

16043

Exhibit 1

The investigation into this event is ongoing and this notice will be supplemented with any new significant facts learned subsequent to its submission. By providing this notice, Arizona Dental Insurance Service, Inc. d.b.a Delta Dental of Arizona (DDAZ) does not waive any rights or defenses regarding the applicability of Massachusetts law, the applicability of the Massachusetts data event notification statute, or personal jurisdiction.

Nature of the Data Event

On or around July 8, 2019, DDAZ became aware of suspicious activity related to an employee's email account. DDAZ immediately commenced an investigation, working with third party forensic investigators, to assess the nature and scope of the email account activity. The investigation confirmed that the employee fell victim to an email phishing scheme that allowed an unauthorized individual to gain access to the email account on July 8, 2019. While DDAZ has no evidence of actual or attempted misuse of any information present in the email account, it could not rule out the possibility of access to data present in the account. DDAZ undertook a lengthy and labor-intensive process to identify the personal information contained in the affected account. While the investigation was unable to confirm whether any information was actually accessed by the unauthorized individual, in an abundance of caution, DDAZ is notifying those individuals whose personal information was present within the affected email account. The types of personal information present within the email account include the following: name, Member ID, Subscriber ID, date of birth, and/or dental insurance information. The impacted data elements were not the same for each affected individual.

Notice to Massachusetts Residents

On or about November 8, 2019, DDAZ began mailing written notice of this incident to all affected individuals, which includes 30 Massachusetts residents. Written notice to the individuals is being provided in substantially the same form as the letter attached here as *Exhibit A*.

Other Steps Taken and To Be Taken

Upon discovering this incident, DDAZ promptly began an investigation with the assistance of a third-party forensic investigator to determine the nature and scope of this incident, including identifying the individuals who may be affected, putting in place resources to assist them, and providing them with notice of this incident. DDAZ immediately reset the affected email account password, is reviewing its existing policies and procedures, implemented additional safeguards, and enabled multi-factor authentication for employee email.

While DDAZ is not aware of any attempted or actual misuse of personal information, DDAZ is providing affected individuals access to twenty four (24) months of credit monitoring and identity restoration services, through Experian.

Additionally, DDAZ is providing impacted individuals with guidance on how to better protect against identity theft and fraud, including information on how to place a fraud alert and security freeze on one's credit file, the contact details for the national consumer reporting agencies, information on how to obtain a free credit report, a reminder to remain vigilant for incidents of

identity theft and fraud by reviewing account statements, explanation of benefits forms, and monitoring free credit reports, and encouragement to contact the Federal Trade Commission, their state Attorney General, and law enforcement to report attempted or actual identity theft and fraud. DDAZ is also notifying the U.S. Department of Health and Human Services and prominent media pursuant to the Health Insurance Portability and Accountability Act ("HIPAA").