

September 29, 2021

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SAMPLE A. SAMPLE - L01

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ANYTOWN, US 12345-6789



***RE: Important Security Notification***  
***Please read this entire letter.***

Dear Sample A. Sample,

The Professional Dental Alliance is a network of dental providers which includes your dentist. We are contacting you regarding a March 31 – April 1, 2021 email phishing incident at a vendor, North American Dental Management (“vendor”). The incident occurred over a two-day period and the vendor recently notified us that it had discovered potential access to a few email accounts with limited personal information of patients. Despite the vendor immediately taking action to protect your personal information as soon as the incident was known, it is possible that your personal information may have been exposed to others. Please be assured that we have taken every step necessary to address the incident with the vendor.

Our vendor and this dental practice are very serious about protecting patient and other personal information and are taking actions to confirm the security and privacy of your personal information. While there is no current evidence of actual misuse of your information, and current information is that the attack was limited to email credential harvesting, we are providing this notice to all patients or patient representatives and guarantors whose information may have been accessed. The extent of the potentially affected personal information will vary between persons but may include name, address, email address, phone number, dental information, insurance information, Social Security Number, and/or financial account numbers.

**What we are doing to protect your information:**

To help protect your identity, we are offering a complimentary 24-month membership of Experian’s® IdentityWorks<sup>SM</sup>. This product is designed to provide superior identity detection and resolution of identity theft. Please follow the steps below to activate your membership and start monitoring your personal information:

- Ensure that you **enroll by: December 31, 2021** (Your 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 (888) 397-0067 by **December 31, 2021**. Be prepared to provide engagement number **B018929** as proof of eligibility for the identity restoration services by Experian.

## ADDITIONAL DETAILS REGARDING YOUR 24-MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:

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

You can 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™:** 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\*\*:** 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 (888) 397-0067. 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 creditors 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 this Identity Restoration support is available to you for 24 months from the date of this letter and does not require any action on your part at this time. 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.

We sincerely apologize for this incident and regret any inconvenience it may cause you. Should you have questions or concerns regarding this matter, please do not hesitate to contact us at 888-397-0067.

Sincerely,



Keith Carrington  
Chief Compliance & Privacy Officer

\* Offline members will be eligible to call for additional reports quarterly after enrolling

\*\* The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

## **Recommended Next Steps to Protect Yourself**

**1. Activate the credit monitoring.** Follow the instructions for enrollment using your Enrollment Code provided at the top of your Notice letter and contact Experian at the number provided in the Notice if you have questions.

**2. Telephone.** Contact Experian at the toll-free number in your Notice to gain additional information about this Notice and speak with Experian about the appropriate steps to take to protect your credit identity.

**3. Review your credit reports.** We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to [www.annualcreditreport.com](http://www.annualcreditreport.com) or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items and have enrolled in Experian identity protection, notify them immediately by calling or by logging into the Experian website and filing a request for help.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

**4. Place Fraud Alerts** with the three credit bureaus. If you choose to place a fraud alert, we recommend you do this after activating your credit monitoring. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three bureaus is as follows:

### **Credit Bureaus**

Equifax Fraud Reporting  
1-866-349-5191  
P.O. Box 105069  
Atlanta, GA 30348-5069  
[www.equifax.com](http://www.equifax.com)

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

TransUnion Fraud Reporting  
1-800-680-7289  
P.O. Box 2000  
Chester, PA 19022-2000  
[www.transunion.com](http://www.transunion.com)

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review. An initial fraud alert will last for one year.

***Please Note: No one is allowed to place a fraud alert on your credit report except you.***

**5. Security Freeze.** By placing a security freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. There is no cost to freeze or unfreeze your credit files. Under federal law, you cannot be charged to place, lift, or remove a security freeze.

You will need to contact Experian or the three national credit reporting bureaus listed above to place the freeze and provide some or all of the following information to the credit reporting agency, depending on whether you do so online, by phone, or by mail: 1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.); 2. Social Security Number; 3. Date of birth; 4. If you have moved in the past five (5) years, the addresses where you have lived over the prior five years; 5. Proof of current address, such as a current utility bill, telephone bill, rental agreement, or deed; 6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.); 7. Social Security Card, pay stub, or W2; 8. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft. The credit reporting agencies have one (1) to three (3) business days after receiving your request to place a security freeze on your credit report, based upon the method of your request. The credit bureaus must also send written confirmation to you within five (5) business days and provide you with a unique personal identification number (PIN) or password (or both) that can be used by you to authorize the removal or lifting of the security freeze. It is important to maintain this PIN/password in a secure place, as you will need it to lift or remove the security freeze. To lift the security freeze in order to allow a specific entity or individual access to your credit report, you must make a request to each of the credit reporting agencies by mail, through their website, or by phone (using the contact information above). You must provide proper identification (including name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze, as well as the identities of those entities or individuals you would like to receive your credit report. You may also temporarily lift a security freeze for a specified period of time rather than for a specific entity or individual, using the same contact information above. The credit bureaus have between one (1) hour (for requests made online) and three (3) business days (for request made by mail) after receiving your request to lift the security freeze for those identified entities or for the specified period of time. To remove the security freeze, you must make a request to each of the credit reporting agencies by mail, through their website, or by phone (using the contact information above). You must provide proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have between one (1) hour (for requests made online) and three (3) business days (for requests made by mail) after receiving your request to remove the security freeze.

**6. State Resources.** Review the state resources available in your state to assist in protecting you from identity theft. A list of available resources by state is included with this Notice.

## State Resources for Identity Theft Protection

**Alabama Residents:** Visit the Office of Information Technology (<https://cybersecurity.alabama.gov/>) for additional information on protection against identity theft.

**Arizona Residents:** Visit the Office of the Attorney General of Arizona (<https://www.azag.gov/consumer/data-breach/identity-theft>) for additional information on protection against identity theft.

**California Residents:** Visit the California Office of Privacy Protection ([www.oag.ca.gov/privacy](http://www.oag.ca.gov/privacy)) for additional information on protection against identity theft.

**Colorado Residents:** Visit the Office of the Attorney General of Colorado (<https://coag.gov/resources/data-protection-laws/faqs-for-consumers/>) for additional information on protection against identity theft.

**Connecticut Residents:** Visit the Office of the Attorney General of Connecticut (<https://portal.ct.gov/AG/Departments/Privacy/The-Privacy-and-Data-Security-Department>) for additional information on protection against identity theft at

**Florida Residents:** Visit the Office of the Attorney General of Florida (<http://myfloridalegal.com/pages.nsf/Main/53D4216591361BCD85257F77004BE16C>) for additional information on protection against identity theft.

**Georgia Residents:** Visit the Georgia Office of the Attorney General - Consumer Protection Division (<https://consumer.georgia.gov/consumer-topics/cybersecurity-georgia>) for additional information on protection against identity theft.

**Illinois Residents:** Visit the Office of the Attorney General of Illinois (<https://www.illinoisattorneygeneral.gov/consumers/idtheft.html>) for additional information on protection against identity theft.

**Indiana Residents:** Visit the Office of the Attorney General of Indiana Consumer Protection Division (<https://www.in.gov/attorneygeneral/consumer-protection-division/id-theft-prevention/> or call (800) 382-5516) for additional information on protection against identity theft.

**Kentucky Residents:** Visit the Office of the Attorney General of Kentucky ([www.ag.ky.gov](http://www.ag.ky.gov), by mail: 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, or phone: Telephone: 1-502-696-5300) for additional information on protection against identity theft.

**Maryland Residents:** Visit the Office of the Attorney General of Maryland, Consumer Protection Division ([www.oag.state.md.us/Consumer](http://www.oag.state.md.us/Consumer), by mail: 200 St. Paul Place Baltimore, MD 21202, or phone: 1-888-743-0023) for additional information on protection against identity theft.

**Massachusetts Residents:** You have the right to obtain any police report filed in regard to 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. You may also place a security freeze on your credit reports, free of charge, as described earlier. Visit the Office of Consumer Affairs and Business Regulation, 501 Boylston Street, Suite 5100, Boston, MA 02116, on its website (<https://www.mass.gov/info-details/protecting-your-privacy> or call (888) 283-3757) for additional information on protection against identity theft.

**Michigan Residents:** Visit the Office of the Attorney General of Michigan ([https://www.michigan.gov/ag/0,4534,7-359-81903\\_20942\\_30997-487726--,00.html](https://www.michigan.gov/ag/0,4534,7-359-81903_20942_30997-487726--,00.html)) for additional information on protection against identity theft.

**Minnesota Residents:** Visit the Office of the Attorney General of Minnesota (<https://www.ag.state.mn.us/consumer/Publications/PersonalInformationBreaches.asp>) for additional information on protection against identity theft.

**Missouri Residents:** Visit the Office of the Attorney General of Missouri (<https://ago.mo.gov/civil-division/consumer/identity-theft-data-security/data-breaches>) for additional information on protection against identity theft.

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