



<<Return Mail Address>>

<<Name 1>> <<Name 2>>

<<Address 1>>

<<Address 2>>

<<Date>>

<<City>>, <<State>> <<Zip>>

<<Country>>

**NOTICE OF [SECURITY INCIDENT] / [DATA BREACH]**

Dear <<Name 1>> <<Name 2>>:

The American Dental Association (“ADA”) writes to inform you of an incident that may affect the security of some of your personal information. This notice provides information about the incident, our response, and resources available to you to help protect your information from possible misuse, should you feel it necessary to do so.

**What Happened?** On or about April 21, 2022, ADA experienced a disruption to certain computer systems following a sophisticated cyber-attack involving ransomware. We immediately launched an investigation, working with outside cybersecurity specialists to ensure the security of our system moving forward and confirm the nature and scope of this event. On or about April 27, 2022, we determined that certain information on ADA’s systems was accessed and/or acquired by an unauthorized actor. We continued our investigation to understand the nature and scope of what occurred, what information was stored on impacted systems at the time of the incident, and to whom that information relates. This process completed on June 10, 2022. ADA worked diligently to locate address information for the potentially affected individuals and just recently completed that effort.

**What Information Was Involved?** At this time, there is no evidence that any of your personal information has been misused. However, the investigation determined that your name and the following types of personal information related to you were present in the files and folders accessed and/or acquired by the unauthorized actor at the time of the incident: [data elements].

**What We Are Doing.** We take this incident and the security of personal information in our care seriously. Upon learning of this incident, we moved quickly to investigate and respond, to assess the security of relevant systems, and to reset relevant account passwords. As part of our ongoing commitment to the security of information, we are also reviewing and enhancing existing policies and procedures to reduce the likelihood of a similar future event. ADA notified law enforcement of this incident and will notify relevant state and federal regulators, as appropriate.

We are also offering you access to complimentary credit monitoring and identity protection services for 12 months through Experian. These services include fraud consultation and identity theft restoration services. If you wish

to activate the credit monitoring and identity protection services, you may follow the instructions included in the *Steps You Can Take to Help Protect Personal Information*.

**What You Can Do.** As mentioned previously, there is no evidence to date that any of your personal information has been misused. However, we encourage you to remain vigilant against incidents of identity theft and fraud, and to review your account statements and credit reports for suspicious activity. Additionally, we recommend following best practices when viewing any suspicious emails, including carefully reviewing the email address and domain from the sender, and to refrain from clicking any links provided in unsolicited emails. You may also review the information contained in the attached *Steps You Can Take to Help Protect Personal Information*. There you will also find more information on the credit monitoring and identity protection services we are making available to you. While ADA will cover the cost of these services, you will need to complete the activation process.

**For More Information.** We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please contact [phone number and hours].

We sincerely regret any inconvenience or concern this incident may have caused.

Sincerely,

Raymond Cohlmi, DDS  
Executive Director  
The American Dental Association

## STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

### Enroll in Credit Monitoring and Identity Restoration

[Credit/Identity Monitoring Instructions]

### Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a 1-year alert that 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 seven years. Should you wish to place a fraud alert, please contact any one of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to 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, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a credit freeze, please contact the three major credit reporting bureaus listed below:

| <b>Equifax</b>  | <b>Experian</b>   | <b>TransUnion</b>   |
|---|---|---|
| <a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a> | <a href="https://www.experian.com/help/">https://www.experian.com/help/</a> | <a href="https://www.transunion.com/credit-help">https://www.transunion.com/credit-help</a> |
| 888-298-0045  | 1-888-397-3742  | 833-395-6938  |
| Equifax Fraud Alert, P.O. Box 105069<br>Atlanta, GA 30348-5069  | Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013                        | TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016                                    |
| Equifax Credit Freeze, P.O. Box 105788<br>Atlanta, GA 30348-5788  | Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013                      | TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094                                   |

### Additional Information

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; [www.identitytheft.gov](http://www.identitytheft.gov); 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You

have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

*For District of Columbia residents*, the District of Columbia Attorney General may be contacted at: 400 6th Street, NW, Washington, DC 20001; 202-727-3400; and [oag@dc.gov](mailto:oag@dc.gov).

*For Maryland residents*, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and [www.oag.state.md.us](http://www.oag.state.md.us). The American Dental Association is located at: 211 East Chicago Avenue, Chicago, Illinois 60611-2678.

*For North Carolina residents*, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and [www.ncdoj.gov](http://www.ncdoj.gov).