

C/O ID Experts
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September 9, 2016

Notice of Data Breach

[REDACTED]

King of Prussia Dental Associates is committed to maintaining the privacy and security of your protected health care information. We regret to inform you of a cyber incident at our dental practice.

What Happened

On June 23, 2016 we discovered that a third party may have gained unauthorized access to information stored on our computer server. In response, we launched an investigation, hired a leading forensics firm, and contacted law enforcement. The investigation revealed that access may have occurred between March 28, 2016 and June 5, 2016. The server was immediately taken out of operation. The forensics firm found no evidence that the information was acquired or used inappropriately but was unable to definitely rule that out.

What Information Was Involved

The information may have included your name, social security number, date of birth, home address, phone number, account number and treatment records.

What We Are Doing

We are working to enhance the security of our systems to protect from further unauthorized access and cooperating with law enforcement to help prevent something like this from happening again. We have taken steps to improve our data security on our web server infrastructure and are strengthening our existing network firewalls and incorporating best practices in IT security.

In addition, we are offering identity theft protection services through ID Experts[®], the data breach and recovery services expert, to provide you with MyIDCare[™]. MyIDCare services include: 12 months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, exclusive educational materials and fully managed ID theft recovery services. With this protection, MyIDCare will help you resolve issues if your identity is compromised.

What You Can Do

We encourage you to contact ID Experts with any questions and to enroll in free MyIDCare services by calling 844-575-7457 or going to www.myidcare.com/kingofprussia and using the Access Code provided below. MyIDCare experts are available Monday through Friday from 9 am - 9 pm Eastern Daylight Time. Please note the deadline to enroll is December 9, 2016.

Again, at this time, there is no evidence that your information has been misused. However, we encourage you to take full advantage of this service offering. MyIDCare representatives have been fully versed on the incident and can answer questions or concerns you may have regarding protection of your personal information.





Recommended Steps to help Protect your Information

Please Note: Minors, under the age of 18, should not have a credit history established and are under the age to secure credit. Therefore credit monitoring may not be applicable at this time. All other services provided in the membership will apply. No one is allowed to place a fraud alert on your credit report except you, please follow the instructions below to place the alert.

1. Website and Enrollment. Go to www.myidcare.com/kingofprussia and follow the instructions for enrollment using your Access Code provided above. Once you have completed your enrollment, you will receive a welcome letter by email (or by mail if you do not provide an email address when you sign up). The welcome letter will direct you to the exclusive MyIDCare Member Website where you will find other valuable educational information.

2. Activate the credit monitoring provided as part of your MyIDCare membership, which is paid for by King of Prussia. Credit and CyberScan monitoring are included in the membership, but you must personally activate it for it to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, MyIDCare will be able to assist you.

3. Telephone. Contact MyIDCare at 844-575-7457 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

4. Review your credit reports. We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.

If you discover any suspicious items and have enrolled in MyIDCare, notify them immediately by calling or by visiting their Member website and filing a theft report.

If you file a theft report with MyIDCare, you will be contacted by a member of the Recovery Department who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this incident, you will be assigned a MyIDCare Recovery Advocate who will work on your behalf to identify, stop and reverse the damage quickly.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

5. Place Fraud Alerts with the three credit bureaus. If you choose to place a fraud alert, we recommend you do this after activating your credit monitoring. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. 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. The contact information for all three bureaus is as follows:

Credit Bureaus

Equifax Fraud Reporting
1-800-525-6285
P.O. Box 740241
Atlanta, GA 30374-0241
www.alerts.equifax.com

Experian Fraud Reporting
1-888-397-3742
P.O. Box 9554
Allen, TX 75013
www.experian.com

TransUnion Fraud Reporting
1-800-680-7289
P.O. Box 2000
Chester, PA 19022-2000
www.transunion.com

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive **confirmation letters** in the mail and will then be able to order all three credit reports, free of charge, for your review.

