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RECEIVED

DEC 12 2019

December 5, 2019

OFFICE OF CONSUMER AFFAIRS

NAME
ADDRESS
CITY, STATE, ZIP CODE

NOTICE OF DATA BREACH

Dear NAME

Conway Medical Center ("CMC") is notifying you of an incident that may have involved your personal information.

What happened? As has occurred with many other organizations, CMC employee(s) was the victim of an email phishing scam and unknowingly opened an attachment/link that ultimately allowed unauthorized access to certain employee email account(s). The email account(s) contained some of your personal information.

What are we doing? CMC has learned that despite robust security protections, the email account(s) was accessed by an unauthorized individual between Oct. 4-7, 2019, or potentially earlier. Upon discovery on Oct. 7, CMC promptly responded to this incident. Passwords were promptly changed, and the unauthorized access was blocked. A computer security firm was engaged to investigate, mitigate, and evaluate the full nature and scope of any potential access to the contents of the email account.

What information was involved? On Nov. 20, we were alerted that the following type of information was included within a document that was located within the email account(s) that was accessed: your full name, address, social security number, CMC account number, date of birth, phone numbers, amount owed, place of employment -- if you are/were the CMC patient who was also the financial guarantor for services you received or if you are an outside guarantor of a CMC patient. The document within the email also included the patient date of birth, patient discharge / admission date, etc.

What you can do? We recommend you take precautions in the event that the unauthorized person actually obtained the document with your information, and we are offering you **2 years of free** credit monitoring and \$1 million in identity theft insurance through Experian - to give you peace of mind.

NOTE: You must activate the FREE Experian IdentityWorks Product by the activation deadline in order for it to be effective. See instructions and activation deadline on the next page.

We also have included some additional steps that you can take to protect yourself, as you deem appropriate.

For more information about this incident, call toll-free 1-844-999-0055 (Help Center) between 8:00 a.m. - 5:00 p.m. CST Monday - Friday (excluding holidays). **Please note that the Help Center does not have access to your activation code. You will need to follow the instructions on the next page to activate your FREE Experian IdentityWorks Product (including monitoring and insurance).**

CMC is continuing to take steps to enhance its security measures to help prevent something like this from happening in the future. We are fully committed to protecting your personal information and sincerely apologize for any concern this incident may have caused you.

Sincerely,

Matt Securro

Matt Securro
Corporate Compliance Officer

STEPS YOU CAN TAKE

Below is information on Your FREE Experian IdentityWorks Product and Activation Instruction.

- **ACTIVATE Your FREE Experian IdentityWorks Product NOW in Three Easy Steps.** To help protect your identity, we are offering you a complimentary two-year membership of Experian's® IdentityWorks® product. This product helps detect possible future misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft. IdentityWorks Alert is completely free to you and enrolling in this program will not hurt your credit score.
1. **ENSURE** That You Enroll By the Activation Deadline: **March 5, 2020** (Your code will not work after this date.)
 2. **VISIT** the **Experian IdentityWorks website** to enroll: <https://www.experianidworks.com/3bcredit>
 3. **PROVIDE** Your Activation Code: Contact Melody Williams at **1.601.351.2451**, call the message center toll free at 888-477-6556 or email mmwilliams@bakerdonelson.com to obtain your unique code and Engagement Number. Please reference this letter by stating that you received a Conway Notice Letter when you contact her.

If you have questions or need an alternative to enrolling online, please call 877-288-8057 and provide your **Engagement Number**. A credit card is not required for enrollment. Once your IdentityWorks membership is activated, you will receive the following features:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.¹
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **\$1 Million Identity Theft Insurance:**² Provides coverage for certain costs and unauthorized electronic fund transfers.

You must activate your membership by the enrollment date (noted above) by enrolling at <https://www.experianidworks.com/3bcredit> or calling 877-288-8057 to register your activation code above in order for this service to be activated.

Once your enrollment in IdentityWorks is complete, carefully review your credit report for inaccurate or suspicious items. If you have any questions about IdentityWorks, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer team at 877-288-8057.

Below are additional actions you may take, if you feel it is necessary.

- **FREEZE YOUR CREDIT FILE.** You have a right to place a 'security freeze' on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security 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 security 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. Note that a security freeze generally does not apply to existing account relationships and when a copy of your report is requested by your existing creditor or its agents or affiliates for certain types of account review, collection, fraud control or similar activities. There is no charge to place or lift a security freeze. To place a security freeze on your credit report, contact each of the 3 major consumer reporting agencies -

3 MAJOR CREDIT BUREAUS / CONSUMER REPORTING AGENCIES

Equifax
P.O. Box 105788 Atlanta,
GA 30348
1-800-525-6285
www.equifax.com

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

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

To request a freeze, you will need to provide the following:

- Your full name (including middle initial as well as Jr., Sr., II, III, etc.), Social Security Number, and date of birth; and
- If you have moved in the past five (5) years, the addresses where you have lived over the prior five years;
- Proof of current address such as a current utility bill or telephone bill;
- A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.)
- If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

If you request a security freeze via toll-free telephone or other secure electronic means, the credit reporting agencies have 1 business day after receiving the request to place the freeze. In the case of a request made by mail, the bureaus have 3 business days after receiving your request to place a security freeze on your credit report. The credit bureaus must also send written confirmation to you within 5 business days and provide you with a unique personal identification number (PIN) or password, or both that can be used by you to authorize the removal or lifting of the security freeze. To lift the security freeze to allow a specific entity or individual access to your credit report, you must call or send a written request to the credit reporting agencies by mail and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze as well as the identities of those entities or individuals you would like to receive your credit report or the specific period of time you want the credit report available. The credit reporting agencies have 3 business days after receiving a request to lift the security freeze for those identified entities or for the specified period of time. To remove the security freeze, you must send a written request to each of the three credit bureaus by mail and include proper identification (name, address, and social security number) and the PIN number or password provided to you when you placed the security freeze. The credit bureaus have 3 business days after receiving the request to remove the freeze.

- **PLACE FRAUD ALERTS ON YOUR CREDIT FILE.** As an alternative to a security freeze, you have the right to place an initial or extended fraud alert on your 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 an alert lasting 7 years. Contact the credit reporting agencies listed above to activate an alert.
- **REMAIN VIGILANT: REVIEW YOUR ACCOUNT STATEMENTS, & REPORT FRAUD.** Carefully review your credit reports, debit/credit card, insurance policy, bank account and other account statements. Activate alerts on your bank accounts to notify you of suspicious activity. Report suspicious or fraudulent charges to your insurance statements, credit report, credit card or bank accounts to your insurance company, bank/credit card vendor and law enforcement. (For Oregon & Iowa residents: Report any suspected identity theft to law enforcement, Federal Trade Commission, and your State Attorney General.)
- **POLICE REPORT:** You have a right to a police report about this incident (if any exists). If you're an identity theft victim, you have the right to file a police report and obtain a copy of it.
- **ORDER YOUR FREE ANNUAL CREDIT REPORTS.** Visit www.annualcreditreport.com or call 877-322-8228 to obtain one free copy of your credit report annually. Periodically review a copy of your credit report for discrepancies and identify any accounts you did not open or inquiries you did not authorize. (For Colorado, Maine, Maryland, Massachusetts, New Jersey, Puerto Rico, and Vermont residents: You may obtain additional copies of your credit report, free of charge. You must contact each of the three credit reporting agencies directly to obtain such additional reports.)
- **OBTAIN INFORMATION ABOUT PREVENTING IDENTITY THEFT FROM FTC / STATE ATTORNEY GENERAL.** Go to <http://www.experian.com/credit-advice/topic-fraud-and-identity-theft.html>. Federal Trade Commission also provides information at www.ftc.gov/idtheft FTC hotline is 877-438-4338; TTY: 1-866-653-4261 or write to FTC, 600 Pennsylvania Ave., NW, Washington, D.C. 20580. Your State Attorney General also may provide information. (For MA residents: You may contact the Attorney General's Consumer Advocacy & Response Division at 1-617-727-8400. For MD residents: You may contact Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, www.oag.state.md.us, 1-888-743-0023. For NC residents: You may contact NC Office of the Attorney General, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov, 1-877-566-7226.

➤ **FILE YOUR TAXES QUICKLY AND SUBMIT IRS FORM 14039.** If you believe you are at risk for taxpayer refund fraud, the IRS suggests you file your income taxes quickly. Additionally, if you are an actual or potential victim of identity theft, the IRS suggests you give them notice by submitting IRS Form 14039 (Identity Theft Affidavit). This form will allow the IRS to flag your taxpayer account to alert them of any suspicious activity. Form 14039 may be found at <https://www.irs.gov/pub/irs-pdf/f14039.pdf>.

➤ **FAIR CREDIT REPORTING ACT:** You also have rights under the federal Fair Credit Reporting Act, which promotes the accuracy, fairness, and privacy of information in the files of consumer reporting agencies. The FTC has published a list of the primary rights created by the FCRA (<https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>), and that article refers individuals seeking more information to visit www.ftc.gov/credit. The FTC's list includes the following FCRA rights: (1) To receive a copy of your credit report, which must contain all the information in your file at the time of your request; (2) To receive a free copy of your credit report, at your request, once every 12 months from each of the nationwide credit reporting companies – Equifax, Experian, and TransUnion; (3) To receive a free credit report if a company takes adverse action against you (e.g. denying your application for credit, insurance, or employment), and you ask for your report within 60 days of receiving notice of the action. The notice will give you the name, address, and phone number of the credit reporting company. You are also entitled to one free report a year if you're unemployed and plan to look for a job within 60 days; if you are on welfare; or if your report is inaccurate because of fraud, including identity theft; (4) To ask for a credit score; (5) To dispute incomplete or inaccurate information; (6) To obtain corrections to your report or delete inaccurate, incomplete, or unverifiable information; (7) Consumer reporting agencies may not report outdated negative information; (8) To restrict access to your file and to require consent from you for reports to be provided to employer; (9) To limit "prescreened" offers of credit and insurance you receive based on information in your credit report; and (10) To seek damages from violators. Note - Identity theft victims and active duty military personnel have additional rights.

➤ **PROTECT YOURSELF FROM PHISHING SCAMS.** Learn to recognize phishing emails. Do not open emails from unknown senders and be sure not to click on strange links or attachments. Never enter your username and password without verifying the legitimacy of the request by contacting the sender by telephone or other methods. Replying to the email is not a safe way to confirm. <https://www.consumer.ftc.gov/articles/0003-phishing>