

17934

Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

October 28, 2020

F9173-L01-0000001 T00017 P003 *****ALL FOR AADC 123
SAMPLE A SAMPLE - L01 CHILD CM
APT B
123 ANY ST
ANYTOWN, US 12345-6789



RE: Important Security Notification. Please read this entire letter.

Dear Parent or Guardian of Sample A Sample:

We are contacting you regarding a September 28, 2020 cyber-security incident at First Impressions Orthodontics ("Practice"). The incident was discovered that day and we immediately began action to protect your minor's personal information. As a result of the incident, your minor's personal information may have been potentially exposed to others. Please be assured that we have taken every step necessary to address the incident.

The Practice takes very seriously its duty to protect all personal information and is taking actions to confirm the security and privacy of your minor's personal information. While there is no current evidence of actual misuse of your minor's information, we are providing this notice to all patients or patient representatives and guarantors whose information may have been accessed. The information potentially accessed may vary between individuals, but may include: name, address, telephone number, email address, home, cell and work phone numbers, Social Security number, dental plan/insurance number, dental records, dental images, charges for services, and payments for services performed. Credit card and bank account information were **not** involved.

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for two (2) years. Information regarding this complimentary service is on the next page of this letter. If you choose not to participate, we encourage you to call the toll-free numbers of any of the three major credit bureaus to place a fraud alert on your credit report and order your free credit report: Experian: 1-888-397-3742; P.O. Box 9532, Allen, TX 75013; Equifax: 1-800-525-6285; P.O. Box 740241, Atlanta, GA 30374-0241; TransUnion: 1-800-680-7289; P.O. Box 6790, Fullerton, CA 92834-6790. Additional resources regarding identity theft protection may be found at the FTC identity theft website, IdentityTheft.gov, which includes information regarding identity theft recovery steps and how to file an identity theft complaint if you discover your information has been compromised.

We sincerely regret any inconvenience or concern caused by this incident. If you have further questions or concerns, or would like an alternative to enrolling online, please call (833) 704-9386 toll-free Monday through Friday from 8 am – 10 pm Central, or Saturday and Sunday from 10 am – 7 pm Central (excluding major U.S. holidays). Be prepared to provide your engagement number DB23492.

Sincerely,

Dr. Andrew Matta, Chief Medical Officer and Privacy Officer for Professional Dental Alliance of Connecticut,
Operator of First Impressions Orthodontics

0000001



INFORMATION REGARDING COMPLIMENTARY 2 YEAR EXPERIAN IDENTITYWORKSSM

If you believe there was fraudulent use of your minor's information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for 2 years from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration.

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 2 year membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by**: January 31, 2021 (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/minorplus>
- Provide your **activation code**: **ABCDEFGHI**
- Provide your minor's information when prompted

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at (833) 704-9386 by January 31, 2021. Be prepared to provide engagement number DB23492 as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 2 YEAR EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Social Security Number Trace:** Monitoring to determine whether enrolled minors in your household have an Experian credit report. Alerts of all names, aliases and addresses that become associated with your minor's Social Security Number (SSN) on the Experian credit report.
- **Internet Surveillance:** Technology searches the web, chat rooms & bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

October 28, 2020

F9173-L02-0000002 T00017 P003 *****ALL FOR AADC 123

SAMPLE A SAMPLE - L02 ADULT CM

APT B

123 ANY ST

ANYTOWN, US 12345-6789



RE: Important Security Notification. Please read this entire letter.

Dear Sample A Sample:

We are contacting you regarding a September 28, 2020 cyber-security incident at First Impressions Orthodontics ("Practice"). The incident was discovered that day and we immediately began action to protect your personal information. As a result, your personal information may have been potentially exposed to others. Please be assured that we have taken every step necessary to address the incident.

The Practice takes very seriously its duty to protect your personal information and is taking actions to confirm the security and privacy of your personal information. While there is no current evidence of actual misuse of your information, we are providing this notice to all patients or patient representatives and guarantors whose information may have been accessed. The information potentially accessed may vary between individuals, but may include: name, address, telephone number, email address, home, cell and work phone numbers, Social Security number, dental plan/insurance number, dental records, dental images, charges for services, and payments for services performed. Credit card and bank account information were **not** involved.

To help protect your identity, we are offering complimentary access to Experian IdentityWorksSM for two (2) years. Information regarding this complimentary service is on the next page of this letter. If you choose not to participate, we encourage you to call the toll-free numbers of any of the three major credit bureaus to place a fraud alert on your credit report and order your free credit report: Experian: 1-888-397-3742; P.O. Box 9532, Allen, TX 75013; Equifax: 1-800-525-6285; P.O. Box 740241, Atlanta, GA 30374-0241; TransUnion: 1-800-680-7289; P.O. Box 6790, Fullerton, CA 92834-6790. Additional resources regarding identity theft protection may be found at the FTC identity theft website, IdentityTheft.gov, which includes information regarding identity theft recovery steps and how to file an identity theft complaint if you discover your information has been compromised.

We sincerely regret any inconvenience or concern caused by this incident. If you have further questions or concerns, or would like an alternative to enrolling online, please call (833) 704-9386 toll-free Monday through Friday from 8 am – 10 pm Central, or Saturday and Sunday from 10 am – 7 pm Central (excluding major U.S. holidays). Be prepared to provide your engagement number DB23491.

Sincerely,

Dr. Andrew Matta, Chief Medical Officer and Privacy Officer for Professional Dental Alliance of Connecticut,
Operator of First Impressions Orthodontics

0000002



INFORMATION REGARDING COMPLIMENTARY 2 YEAR EXPERIAN IDENTITYWORKSSM

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that Identity Restoration is available to you for 2 years from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration.

While identity restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 2 year membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by: January 31, 2021** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at (833) 704-9386 by January 31, 2021. Be prepared to provide engagement number DB23491 as proof of eligibility for the Identity Restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 2 YEAR EXPERIAN IDENTITYWORKS MEMBERSHIP

A credit card is not required for enrollment in Experian IdentityWorks. You can contact Experian immediately regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance^{**}:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

October 28, 2020

F9173-L03-0000003 T00017 P003 *****ALL FOR AADC 123
SAMPLE A SAMPLE - L03 PARENT/GUARANTOR CM
APT B
123 ANY ST
ANYTOWN, US 12345-6789



RE: Important Security Notification
Please read this entire letter.

Dear Sample A Sample:

We are contacting you regarding a September 28, 2020 cyber-security incident at First Impressions Orthodontics ("Practice"). The incident was discovered that day and we immediately began action to protect your minor's personal information. As a result of the incident, your personal information may have been potentially exposed to others. Please be assured that we have taken every step necessary to address the incident.

The Practice takes very seriously its duty to protect all personal information and is taking actions to confirm the security and privacy of your personal information. While there is no current evidence of actual misuse of your information, we are providing this notice to all patients or patient representatives and guarantors whose information may have been accessed. As the responsible billing party, the personal information potentially accessed may include: name, address, telephone number, email address, home, cell and work phone numbers, Social Security number, dental plan/insurance number, charges for services, and payments for services performed. Credit card and bank account information were not involved.

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Sincerely,

Dr. Andrew Matta, Chief Medical Officer and Privacy Officer for Professional Dental Alliance of Connecticut,
Operator of First Impressions Orthodontics

0000003



F9173-L03

INFORMATION REGARDING COMPLIMENTARY 2 YEAR EXPERIAN IDENTITYWORKSSM

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Please note that Identity Restoration is available to you for 2 years from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration.

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- Provide your **activation code: ABCDEFGHI**

If you have questions about the product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at (833) 704-9386 by January 31, 2021. Be prepared to provide engagement number DB23491 as proof of eligibility for the Identity Restoration services by Experian.

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- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARETM:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance^{**}:** Provides coverage for certain costs and unauthorized electronic fund transfers.

* Offline members will be eligible to call for additional reports quarterly after enrolling.

** The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

NOTICE OF BREACH

If you are or were a patient (or responsible billing party) or received dental x-ray services at First Impressions Orthodontics in Fairfield, Monroe or Norwalk, CT, this **NOTICE** applies to you.

On September 28, 2020, First Impressions Orthodontics ("Practice") experienced a cyber-security incident. The incident was discovered that same day and the Practice immediately began action to the personal information potentially affected. As a result, personal information may have been exposed to others.

The Practice takes very seriously its duty to protect the personal information in its possession and is taking actions to confirm the security and privacy of all personal information. While there is no current evidence of actual misuse of personal information, this notice is being posted in an effort to notify affected persons of the incident and provide information regarding about how to seek protection. The information potentially accessed may vary between individuals, but may include: name, address, telephone number, email address, home, cell and work phone numbers, Social Security number, dental plan/insurance number, dental records, dental images, charges for services, and payments for services performed. Credit card and bank account information were **not** involved.

To help provide protection, the Practice is offering complimentary access to Experian IdentityWorksSM for two (2) years. Information regarding this complimentary service is available by calling 833-704-9386. If you are an affected person and choose not to participate, we encourage you to call the toll-free numbers of any of the three major credit bureaus to place a fraud alert on your credit report and order your free credit report: Experian: 1-888-397-3742; P.O. Box 9532, Allen, TX 75013; Equifax: 1-800-525-6285; P.O. Box 740241, Atlanta, GA 30374-0241; TransUnion: 1-800-680-7289; P.O. Box 6790, Fullerton, CA 92834-6790. Additional resources regarding identity theft protection may be found at the FTC identity theft website, IdentityTheft.gov, which includes information regarding identity theft recovery steps and how to file an identity theft complaint if you discover your information has been compromised.

We sincerely regret any inconvenience or concern caused by this incident. If you have further questions or concerns, or would like an alternative to enrolling online, please call 833-704-9386 toll-free Monday through Friday from 8 am – 10 pm Central, or Saturday and Sunday from 10 am – 7 pm Central (excluding major U.S. holidays). Be prepared to provide your engagement number [DB#####].

Notice for North Carolina Residents:

You may find additional information regarding identity theft protection at:

Bureau of Consumer Protection
Federal Trade Commission
600 Pennsylvania Ave., NW
Washington, DC 20580
1-877-438-4338
IdentityTheft.gov

Attorney General Josh Stein
North Carolina Consumer Protection Division
9001 Mail Service Center
Raleigh, NC 27699-9001
1-877-566-7226 or 1-919-716-6000
<https://ncdoj.gov/protecting-consumers/protecting-your-identity/>

NOTICE OF BREACH

Frequently Asked Questions:

1. What happened?

On September 28, 2020, First Impressions Orthodontics experienced a cyber-security incident that was determined to be a ransomware attack. No ransom was paid, and all patient records and information were restored from a backup copy.

2. Did the incidence affect all First Impressions Orthodontics records or was it limited to one clinic or location?

First Impressions patient records are maintained on a separate dental record system. It also operates a system to store all dental x-rays. Some patients of Kids First may have had dental x-rays performed at First Impressions, but this information was stored on the First Impressions dental imaging computer system and the Kids First system was not affected.

3. Did this incident affect ability to provide patient care?

No. This incident has in no way affected our ability to provide patient care.

4. Is this a security breach?

A ransomware attack encrypts the data on a computer system and is considered to be a security breach. We have no current information to suggest that any personal information was actually removed by the attackers. A federal law referred to as HIPAA protects the privacy and security of personal health information. First Impressions Orthodontics is taking every step required by HIPAA and state laws to protect all personal information which we maintain and to provide notice to persons who may have been affected by this incident.

5. What type of information was affected?

The information potentially accessed may vary between individuals, but may include: name, address, telephone number, email address, home, cell and work phone numbers, Social Security number, dental plan/insurance number, dental records, dental images, charges for services, and payments for services performed. Credit card and bank account information were not involved. If you are a responsible billing party and not a patient, no dental records of yours are involved. For those patients who received only x-rays, then only the name, date of birth, and insurance information are involved.

6. What action has First Impressions Orthodontics taken in response?

The Practice takes very seriously its duty to protect the personal information in its possession and is taking actions to confirm the security and privacy of all personal information. While there is no current evidence of actual misuse of personal

NOTICE OF BREACH

information, this notice is being posted in an effort to notify affected persons of the incident and provide information regarding about how to seek protection. The Practice removed the affected files and malware and assessed security to identify and implement measures to further protect personal information. In addition, the Practice is providing patients and guarantors with 2 years of complimentary credit monitoring and identity theft protection.

7. What steps can I take to protect my personal information as a result of the incident?

To help provide protection, the Practice is offering complimentary access to Experian IdentityWorksSM for two (2) years. Information regarding this complimentary service is available by calling 833-704-9386. If you are an affected person and choose not to participate, we encourage you to call the toll-free numbers of any of the three major credit bureaus to place a fraud alert on your credit report and order your free credit report: Experian: 1-888-397-3742; P.O. Box 9532, Allen, TX 75013; Equifax: 1-800-525-6285; P.O. Box 740241, Atlanta, GA 30374-0241; TransUnion: 1-800-680-7289; P.O. Box 6790, Fullerton, CA 92834-6790. Additional resources regarding identity theft protection may be found at the FTC identity theft website, IdentityTheft.gov, which includes information regarding identity theft recovery steps and how to file an identity theft complaint if you discover your information has been compromised. Maintain a copy of our notice letter with the contact information for Experian and your unique activation code and information.

8. Why should I review my credit report?

Your credit report will identify any requests for your credit report, any credit applications in your name, or credit issued in your name. You should look for unusual or unauthorized activity in your account.

9. What should I do if I discover unauthorized or fraudulent activity on my credit report or my personal accounts?

Please contact Experian at 833-704-9386 if you are a patient or responsible billing party for a patient and did not receive a letter of notification let Experian know. You should immediately (1) contact the creditors involved, (2) contact the three credit reporting companies, and (3) report any crime to your local law enforcement. Unauthorized account activity may include unauthorized charges, changes in your account, changes to an address which is not your, or unauthorized credit applications in your name. If your credit report shows any unauthorized accounts opened with your identity, you should immediately contact those financial institutions to report the fraud and close the unauthorized accounts, and notify the credit monitoring services of the unauthorized accounts. For more information on the steps you can take if you suspect identity theft and to avoid identity theft, you may contact the Federal Trade Commission at <http://www.consumer.ftc.gov/topics/identity-theft> or by phone at 1-877-438-4338.

NOTICE OF BREACH

10. What is identity theft protection?

Identity theft protection services protect your personal information and identity from theft. It provides services which may include credit monitoring of all three bureaus, Social Security number monitoring, change of address alerts, court record monitoring, FICO score tracking, identity theft insurance, and fraud resolution specialists. If your information was accessed, and you have not already received a letter from us, please contact us immediately so that we can discuss the specific identity theft protection services which First Impressions Orthodontics will offer to you at no charge.

11. What is credit monitoring?

Credit monitoring services protect you against new account fraud by providing you with an alert when a change occurs in your credit file. Account fraud occurs when an unauthorized person uses your personal information to open a credit card, a utility account, or other financial account using your name, Social Security number, a driver' license number, date of birth and other personal information to open a credit account. This may be difficult to discover otherwise because criminals typically use a false address for delivery of bills.

12. What is a fraud alert?

You may consider initiating a free ninety (90) day fraud alert. The credit reporting companies will guide you through the process of placing a fraud alert of your credit report and discuss the potential impact to you. A fraud alert notifies creditors of possible fraudulent activity on your account and that they should contact you prior to establishing any credit in your name. This will not prevent you from using your currently established credit cards or credit accounts, but may slow your ability to apply for credit while the alert is active. If anyone, including you, applies for credit, the alert delivers a message to the creditor to verify the applicant identity prior to approval of credit application.

13. What is a security or credit freeze?

A security freeze is another option which you may discuss with the credit reporting companies. This prevents a credit reporting company from releasing your credit report without your consent. You should discuss with the credit monitoring service all of the potential impacts to you of this action which may slow, restrict or prevent your ability to apply for credit, loans or other services, such as utilities and cellular service, which may require access to your credit report in the application process.

14. Who may I contact for additional information?

If you have any questions regarding this matter, you may contact us at 833-429-0597.