

PERSONAL TOUCH HOLDING CORP.
1985 Marcus Avenue, Suite 202, Lake Success, NY 11042 • 718-736-7234

20018

C/O IDX
P.O Box 989728
West Sacramento, CA 95798-9728

March 24, 2021

To Enroll, Please Call:
833-416-0906
Or Visit:
<https://response.idx.us/personaltouch>
Enrollment Code: [XXXXXXXXXX]

<<First>> <<Last>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>

NOTICE OF DATA BREACH

Dear <<First>> <<Last>>:

Personal Touch Holding Corp. (“Business Associate”)¹ is hereby providing you with a notification regarding a breach that may have affected your protected health information and other personally identifiable information.

WHAT HAPPENED:

On January 27, 2021, the Business Associate discovered it suffered a cybersecurity attack on its private cloud hosted by its managed service providers. We believe the cybersecurity attack occurred on or about January 20, 2021 through January 27, 2021. Upon discovery of the breach on January 27th, the Business Associate retained outside counsel and independent forensic experts to begin an investigation. While the investigation is ongoing, and we cannot confirm the extent to which your data was compromised, we are notifying you that the breach occurred, in our efforts to comply with the Health Information Portability and Accountability Act (“HIPAA”) and with applicable state data breach notification laws.

WHAT INFORMATION WAS INVOLVED:

The Business Associate’s private cloud stored business records of the Business Associate and its direct and indirect subsidiaries where your personally identifiable information and protected health information were contained. This information may include medical treatment information, insurance card and health plan benefit numbers, medical record numbers, first and last name, address, telephone numbers, date of birth, Social Security number, and financial information, including check copies, credit card numbers, and bank account information.

WHAT WE ARE DOING:

Upon discovering the breach, the Business Associate retained a team of third-party forensic technical experts to investigate the origins and scope of the breach. The Business Associate also notified the Federal Bureau of Investigations (“FBI”) of the breach.

Pursuant to applicable law, we will be notifying the U.S. Department of Health and Human Services, Office of Civil Rights (“OCR”), which is responsible for enforcing the HIPAA Privacy and Security Rules. We will comply with OCR to meet requirements of the HIPAA Breach Notification Rule, which requires that patients be notified and will cooperate with regard to any further inquiry they may have. We will also be notifying state regulators as required by law.

In addition, we are offering identity theft protection services through IDX, the data breach and recovery services expert. IDX identity protection services include: 24 months of credit and CyberScan monitoring, a \$1,000,000 insurance

¹ Personal Touch Holding Corp. is a business associate to its direct and indirect subsidiaries listed in Schedule A on page 4 of this notification.

reimbursement policy, and fully managed id theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

We encourage you to contact IDX with any questions and to enroll in free identity protection services by calling 833-416-0906 or going to <https://response.idx.us/personaltouch> and using the Enrollment Code provided above. IDX representatives are available Monday through Friday from 9 am - 9 pm Eastern Time. Please note the deadline to enroll is June 27, 2021.

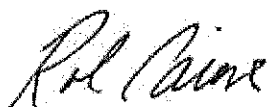
WHAT YOU CAN DO:

As recommended by the Federal Trade Commission (“FTC”), we recommend that you remain vigilant and monitor your account statements, explanation of benefits, and credit bureau reports closely. The FTC also recommends you place a fraud alert on your credit file. A fraud alert notifies creditors that they must contact you before they open any new accounts or make changes to your existing accounts. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts. The initial fraud alert stays on your credit report for 90 days. You may renew it after 90 days. Additional information is available at <http://www.annualcreditreport.com>. For more information regarding what you can do, see the “Further Information and Steps You Should Take” guidance attached to this letter.

FOR MORE INFORMATION:

We value your privacy and deeply regret that this breach occurred. We appreciate the trust you place in us as a current or former patient of Personal Touch Holding Corp., and our direct and indirect subsidiaries, and we remain committed to your privacy. For further information and assistance please contact us at our toll free number 833-416-0906 between the hours of 9 am - 9 pm Eastern Time, Monday through Friday, by e-mail to PatientQuestions@pthomecare.com, or by visiting the dedicated website <https://response.idx.us/personaltouch>.

Sincerely,
Personal Touch Holding Corp.
By:



Name: Robert Caione
Title: Chief Executive Officer

FURTHER INFORMATION AND STEPS YOU CAN TAKE

We recommend that you remain vigilant for an incident of fraudulent activity and/or identify theft by monitoring your account statements, explanation of benefits, and free credit monitoring reports closely. We recommend that you obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can access the request form at <https://www.annualcreditreport.com/requestReport/requestForm.action>. You can also elect to purchase a copy of your credit report by contacting one of the three national credit-reporting agencies. Contact information for the three national credit-reporting agencies for requesting a copy of your credit report or for general inquiries is provided below:

Equifax
(866) 349-5191
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
(888) 397-3742
www.experian.com
P.O. Box 2002
Allen, TX 75013

TransUnion
(800) 888-4213
www.transunion.com
2 Baldwin Place
P.O. Box 1000
Chester, PA 19016

The FTC also suggests that you request that all three credit reports be sent to you, free of charge, for your review. Even if you do not find any suspicious activity on your initial credit reports, the FTC recommends that you check your credit reports periodically. In some states, you have the right to put a security freeze on your credit file. A security freeze (also known as a credit freeze) makes it harder for someone to open a new account in your name. It is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to apply for a new credit card, wireless phone, or any service that requires a credit check. You must separately place a security freeze on your credit file with each credit reporting agency. To place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement, or insurance statement. There is no charge to request a security freeze or to remove a security freeze. If you believe you are the victim of identity theft, you should contact your local law enforcement, Attorney General's Office and/or the Federal Trade Commission. You can file a report or obtain a report from your local law enforcement. You can also obtain from these sources more information about steps that you can take to avoid identify theft and information about fraud alerts and security freezes. Contact information for the Federal Trade Commission is Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT(1-877-438-4338), <https://www.ftc.gov/> or <http://www.ftc.gov/idtheft>.

California Residents: Visit the California Office of Privacy Protection (www.oag.ca.gov/privacy) for additional information on protection against identity theft.

Kentucky Residents: Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, www.ag.ky.gov, Telephone: 1-502-696-5300.

Maryland residents may also wish to review information provided by the Maryland Attorney General on how to avoid identity theft at <http://www.marylandattorneygeneral.gov/Pages/IdentityTheft/default.aspx>, or by sending an email to idtheft@oag.state.md.us, or calling 410-576-6491.

Massachusetts residents have the right to obtain a police report regarding this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

New Mexico residents, in addition to the rights set forth above, you have additional rights under the Fair Credit Reporting and Identity Security Act (NMSA 1978, § 56-3A-1).

New York Residents: the Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.

North Carolina residents may wish to review information provided by the North Carolina Attorney General at <http://www.ncdoj.gov/Help-for-Victims/ID-Theft-Victims.aspx>, by calling 877-566-7226, or writing to 9001 Mail Service Center, Raleigh, North Carolina 27699.

Rhode Island residents may request additional information by contacting the Rhode Island, Office of the Attorney General, 150 South Main Street, Providence, Rhode Island 02903, (401) 274-4400. You also have the right to file or obtain a police report regarding this incident. Approximately ninety (90) Rhode Island residents were affected in this breach.

Washington D.C. residents may request additional information by contacting the Washington D.C. Office of the Attorney General at <https://oag.dc.gov/> or by calling 202-727-3400 or 202-442-9828.

SCHEDULE A

Direct and Indirect Subsidiaries

PT Intermediate Holding, Inc.	Personal-Touch Home Care of N.Y., Inc.
Personal-Touch Home Care of W. Va. Inc.	Personal Touch Home Care of KY, Inc.
PT Hospice of PA Inc.	Personal Touch Home Care of S.E. Mass., Inc.
Personal Touch Care of PA, Inc.	PTS of Westchester, Inc.
Personal Touch Home Care of Ohio, Inc.	Personal-Touch Home Aides of New York, Inc.
Personal Touch Home Care of Baltimore, Inc.	Personal Touch Home Care of Westchester, Inc.
PT Home Services of San Antonio, Inc.	Personal Touch Home Care of Long Island, Inc.
Houston-Personal Touch Home Care, Inc.	Personal Touch Home-Aides, Inc. (PA)
PT Home Services of Dallas, Inc.	Personal Touch Home Care of VA, Inc.
Houston-Personal Touch Home-Aides, Inc.	Personal Touch Hospice of VA, Inc.
Personal Touch Home Care of Indiana, Inc.	Personal Touch Home –Aides, Inc. (MA)
Personal Touch Home Care of Greater Portsmouth, Inc.	Personal Touch Home Aides of VA, Inc.
Personal-Touch Home Care of N.J., Inc.	Personal Touch Home Care of Mass., Inc.
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<<First>> <<Last>>
<<Address1>>
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Dear <<First>> <<Last>>:

Personal Touch Holding Corp. (the "Company")¹ is hereby providing you with a notification regarding a breach that may have affected your personally identifiable information and protected health information.

WHAT HAPPENED:

On January 27, 2021, the Company discovered it suffered a cybersecurity attack on its private cloud hosted by its managed service providers. We believe the cybersecurity attack occurred on or about January 20, 2021 through January 27, 2021. Upon discovery of the breach on January 27th, the Company retained outside counsel and independent forensic experts to begin an investigation. While the investigation is ongoing, and we cannot confirm the extent to which your data was compromised, we are notifying you that the breach occurred, in our efforts to comply with the applicable state data breach notification laws.

WHAT INFORMATION WAS INVOLVED:

The Company's private cloud stored business records of the Company and its direct and indirect subsidiaries where personally identifiable information and protected health information is contained. This information may include first and last name, address, telephone numbers, date of birth, Social Security numbers (including dependent and spouse Social Security numbers), driver's license number, passport numbers, birth certificates, background and credit reports, demographic information, usernames and passwords used at the Company, personal email addresses, fingerprints, insurance card and health and welfare plan benefit numbers, retirement benefits information, medical treatment information, check copies, and other financial information necessary for payroll.

¹ A list of the direct and indirect subsidiaries is listed on Schedule A on page 4 of this notification.

WHAT WE ARE DOING:

Upon discovering the breach, the Company retained a team of third-party forensic technical experts to investigate the origins and scope of the breach. The Company also notified the Federal Bureau of Investigations ("FBI") of the breach. Pursuant to applicable law, we will be notifying state regulators as required.

In addition, we are offering identity theft protection services through IDX, the data breach and recovery services expert. IDX identity protection services include: 24 months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed id theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised.

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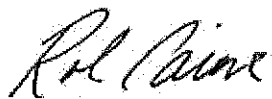
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Sincerely,
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By:



Name: Robert Caione
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We recommend that you remain vigilant for an incident of fraudulent activity and/or identify theft by monitoring your account statements, explanation of benefits, and free credit monitoring reports closely. We recommend that you obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can access the request form at <https://www.annualcreditreport.com/requestReport/requestForm.action>. You can also elect to purchase a copy of your credit report by contacting one of the three national credit-reporting agencies. Contact information for the three national credit-reporting agencies for requesting a copy of your credit report or for general inquiries is provided below:

Equifax

(866) 349-5191
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian

(888) 397-3742
www.experian.com
P.O. Box 2002
Allen, TX 75013

TransUnion

(800) 888-4213
www.transunion.com
2 Baldwin Place
P.O. Box 1000
Chester, PA 19016

The FTC also suggests that you request that all three credit reports be sent to you, free of charge, for your review. Even if you do not find any suspicious activity on your initial credit reports, the FTC recommends that you check your credit reports periodically. In some states, you have the right to put a security freeze on your credit file. A security freeze (also known as a credit freeze) makes it harder for someone to open a new account in your name. It is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to apply for a new credit card, wireless phone, or any service that requires a credit check. You must separately place a security freeze on your credit file with each credit reporting agency. To place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement, or insurance statement. There is no charge to request a security freeze or to remove a security freeze. If you believe you are the victim of identity theft, you should contact your local law enforcement, Attorney General's Office and/or the Federal Trade Commission. You can file a report or obtain a report from your local law enforcement. You can also obtain from these sources more information about steps that you can take to avoid identify theft and information about fraud alerts and security freezes. Contact information for the Federal Trade Commission is Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580, 1-877-IDTHEFT (1-877-438-4338), <https://www.ftc.gov/> or <http://www.ftc.gov/idtheft>.

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