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By First Class Mail

[date]

[Recipient]

Re: *Data Breach Notification*

Dear [Recipient]:

I write to inform you of a recent breach of your or your family's personal information from Applebury Behavior Associates ("ABA"). I know that Dr. Applebury promptly disclosed these events to you when they came to her attention on September 1, 2020. I write to update you on the status of our investigation and to provide you with important information on how to protect your personal information. ABA intends to report this incident to the relevant authorities. You also have the right to file or obtain a police report regarding this incident should you wish to do so.

Types of Protected Information: The information contained in your or your family members' records may include full name, social security number, date of birth, home address, telephone number, email address, credit card or bank account number, insurance information, medical information, or other information.

What You Can Do to Protect Yourself: We advise you to immediately take the following steps.

- **Place a fraud alert on your credit report** by calling the toll-free number of any of the three major credit bureaus (below). This can help prevent an identity thief from opening additional accounts in your name. As soon as a credit bureau confirms your fraud alert, the other two bureaus will automatically be notified to place alerts on your credit report, and all three reports will be sent to you free of charge.
 - Equifax: 1-800-525-6285; www.equifax.com; P.O. Box 740241, Atlanta, GA 30374-0241
 - Experian: 1-888-EXPERIAN (397-3742); www.experian.com; P.O. Box 9532, Allen, TX 75013
 - TransUnion: 1-800-680-7289; www.transunion.com; Fraud Victim Assistance Division, P.O. Box 6790, Fullerton, CA 92834-6790

[date]

[Recipient]

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- **Order your credit reports.** By establishing a fraud alert, you will receive a follow-up letter that will explain how you can receive a free copy of your credit report. When you receive your credit report, examine it closely and look for signs of fraud, such as credit accounts that are not yours.
- **Continue to monitor your credit reports.** Even though a fraud alert has been placed on your account, you should continue to monitor your credit reports to ensure an imposter has not opened an account with your personal information.
- **Complimentary credit monitoring.** To further protect you, ABA will provide you with complimentary credit monitoring of your choice for eighteen months. Once you have selected a credit monitoring company, please advise me or Dr. Applebury of the cost and we will ensure you are reimbursed promptly.

ABA takes its role of safeguarding your personal information seriously. ABA apologizes for the worry this situation may cause you. We are doing everything we can to rectify the situation.

You may contact ABA at the address below with questions and concerns about the loss of your personal information.

Applebury Behavior Associates
234 Merriam Ave.
Leominster, MA 01453-2760
Tel. (617) 749-8831
dr.capplebury@appleburybehaviorassociates.com

Very truly yours,

Tracy A. Miner