **ADDITIONAL DETAILS REGARDING THE 24-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:**

A credit card is **not** required for enrollment in Experian IdentityWorks.

You may contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE<sup>TM</sup>:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance<sup>\*\*</sup>:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your personal information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at 1-877-759-8886. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration support is available as part of the membership being provided at no cost to you and is effective from the date of this letter. Registration is not required to access the service provided by Experian's Identity Restoration Specialists. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

**What You Can Do:**

We want to make sure you are aware of the additional steps you may take to guard against the use of your personal information.

As we all know, cyberattacks increasingly threaten the security of information at work and at home. You should remain vigilant by reviewing account statements and monitoring free credit reports. Please see the attachment for further steps you can take to protect your personal information as well as additional important information. We also encourage you to report any suspicious computer-related activity.

**For More Information:**

As noted, please see the attachment for further steps you can take to protect your personal information as well as additional important information.

We sincerely apologize for this incident and regret any inconvenience it may cause. Should you have questions or concerns regarding this matter, please call 1-877-759-8886.

Sincerely,

A handwritten signature in black ink, appearing to read "Burke Spielmann". The signature is stylized and cursive, with a large loop at the end.

Burke Spielmann  
Vice President

## ATTACHMENT

### **Monitor Your Accounts**

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at [www.annualcreditreport.com](http://www.annualcreditreport.com), by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at [www.annualcreditreport.com](http://www.annualcreditreport.com)) to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

**Equifax®**  
P.O. Box 740241  
Atlanta, GA 30374-0241  
1-800-685-1111  
[www.equifax.com](http://www.equifax.com)

**Experian**  
P.O. Box 9701  
Allen, TX 75013-9701  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion®**  
P.O. Box 1000  
Chester, PA 19016-1000  
1-800-888-4213  
[www.transunion.com](http://www.transunion.com)

When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

### **Credit Freeze**

You have the right to put a security freeze, also known as a credit freeze, on your credit file, so that no new credit can be opened in your name without the use of a Personal Identification Number (PIN) that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to access your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. Should you wish to place a credit freeze, please contact all three major consumer reporting agencies listed below.

**Equifax**  
P.O. Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111  
[www.equifax.com/personal/  
credit-report-services](http://www.equifax.com/personal/credit-report-services)

**Experian**  
P.O. Box 9554  
Allen, TX 75013-9554  
1-888-397-3742  
[www.experian.com/  
freeze/center.html](http://www.experian.com/freeze/center.html)

**TransUnion**  
P.O. Box 2000  
Chester, PA 19016-2000  
1-888-909-8872  
[www.transunion.com/  
credit-freeze](http://www.transunion.com/credit-freeze)

You must separately place a credit freeze on your credit file at each credit reporting agency. The following information should be included when requesting a credit freeze:

- 1) Full name, with middle initial and any suffixes;
- 2) Social Security number;
- 3) Date of birth (month, day, and year);
- 4) Current address and previous addresses for the past five (5) years;
- 5) Proof of current address, such as a current utility bill or telephone bill;
- 6) Other personal information as required by the applicable credit reporting agency;

If you request a credit freeze online or by phone, then the credit reporting agencies have one (1) business day after receiving your request to place a credit freeze on your credit file report. If you request a lift of the credit freeze online or by phone, then the credit reporting agency must lift the freeze within one (1) hour. If you request a credit freeze or lift of a credit freeze by mail, then the credit agency must place or lift the credit freeze no later than three (3) business days after getting your request.

### **Fraud Alerts**

You also have the right to place an initial or extended fraud alert on your file at no cost. An initial fraud alert lasts 1-year and is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting 7 years. Should you wish to place a fraud alert, please contact any one of the agencies listed below. The agency you contact will then contact the other two credit agencies.

<b>Equifax</b> P.O. Box 105788 Atlanta, GA 30348-5788 1-888-766-0008 <a href="http://www.equifax.com/personal/credit-report-services">www.equifax.com/personal/ credit-report-services</a>	<b>Experian</b> P.O. Box 9554 Allen, TX 75013-9554 1-888-397-3742 <a href="http://www.experian.com/fraud/center.html">www.experian.com/ fraud/center.html</a>	<b>TransUnion</b> P.O. Box 2000 Chester, PA 19016-2000 1-800-680-7289 <a href="http://www.transunion.com/fraud-victim-resource/place-fraud-alert">www.transunion.com/fraud- victim-resource/place-fraud-alert</a>
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### **Monitor Your Personal Health Information**

If applicable to your situation, we recommend that you regularly review the explanation of benefits statement that you receive from your insurer. If you see any service that you believe you did not receive, please contact your insurer at the number on the statement. If you do not receive the regular explanation of benefits statements, contact your provider and request them to send such statements following the provision of services in your name or number.

You may want to order copies of your credit reports and check for any medical bills that you do not recognize. If you find anything suspicious, call the credit reporting agency at the phone number on the report. Keep a copy of this notice for your records in case of future problems with your medical records. You may also want to request a copy of your medical records from your provider, to serve as a baseline. If you are a California resident, we suggest that you visit the website of the California Office of Privacy Protection at [www.privacy.ca.gov](http://www.privacy.ca.gov) to find more information about your medical privacy.

### **Additional Information**

You can further educate yourself regarding identity theft and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission. Instances of known or suspected identity theft should be reported to law enforcement, your Attorney General, and the FTC.

**The Federal Trade Commission**  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
1-877-ID-THEFT (1-877-438-4338)  
TTY: 1-866-653-4261  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)

- Alabama Residents: The Attorney General can be contacted at 1-800-392-5658 or <https://www.alabamaag.gov/consumercomplaint>.
- Alaska Residents: The Attorney General can be contacted at 1031 West 4th Ave., Suite 200, Anchorage, AK 99501-1994; 1-888-576-2529; or [http://www.law.alaska.gov/department/civil/consumer/cp\\_complaint.html](http://www.law.alaska.gov/department/civil/consumer/cp_complaint.html).
- Arizona Residents: The Attorney General can be contacted at 2005 North Central Avenue, Phoenix, AZ 85004; 602-542-5025; or <https://www.azag.gov/consumer/data-breach>.
- Arkansas Residents: The Attorney General can be contacted at 323 Center Street, Suite 200, Little Rock, AR 72201; 1-800-482-8982; [consumer@ArkansasAG.gov](mailto:consumer@ArkansasAG.gov); or <https://arkansasag.gov/forms/file-a-consumer-complaint/>.
- California Residents: The California Office of Privacy Protection can be contacted at 1300 “I” Street, Sacramento, CA 95814-2919; 800-952-5225; or [www.oag.ca.gov/privacy](http://www.oag.ca.gov/privacy).
- Colorado Residents: The Attorney General can be contacted at 1300 Broadway, 10<sup>th</sup> Floor, Denver, CO 80203; 720-508-6000; or <https://coag.gov/resources/data-protection-laws/>.
- Connecticut Residents: The Attorney General can be contacted at 165 Capitol Avenue, Hartford, CT 06106; 860-808-5420; or <https://portal.ct.gov/AG/General/Report-a-Breach-of-Security-Involving-Computerized-Data>.
- Delaware Residents: The Delaware Fraud & Consumer Protection Division can be contacted at 820 N. French Street, Wilmington, DE 19801; 302-577- 8600; or <https://attorneygeneral.delaware.gov/fraud/cpu/idtheft/>.
- Florida Residents: The Attorney General can be contacted at 1-866-966-7226 or <https://www.myfloridalegal.com/pages.nsf/Main/18A7753257FE439085256CC9004EC4F7>.
- Georgia Residents: The Attorney General can be contacted at 2 Martin Luther King Jr. Drive, Suite 356, Atlanta, GA 30334-9077; 800-869-1123; or <https://consumer.georgia.gov/consumer-topics/identity-theft-what-do-if-it-happens-you>.
- Hawaii Residents: The Hawaii Department of Commerce and Consumer Affairs can be contacted at 335 Merchant Street, Honolulu, HI 96813; 808-587-3222; or <https://cca.hawaii.gov/identity-theft-information/>.
- Idaho Residents: The Attorney General can be contacted at 700 W. Jefferson Street, P.O. Box 83720, Boise, ID 83720-0010; 208-334-2400; or <https://www.ag.idaho.gov/>.
- Illinois Residents: The Attorney General can be contacted at 100 West Randolph Street, Chicago, IL 60601; 1-800-386-5438 or <https://ccformsubmission.ilag.gov/>.
- Indiana Residents: The Attorney General can be contacted at 302 W. Washington Street, 5th Floor, Indianapolis, IN 46204; 1-800-382-5516; or <https://www.in.gov/attorneygeneral/consumer-protection-division/id-theft-prevention/complaint-form>.

- Iowa Residents: The Attorney General can be contacted at Office of Attorney General of Iowa, Hoover State Office Building, 1305 E. Walnut Street, Des Moines, IA 50319; 515-281-5926; or [www.iowaattorneygeneral.gov](http://www.iowaattorneygeneral.gov). You are advised to report any suspected identity theft to law enforcement or to the Iowa Attorney General.
- Kansas Residents: The Attorney General can be contacted at 120 SW 10th Ave, 2nd Floor, Topeka, KS 66612-1597; 785-296-2215; or <https://ag.ks.gov/in-your-corner-kansas/>.
- Kentucky Residents: The Attorney General can be contacted at 700 Capitol Avenue, Suite 118, Frankfort, Kentucky 40601; (502) 695-5300; or <https://www.ag.ky.gov/Resources/Consumer-Resources/Consumers/Pages/Consumer-Complaints.aspx>.
- Louisiana Residents: The Attorney General can be contacted at 1885 N. Third Street, Baton Rouge, LA 70802; 1-800-351-4889; or <https://www.ag.state.la.us/Page/DataBreach>.
- Maine Residents: The Attorney General can be contacted at 6 State House Station, Augusta, ME 04333; 207-626-8800; or [https://www.maine.gov/ag/consumer/complaints/complaint\\_form.shtml](https://www.maine.gov/ag/consumer/complaints/complaint_form.shtml).
- Maryland Residents: The Attorney General can be contacted at 200 St. Paul Place, 25<sup>th</sup> Floor, Baltimore, MD 21202; 410-576-6491; or <https://www.marylandattorneygeneral.gov/Pages/IdentityTheft/default.aspx>. Further information about security breach response and identity theft prevention and protection can be obtained from Maryland's Office of the Attorney General.
- Massachusetts Residents: The Attorney General can be contacted at One Ashburton Place, 18th Floor, Boston, MA 02108; 617-727-8400; or <https://www.mass.gov/how-to/file-a-consumer-complaint#:~:text=You%20can%20reach%20us%20at,time%20using%20our%20online%20form>. You have a right to request from us a copy of any police report filed in connection with this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.
- Michigan Residents: The Attorney General can be contacted at 525 W. Ottawa Street, P.O. Box 30212, Lansing, MI 48909; 877-765-8388; or <https://www.michigan.gov/ag/>.
- Minnesota Residents: The Attorney General can be contacted at 445 Minnesota Street, Suite 1400, St. Paul, MN 55101; (800) 627-3529; or <https://www.ag.state.mn.us/Consumer/Publications/PersonalInformationBreaches.asp>.
- Mississippi Residents: The Attorney General can be contacted at 550 High Street, Jackson MS 39201; 601-359-3680; or <https://www.ago.state.ms.us/divisions/consumer-protection/>.
- Missouri Residents: The Attorney General can be contacted at Supreme Court Building, 207 W. High St., P.O. Box 899, Jefferson City, MO 65102; 800-392-8222; or <https://ago.mo.gov/app/consumercomplaint>.



- Montana Residents: The Attorney General can be contacted at 215 N Sanders Street, Helena, MT 59620-0151; 800-498-6455; or <https://dojmt.gov/consumer/affected-data-breach/>.
- Nebraska Residents: The Attorney General can be contacted at 2115 State Capitol, Lincoln, NE 68509; 800-727-6432; or <https://protectthegoodlife.nebraska.gov/data-breach-notification>.
- Nevada Residents: The Attorney General can be contacted at 100 North Carson Street, Carson City, NV 89701; 702-486-3132; or [https://ag.nv.gov/Hot\\_Topics/Victims/IDTheft/](https://ag.nv.gov/Hot_Topics/Victims/IDTheft/).
- New Hampshire Residents: The Attorney General can be contacted at 33 Capitol Street, Concord, NH 03301; 888-468-4454; or <https://www.doj.nh.gov/consumer/>.
- New Jersey Residents: The Attorney General can be contacted at 124 Halsey Street, Newark, NJ 07101; 973-504-6200; or <https://www.njconsumeraffairs.gov/ocp/Pages/default.aspx>.
- New Mexico Residents: The Attorney General can be contacted at 408 Galisteo Street, Santa Fe, NM 87501; 844-255-9210; or <https://www.nmag.gov/file-a-complaint.aspx>. You have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you would get based on information in your credit report; and you may seek damages from a violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. You can review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfbp\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfbp_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.
- New York Residents: The Attorney General can be contacted at Office of the Attorney General, The Capitol, Albany, NY 122240341; 1 (800) 771-7755; or <https://ag.ny.gov/internet/privacy-and-identity-theft>. Further information about security breach response and identity theft prevention and protection can be obtained from New York’s Office of the Attorney General.
- North Carolina Residents: The Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001: (919) 716-6000; or <https://ncdoj.gov/protecting-consumers/protecting-your-identity/protect-your-business-from-id-theft/security-breach-information/security-breach-advice/>. Further information about preventing identity theft can be obtained from North Carolina’s Office of the Attorney General.
- North Dakota Residents: The Attorney General can be contacted at 600 E. Boulevard Ave Dept. 125, Bismarck ND 58505; 1-800-472-2600; [ndag@nd.gov](mailto:ndag@nd.gov); or <https://attorneygeneral.nd.gov/consumer-resources/consumer-complaints>.



- Ohio Residents: The Attorney General can be contacted at 30 E. Broad St., 14th Floor Columbus, OH 43215; 800-282-0515; <https://www.ohioattorneygeneral.gov/Files/Forms/Forms-for-Consumers/ConsumerComplaintForm3292012-pdf.aspx>.
- Oklahoma Residents: The Attorney General can be contacted at 313 NE 21st Street, Oklahoma City, OK 73105; 833-681-1895; or <https://www.oag.ok.gov/consumer-protection>.
- Oregon Residents: The Attorney General can be contacted at 877-877-9392 or <https://www.doj.state.or.us/consumer-protection/>. You are advised to report any suspected identity theft to law enforcement, the Federal Trade Commission, and the Oregon Attorney General.
- Pennsylvania Residents: The Attorney General can be contacted at 16th Floor, Strawberry Square, Harrisburg, PA 17120; 800-441-2555; or <https://www.attorneygeneral.gov/protectyourself/identity-theft/>.
- Puerto Rico Residents: The Puerto Rico Department of Consumer Affairs can be contacted at 787-722-7555 or <https://www.daco.pr.gov/servicios/querellas/>.
- Rhode Island Residents: The Attorney General can be contacted at 150 South Main Street, Providence, RI 02903; (401) 274-4400; or <https://riag.ri.gov/about-our-office/divisions-and-units/civil-division/public-protection/consumer-protection>. Further information about preventing identity theft can be obtained from the Office of the Attorney General. Under Rhode Island law, you have the right to file and obtain a copy of a police report. You are advised that fees may be required to be paid to the consumer reporting agencies.
- South Carolina Residents: The Attorney General Consumer Affairs Division can be contacted at 293 Greystone Boulevard, Suite 400; 803-734-4200; or <https://consumer.sc.gov/identity-theft-unit>.
- South Dakota Residents: The Attorney General Division of Consumer Protection can be contacted at 1302 E HWY 14, Suite 3, Pierre, SD 57501; 605-773-4400; or <https://consumer.sd.gov/fastfacts/securitybreach.aspx>.
- Tennessee Residents: The Attorney General can be contacted at P.O. Box 20207, Nashville, Tennessee, 37202; (615) 741-4737; or <https://www.tn.gov/content/tn/attorneygeneral/working-for-tennessee/consumer/resources.html>.
- Texas Residents: The Attorney General can be contacted at P.O. Box 12548, Austin, TX, 78711-2548; 800-621-0508; or <https://www.texasattorneygeneral.gov/consumer-protection/identity-theft>. Visit <http://txoag.force.com/CPDOnlineForm> for its consumer complaint form.
- Utah Residents: The Attorney General can be contacted at P.O. Box 142320, Salt Lake City, UT 84114-2320; 801-366-0260; or <https://attorneygeneral.utah.gov/utah-consumer-protection/>.

- Vermont Residents: The Attorney General can be contacted at 109 State St, Montpelier, VT 05609; 800-649-2424; or <https://ago.vermont.gov/privacy-data-security/>.
- Virginia Residents: The Attorney General can be contacted at 804-786-2042 or <https://www.oag.state.va.us/consumer-protection/index.php/get-help/contact-us2>.
- Washington Residents: The Attorney General can be contacted at 800 5th Ave. Ste. 2000, Seattle, WA 98104-3188; 206-464-6684; or more information may be found at <https://www.atg.wa.gov/fileacomplaint.aspx>.
- Washington D.C. Residents: The Attorney General can be contacted at 400 6th Street, NW, Washington, DC 20001: 202-727-3400; or <https://oag.dc.gov/>. Further information about preventing identity theft can be obtained from the Office of the Attorney General.
- West Virginia Residents: The Attorney General can be contacted at State Capitol Complex, Bldg 1, Rm E-26, 1900 Kanawha Blvd E, Charleston, WV 25305; 1-800-368-8808; or <https://ago.wv.gov/consumerprotection/Pages/Identity-Theft-Prevention.aspx>.
- Wisconsin Residents: The Attorney General can be contacted at 2811 Agriculture Dr., P.O. Box 8911, Madison, WI 53708-8911 or (800) 422-7128. For more information on Identity Theft and Privacy Protection, visit: <https://datcp.wi.gov/Pages/Publications/IDTheftPrivacyProtectionFactSheets.aspx>.
- Wyoming Residents: The Attorney General can be contacted at 109 State Capitol, Cheyenne, WY 82002; 1-800-438-5799; or <https://ag.wyo.gov/law-office-division/consumer-protection-and-antitrust-unit>.