



Return Mail Processing Center  
P.O. Box 6336  
Portland, OR 97228-6336

Promotion Code: <<Code>>

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<<Date>>

Dear <<Name 1>>:

We are writing to inform you of an incident that may have resulted in the disclosure of your personal information, including your name, contact information and health records. Southern Hills Eye Care takes the privacy and security of your information very seriously and we sincerely apologize for any inconvenience this incident may cause.

**What happened and what information was involved:**

On January 15, 2019, we discovered that the server in our Sioux City office had been impacted by a ransomware attack. Our IT vendor immediately investigated the incident with the help of computer experts to determine whether our systems were at risk and what information may have been impacted. The investigation determined that an unknown, unauthorized third party may have gained access to our systems and could have viewed or accessed your patient record, which may have included your name, address, phone number, date of birth, insurance information, health information, and for Medicare patients, Social Security numbers. Our investigation did not identify specific activity surrounding your information, but we are sending you this letter out of an abundance of caution.

**What we are doing and what you can do:**

While we are not aware of any misuse of your information, we have arranged for you to enroll, at no cost to you, with Equifax Personal Solutions for 12 months to protect your identity and your credit information. **Equifax Credit Watch™ Gold with WebDetect** will provide you with an “early warning system” to changes to your credit file and help you to understand the content of your Equifax credit file. The key features and benefits of this service include:

- Comprehensive credit file monitoring of your Equifax credit report with daily notification of key changes to your credit file
- Access to your Equifax Credit Report™
- Ability to receive alerts if your Social Security number or credit card numbers are found on Internet trading sites via WebDetect<sup>1</sup>
- 90 day Fraud Alert placement with automatic renewal functionality<sup>2</sup>
- 24/7 live agent Customer Service to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance, and to assist in initiating an investigation of inaccurate information
- \$25,000 in identity theft insurance with \$0 deductible, at no additional cost to you<sup>3</sup>

<sup>1</sup> WebDetect will scan for your Social Security number (if you choose to) and up to 10 major credit/debit card numbers you provide. WebDetect scans thousands of Internet sites where consumers’ personal information is suspected of being bought and sold, and is constantly adding new sites to those it searches. However, the Internet addresses of these suspected Internet trading sites are not published and frequently change, so there is no guarantee that WebDetect is able to locate and search every possible Internet site where consumers’ personal information is at risk of being traded.

<sup>2</sup> The Automatic Fraud Alert feature is made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC.

<sup>3</sup> Identity theft insurance underwritten by subsidiaries or affiliates of Chartis, Inc. The description here is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions and exclusions of coverage. Coverage may not be available in all jurisdictions.

To enroll in **Equifax Credit Watch™**, please visit <http://myservices.equifax.com/goldscan> and follow the instructions below:

1. **Register:** Complete the form with your contact information (name, gender, address, date of birth, Social Security Number and telephone number) and click “Continue” button.
2. **Create Account:** Complete the form with your email address, create a User Name and Password, enter Promotion Code provided at the top of your letter in the “Promotion Code” box and agree to the Terms of Use. Then click “Accept Terms & Continue” button. This code eliminates the need to provide a credit card number for payment. The information is provided in a secured environment.
3. **Verify ID:** The system will then ask you up to four security questions. Please answer the questions and click the “Submit Order” button. This is the Equifax Identity Verification Process.
4. **Order Confirmation:** This page shows you your order. Please click the “View my Product” button to access the product features.

Additionally, you may choose to adopt an increased level of protection by placing a fraud alert on your credit file at Equifax and the other two credit reporting agencies. More information about fraud alerts can be found on the reverse side of this letter.

We want to assure you that we have taken steps to secure our systems and protect your information, including reviewing and revising our information security policies and procedures and resetting users’ passwords to ensure our systems are secure.

**For more information:**

Southern Hills Eye Care sincerely regrets any inconvenience that this incident may cause and remains dedicated to protecting your personal information. Should you have any questions or concerns about this incident, please contact 855-255-4839 between 8:00 AM and 8:00 PM Central for more information.

Sincerely,



Dr. Dennis Vannatta

Southern Hills Eye Care

### Additional Important Information

**For residents of Hawaii, Michigan, Missouri, Vermont, Virginia, and North Carolina:** It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

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**For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia:**

It is required by state law to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report from each of the three nationwide credit reporting agencies. To order your free credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com), or call toll-free at 1-877-322-8228. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available at <https://www.consumer.ftc.gov/articles/0155-free-credit-reports>) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

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**For residents of Iowa:**

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

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**For residents of Oregon:**

State law advises you to report any suspected identity theft to law enforcement, including the Attorney General, and the FTC.

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**For residents of Illinois, Maryland, North Carolina, and Rhode Island:**

You can obtain information from the Maryland and North Carolina Offices of the Attorney General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

<b>Maryland Office of the Attorney General</b>	<b>Rhode Island Office of the Attorney General</b>	<b>North Carolina Office of the Attorney General</b>	<b>Federal Trade Commission</b>
Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202 1-888-743-0023 <a href="http://www.oag.state.md.us">www.oag.state.md.us</a>	Consumer Protection 150 South Main Street Providence RI 02903 1-401-274-4400 <a href="http://www.riag.ri.gov">www.riag.ri.gov</a>	Consumer Protection Division 9001 Mail Service Center Raleigh, NC 27699-9001 1-877-566-7226 <a href="http://www.ncdoj.com">www.ncdoj.com</a>	Consumer Response Center 600 Pennsylvania Ave, NW Washington, DC 20580 1-877-IDTHEFT (438-4338) <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a>

**For residents of Massachusetts:** It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft.

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**For residents of all states:**

**Fraud Alerts:** You can place fraud alerts with the three credit bureaus by phone and online with Equifax ([https://assets.equifax.com/assets/personal/Fraud\\_Alert\\_Request\\_Form.pdf](https://assets.equifax.com/assets/personal/Fraud_Alert_Request_Form.pdf)) or Experian (<https://www.experian.com/fraud/center.html>). 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. As of September 21, 2018, initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are at the bottom of this page.

**Monitoring:** You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

**Security Freeze:** You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans, and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse or a minor under the age of 16, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. As of September 21, 2018, it is free to place, lift, or remove a security freeze. You may also place a security freeze for children under the age of 16. You may obtain a free security freeze by contacting any one or more of the following national consumer reporting agencies:

**Equifax Security Freeze**  
P.O. Box 105788  
Atlanta, GA 30348  
[www.freeze.equifax.com](http://www.freeze.equifax.com)  
800-525-6285

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

**TransUnion (FVAD)**  
P.O. Box 2000  
Chester, PA 19022  
[freeze.transunion.com](http://freeze.transunion.com)  
800-680-7289

More information can also be obtained by contacting the Federal Trade Commission listed above.