



Return Mail Processing Center
PO Box 6336
Portland, OR 97228-6336

<<mail id>>
<<Name>>
<<Street Address>>
<<City>><<State>><<Zip>>

<<Date>>

VIA FIRST-CLASS MAIL

Dear <<Name>>,

Notice of Data Incident

Central Ohio Urology Group (“COUG”) is writing to inform you about a data security incident related to COUG that affected certain personal information you may have provided or made accessible to COUG or one of the physician practice groups that merged with COUG. We sincerely regret any concern that this incident may present.

What Happened?

On August 2, 2016, an unauthorized individual posted files and documents to an online drive accessible on the Internet, which included personal information about patients, employees, and other individuals. The posted information appears to have been maintained by COUG on its internal file server.

What Information Was Involved?

While the types of information affected by this incident varies by person, we believe that at least some information related to you may have been affected. The types of affected personal information related to you may include the following: name, address, telephone number(s), email, birthdate, patient identification number, Social Security number, account information, driver’s license/government identification number, medical and health insurance information and identifiers, and diagnosis and treatment information.

What Are We Doing?

Upon learning that personal information was posted, COUG took immediate steps to address the situation. We contacted state and federal law enforcement and had the files and documents removed from the online drive within hours. We also promptly retained a computer forensics firm to assist in investigating our systems to determine what may have happened, and carefully reviewed the posted files and documents to determine who was affected and the types of information put online.

Additionally, we installed network monitoring software, implemented a new firewall, added access restrictions and began updating system protections designed to help prevent this type of incident from recurring in the future.

What Can You Do?

While we are not aware of any fraud or identity theft arising out of this incident, we want to make you aware of steps that you can take as a precaution:

- **Enrollment in Equifax® Credit Watch™ Gold.** We are offering one year of identity theft protection and credit monitoring services through Equifax at no charge to you. A description of this product is provided with this letter, which also contains instructions about how to enroll (including your personal activation code). If you choose to take advantage of these services, Equifax will provide you with a notification of any changes to your credit information, access to your credit report, and up to \$25,000 Identity Theft Insurance Coverage. Note that you must complete the enrollment process by February 17, 2017.
- **Checking Credit Reports.** You may carefully check your credit reports for accounts you did not open or for inquiries from creditors you did not initiate. If you see anything you do not understand, call the credit agency immediately. If you find any suspicious activity on your credit reports, call your local police or sheriff's office, and file a police report for identity theft and get a copy of it. You may need to give copies of the police report to creditors to clear up your records.
- **Reviewing Explanation of Benefits Documents.** You can regularly review the explanation of benefits statements that you receive from your insurer or that you receive or review for persons whose medical bills you assist with or pay (such as your child). If you identify services listed on the explanation of benefits forms that were not received, please immediately contact the insurer.
- **Consulting the Identity Theft Protection Guide.** Please review the "Information about Identity Theft Protection" reference guide, included here, which describes additional steps that you may take as a precaution, including recommendations by the Federal Trade Commission regarding identity theft protection and details on placing a fraud alert or a security freeze on your credit file.

For More Information

If you have questions or would like any additional information about this matter, we have established a call center to answer your questions. The call center is open 9 a.m. to 9 p.m. EST and may be reached at 844-749-5108 from anywhere within the United States.

Sincerely,



Tino J. Valentino
Chief Executive Officer
Central Ohio Urology Group

Information about Identity Theft Protection

Enrollment in Equifax Credit Watch™ Gold: We have engaged Equifax to offer affected individuals complimentary identity protection services for twelve months. This product will monitor your credit file and automatically alert you of any key changes to your Equifax credit file. It also includes up to \$25,000 in identity theft insurance with \$0 deductible, at no additional cost to you. Equifax Customer Service agents can assist you in understanding the content of your Equifax credit information, provide personalized identity theft victim assistance, and help initiate an investigation of inaccurate information.

Activation Code: CODE

<p>To sign up online go to www.myservices.equifax.com/gold:</p> <ol style="list-style-type: none">1. Welcome Page: Enter the Activation Code provided above in the “Activation Code” box and click the “Submit” button.2. Register: Complete the form with your contact information (name, gender, home address, date of birth, Social Security Number and telephone number) and click the “Continue” button.3. Create Account: Complete the form with your email address, create a User Name and Password, check the box to accept the Terms of Use and click the “Continue” button.4. Verify ID: The system will then ask you up to four security questions to verify your identity. Please answer the questions and click the “Submit Order” button.5. Order Confirmation: This page shows you your completed enrollment. Please click the “View My Product” button to access the product features.	<p>To sign up over the phone dial 1-866-937-8432 for access to the Equifax Credit Watch automated enrollment process. Note that all credit reports and alerts will be sent to you via US Mail only.</p> <ol style="list-style-type: none">1. Activation Code: You will be asked to enter your enrollment code as provided above.2. Customer Information: You will be asked to enter your home telephone number, home address, name, date of birth and Social Security Number.3. Permissible Purpose: You will be asked to provide Equifax with your permission to access your credit file and to monitor your file. Without your agreement, Equifax cannot process your enrollment.4. Order Confirmation: Equifax will provide a confirmation number with an explanation that you will receive your Fulfillment Kit via the US Mail (when Equifax is able to verify your identity) or a Customer Care letter with further instructions (if your identity can not be verified using the information provided). Please allow up to 10 business days to receive this information.
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Review of Accounts and Credit Reports: As a precaution you may 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, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at 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.

You should remain vigilant with respect to reviewing your account statements and credit reports, and you should promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state’s attorney general, and/or the Federal Trade Commission (“FTC”). You may contact the FTC or your state’s regulatory authority to obtain additional information about avoiding and protection against identity theft: Federal Trade Commission, Consumer Response Center 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft. There may be similar resources available at the state level, and you may contact your state department of revenue directly for more information.

For residents of Maryland: You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General: Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, 1-888-743-0023, www.oag.state.md.us.

For residents of North Carolina: You may also obtain information about preventing and avoiding identity theft from North Carolina Attorney General’s Office: North Carolina Attorney General’s Office, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-877-5-NO-SCAM, www.ncdoj.gov.

For residents of Rhode Island: You may also obtain information about preventing and avoiding identity theft from the Rhode Island Office of the Attorney General: Rhode Island Office of the Attorney General, Consumer Protection Unit, 150 South Main Street, Providence, RI 02903, 401-274-4400, <http://www.riag.ri.gov>.

Fraud Alerts: There are also two types of fraud alerts that you can place on your credit report to put creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may request an initial fraud alert if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may request an extended fraud alert if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by contacting any of the three national credit reporting agencies at the addresses or toll-free numbers listed below.

If you enroll in Equifax Credit Watch™ Gold, you will also be eligible for a 90-day Fraud Alert placement with automatic renewal functionality (available online only). To place a fraud alert on your credit file, you may visit https://www.alerts.equifax.com/AutoFraud_Online/jsp/fraudAlert.jsp or contact the Equifax auto fraud line at 1-877-478-7625, and follow the simple prompts. Once the fraud alert has been placed with Equifax, a notification will be sent to the other two credit reporting agencies, Experian and Trans Union, on your behalf.

Credit Freezes: You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number 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 get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally \$5 to \$20 per action at each credit reporting company. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies as specified below to find out more information.

Additional Information for Massachusetts Residents: Massachusetts law gives you the right to place a security freeze on your consumer reports. The credit reporting company may charge a reasonable fee of up to \$5 to place a freeze or lift or remove a freeze, unless you are a victim of identity theft or the spouse of a victim of identity theft, and have submitted a valid police report relating to the identity theft to the credit reporting company. (By law, you have a right to obtain a police report relating to this incident, and 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 request that a freeze be placed on your credit report by sending a request to a credit reporting agency by certified mail, overnight mail or regular stamped mail to the address below. The following information should be included when requesting a security freeze (documentation for you and your spouse must be submitted when freezing a spouse's credit report): full name, with middle initial and any suffixes; Social Security number, date of birth (month, day and year); current address and previous addresses for the past five (5) years; and applicable fee (if any) or incident report or complaint with a law enforcement agency or the Department of Motor Vehicles. The request should also include a copy of a government-issued identification card, such as a driver's license, state or military ID card, and a copy of a utility bill, bank or insurance statement. Each copy should be legible, display your name and current mailing address, and the date of issue (statement dates must be recent).

You can obtain more information about fraud alerts and credit freezes by contacting the FTC or one of the national credit reporting agencies listed below.

Equifax (www.equifax.com)

P.O. Box 740241
Atlanta, GA 30374
800-685-1111

Fraud Alerts:

P.O. Box 740256, Atlanta, GA 30374
877-478-7625

Credit Freezes:

P.O. Box 105788, Atlanta, GA 30348

Experian (www.experian.com)

P.O. Box 2002
Allen, TX 75013
888-397-3742

Fraud Alerts and Security

Freezes:

P.O. Box 9554, Allen, TX 75013

TransUnion (www.transunion.com)

P.O. Box 1000
Chester, PA 19016
800-888-4213

Fraud Alerts and Security Freezes:

P.O. Box 2000, Chester, PA 19022
888-909-8872