



3050 E. Hillcrest Drive  
Thousand Oaks, CA 91362 USA

July 5, 2019

John Q. Sample  
1234 Main Street  
Anytown, US 12345-6789

## NOTICE OF DATA BREACH

The safety and security of your personal data is of critical importance to Implant Direct, and a responsibility we take very seriously. We are contacting you regarding a security incident that may have involved some data you provided in connection with payment transactions on the Implant Direct's website (implantdirect.com).

### **What Happened?**

On June 4, 2019, we found indications of suspicious activity and started an investigation. Our investigation determined that an unauthorized party may have gained access to certain data of a limited number of customers who placed orders through the online store between May 30, 2019 and June 4, 2019. Although our investigation into this incident is ongoing, we have not seen any evidence of misuse of this data.

### **What Information Was Involved?**

Based on our investigation to date, we believe that the unauthorized party may have accessed certain data of a limited number of customers. That information included the customer's name, shipping address, billing address, phone number, and payment card information (e.g., card number, expiration date, and Card Verification Value ("CVV") or Card Security Value ("CSV")). Your Social Security number was not accessed by the unauthorized party because we do not collect this information.

### **What Are We Doing?**

Upon learning of this incident, we took immediate steps to terminate the potential unauthorized access and to further secure the online store. We have also brought in a leading third party forensic investigation firm to assist in these efforts and have contacted law enforcement. Upon determining that the unauthorized access may have resulted in access to certain customer data, we also started working to notify potentially impacted customers.

We are offering you and other impacted customers two years of complimentary credit monitoring and identify theft protection service. You may sign up for this service by following the instructions included in **Attachment A**.

### **What Can You Do?**

Regardless of whether you elect to enroll in this complimentary identity monitoring service, we strongly recommend that you remain vigilant and regularly review and monitor all of your credit history to guard against any unauthorized transactions or activity. We also recommend that you closely monitor your account statements and notify your financial institution if you suspect any unauthorized activity. **Attachment B** contains more information about steps you can take to protect yourself against fraud and identity theft.



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**For More Information.**

We sincerely regret that this incident occurred, and we apologize for any inconvenience that may have been caused by this incident. If you have any questions about this notice or the incident, please feel free to contact me at 888-649-6425 ext. 3380 or [data.privacy@implantdirect.com](mailto:data.privacy@implantdirect.com).

Sincerely,

A handwritten signature in black ink, appearing to read 'Roy Chang'.

Roy Chang  
Vice President and Chief Financial Officer



## ATTACHMENT A

We have secured the services of Kroll to provide identity monitoring at no cost to you for two years. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services<sup>1</sup> include Credit Monitoring, a Current Credit Report, Web Watcher, Public Persona, Quick Cash Scan, \$1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration.

### How to Activate Your Identity Monitoring Services

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1. You must activate your identity monitoring services by October 4, 2019. Your Activation Code will not work after this date.
2. Visit [redeem.kroll.com](https://redeem.kroll.com) to activate your identity monitoring services.
3. Provide Your Activation Code: <<Enter Activation Code>> and Your Verification ID: <<Enter Verification ID>>
4. To sign in to your account after you have activated your identity monitoring services, please visit [krollbreach.idmonitoringservice.com](https://krollbreach.idmonitoringservice.com)

If you have questions, please call 1-866-775-4209, Monday through Friday from 9:00 a.m. to 6:30 p.m. Eastern Time.

### Take Advantage Of Your Identity Monitoring Services

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You've been provided with access to the following services<sup>1</sup> from Kroll:

#### Triple Bureau Credit Monitoring and Single Bureau Credit Report

Your current credit report is available for you to review. You will also receive alerts when there are changes to your credit data at any of the three national credit bureaus—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll fraud specialist, who can help you determine if it's an indicator of identity theft.

#### Web Watcher

Web Watcher monitors internet sites where criminals may buy, sell, and trade personal identity information. An alert will be generated if evidence of your personal identity information is found.

#### Public Persona

Public Persona monitors and notifies when names, aliases, and addresses become associated with your Social Security number. If information is found, you'll receive an alert.

#### Quick Cash Scan

Quick Cash Scan monitors short-term and cash-advance loan sources. You'll receive an alert when a loan is reported, and you can call a Kroll fraud specialist for more information.

#### \$1 Million Identity Fraud Loss Reimbursement

Reimburses you for out-of-pocket expenses totaling up to \$1 million in covered legal costs and expenses for any one stolen identity event. All coverage is subject to the conditions and exclusions in the policy.

#### Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

#### Identity Theft Restoration

If you become a victim of identity theft, an experienced Kroll licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and can do most of the work for you. Your investigator can dig deep to uncover the scope of the identity theft, and then work to resolve it.

<sup>1</sup> Kroll's activation website is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari. To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

## ATTACHMENT B

### ADDITIONAL INFORMATION

To protect against possible fraud, identity theft or other financial loss, we encourage you to remain vigilant, to review your account statements and to monitor your credit reports. Provided below are the names and contact information for the three major U.S. credit bureaus and additional information about steps you can take to obtain a free credit report, and place a fraud alert or security freeze on your credit report. If you believe you are a victim of fraud or identity theft you should consider contacting your local law enforcement agency, your State's attorney general, or the Federal Trade Commission.

#### INFORMATION ON OBTAINING A FREE CREDIT REPORT

U.S. residents are entitled under U.S. law to one free credit report annually from each of the three major credit bureaus. To order your free credit reports, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free (877) 322-8228.

#### INFORMATION ON IMPLEMENTING A FRAUD ALERT, CREDIT FREEZE, OR CREDIT LOCK

To place a fraud alert, credit freeze, or credit lock on your credit report, you must contact the three credit reporting agencies below:

Equifax:  
Consumer Fraud Division  
P.O. Box 740256  
Atlanta, GA 30374  
1-888-766-0008  
[www.equifax.com](http://www.equifax.com)

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

TransUnion:  
TransUnion LLC  
P.O. Box 2000  
Chester, PA 19016-2000  
1-800-680-7289  
[www.transunion.com](http://www.transunion.com)

**Fraud Alert:** Consider contacting the three major credit reporting agencies at the addresses above to place a fraud alert on your credit report. A fraud alert indicates to anyone requesting your credit file that you suspect you are a possible victim of fraud. A fraud alert does not affect your ability to get a loan or credit. Instead, it alerts a business that your personal information might have been compromised and requires that business to verify your identity before issuing you credit. Although this may cause some short delay if you are the one applying for the credit, it might protect against someone else obtaining credit in your name.

To place a fraud alert, contact any of the three major credit reporting agencies listed above and request that a fraud alert be put on your file. The agency that you contacted must notify the other two agencies. A fraud alert is free and lasts one year, but can be renewed.

**Credit Freeze:** A credit freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report until the freeze is lifted. When a credit freeze is in place, no one—including you—can open a new account. As a result, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit, mortgages, employment, housing, or other services.

Placing a credit freeze is free. To place a credit freeze, contact all three credit reporting agencies listed above and provide the personal information required by each agency to place a freeze, which may include:

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 or telephone bill;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.); and
7. If you are a victim of identity theft, a copy of either a police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

When you place a credit freeze, you will be provided a PIN to lift temporarily or remove the credit freeze. A credit freeze generally lasts until you lift or remove it, although in some jurisdictions it will expire after seven years.

**Credit Lock:** Like a credit freeze, a credit lock restricts access to your credit report and prevents anyone from opening an account until unlocked. Unlike credit freezes, your credit can typically be unlocked online without delay. To lock your credit, contact all three credit reporting agencies listed above and complete a credit lock agreement. The cost of a credit lock varies by agency, which typically charges monthly fees.

You may also contact the U.S. Federal Trade Commission ("FTC") for further information on fraud alerts, credit freezes, credit locks, and how to protect yourself from identity theft. The FTC can be contacted at 400 7th St. SW, Washington, DC 20024; telephone 1-877-382-4357; or [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft).

#### **ADDITIONAL RESOURCES**

Your state Attorney General may also have advice on preventing identity theft, and you should report instances of known or suspected identity theft to law enforcement, your State Attorney General, or the FTC.

**Massachusetts Residents:** Under Massachusetts law, you have the right to obtain any police report filed in connection to the 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.

**North Carolina Residents:** The Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001; (919) 716-6400; or <http://www.ncdoj.gov>.

**New Mexico Residents:** You have rights under the federal Fair Credit Reporting Act (FCRA), which governs the collection and use of information pertaining to you by consumer reporting agencies. For more information about your rights under the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf> or [www.ftc.gov](http://www.ftc.gov).