



6210 E. Oak Street
Scottsdale, AZ 85257
vitalant.org

[REDACTED]

September 12, 2019

Re: Notice of Data Breach

[REDACTED]

Recently, a small number of blood donor profiles were subject to unauthorized access on our donor portal website. You are receiving this notification because your profile is among the donors subject to unauthorized access.

Please be assured that sensitive personal information such as **infectious disease testing results** is not stored in the donor portal or your donor profile, **and we do not collect or store Social Security numbers or financial information from donors** in our donor portal.

What Happened

In August 2019, we detected unusual activity related to donor profiles within our eDonor donor portal. A prompt investigation with our software vendor, Haemonetics Software Solutions, revealed that between July 28th and 31st, 2019, and also between August 14th and 22nd, a small number of blood donor profiles were subject to unauthorized access on our donor portal website: bloodhero.com. It appears that an unauthorized person gained access to the donor profiles and, despite password protection, was able to log in and attempt to use donor reward points. In some cases, donor loyalty program points were fraudulently redeemed to order gift cards from Vitalant's Hero Rewards Store.

We notified impacted donors by email and asked them to change their password to one that is more secure. For donors that did not respond to the email request, we deactivated the current password in order to safeguard the donor's account and information until a new password is created by the donor. In addition, we restored all fraudulently redeemed loyalty program points to the affected donor accounts.

What Information Was Involved

The information stored in your donor profile includes your name, date of birth, blood type, donor ID number, gender, address, phone numbers (home, work and/or mobile) and email address. The profile may also contain:

- Pending and past appointment information (date, time and location);
- Donation information, such as donation date, location and donation type (for example, whole blood, platelets or plasma);
- Wellness information (blood pressure, pulse, cholesterol results, hemoglobin level, temperature, height, weight and body mass index); and
- Loyalty program points you may have earned and/or redeemed.

Please be assured that no social security numbers or financial account records are included in donor profiles.

What We Are Doing

Our IT team is working closely with our donor portal software vendor, Haemonetics Software Solutions, to thoroughly investigate this security incident, and to ensure that appropriate measures are in place to safeguard your information and minimize the risk of unauthorized access. We continue to closely monitor our donor portal and computer systems in an effort to promptly detect and mitigate any unauthorized access resulting from password attacks. We will continue to work with our software vendor to make sure we meet or exceed the best practices in our industry for the security of our donors' information.

What You Can Do

The best thing you can do is **change your password**, if you haven't already. We strongly recommend that you **do not re-use a password** you have used previously in our donor portal or in connection with any account you may have with another company. You should also avoid using a reused or recycled password with only minor changes. We have enclosed tips for creating a strong password and how to do it. If you need assistance with resetting your password, please call 877-258-4825, option 0. Additionally, enclosed is information regarding consumer credit reporting agencies and the Federal Trade Commission, in the event you wish to consider obtaining your credit report or placing a fraud alert or credit freeze as a precautionary measure.

For More Information

If you have any questions, please contact me at 480-675-5796 or PrivacyOfficer@vitalant.org

Thank you for transforming patients' lives by being a blood donor.

Sincerely,

Roxanne Tata
Privacy Officer

Enclosures: Tips for Creating a Strong Password;
Additional Important Information – Credit Reports



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