



SIMPLY DENTAL MANAGEMENT

March 10, 2022

VIA Certified Mail

NAME
ADDRESS

26151

Dear Sir or Madam:

This notice is sent to you to report an incident in which your personal information was exposed to an unauthorized third party. Simply Dental Management, Inc. ("Simply Dental" or the "Company"), provides financial and claims management services to several dental practices in your area. In December 2021, Simply Dental learned that a former employee, without authorization and after the employment relationship ceased, logged into a resource that contained historical fax transmittal sheets reflecting patient and payment authorization information. You are receiving this letter because your credit card information was present on one of the fax transmittal sheets the former employee accessed without authorization. Your social security number was not involved in this event.

Simply Dental has been in close contact with the software developer for the system that contained the fax transmittal sheets. The logging information supplied by the developer indicates that the former employee accessed the fax transmittal sheets between September 28, 2021 and December 21, 2021. During that time, the former employee could have copied your credit card information.

Simply Dental notified law enforcement of this event and an investigation is on-going. If you have any information that might assist the investigation, please contact Detective Benjamin Stickney at the Hopkinton, Massachusetts Police Department, at bstickney@hopkintonpd.org.

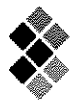
We are providing this notice to you so that you can take steps to monitor your credit activity, report any suspicious activity, and take any additional action you believe is necessary. You may also consider placing a fraud alert on your credit file, reviewing credit reports for suspicious activity, and reviewing credit card and other financial account information for unauthorized activity.

Under some states' laws, you have the right to obtain any police report filed in regard to 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.

87 Elm Street, Suite 302
Hopkinton, MA 01748

508-293-1446
info@simplydentalmanagement.com

www.simplydentalmanagement.com



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States' laws also allow individuals to place a security freeze on their credit reports. A security freeze prohibits a credit reporting authority from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing or other services.

There is no cost to you to place a security freeze in the first instance. If you have been a victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze.

To place a security freeze on your credit report, you must send a written request to **each** of the three major consumer reporting agencies: Equifax (www.equifax.com); Experian (www.experian.com); and TransUnion (www.trnunion.com) by regular, certified or overnight mail at the addresses below:

Equifax Security Freeze
P.O. Box 105788
Atlanta, GA 30348

Experian Security Freeze
P.O. Box 9554
Allen, TX 75013

TransUnion Security Freeze
Fraud Victim Assistance Department
P.O. Box 2000
Chester, PA 19022-2000

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security Number;
3. Date of birth;
4. If you have moved in the last five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address such as a current utility bill or telephone bill;
6. A legible copy of a government issued identification card (state driver's license or ID card, military identification, etc.);
7. 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;

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TransUnion®, including fraud alerts, new inquiries, new accounts, new public records, late payments, change of address and more. The service also includes the ability to lock and unlock your TransUnion credit report online, access to identity restoration services that provides assistance in the event your identity is compromised to help you restore your identity and up to \$1,000,000 in identity theft insurance with no deductible. (Policy limitations and exclusions may apply.)

You can sign up for the *myTrueIdentity* online Credit Monitoring service anytime between now and **May 31, 2022**. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have credit file at TransUnion®, or an address in the United States (or its territories) and a valid Social Security number, or are under the age of 18. Enrolling in this service will not affect your credit score.

If you have questions about your *myTrueIdentity* online credit monitoring benefits, need help with your online enrollment, or need help accessing your credit report, or passing identity verification, please contact the *myTrueIdentity* Customer Service Team toll-free at: 1-844-787-4607, Monday-Friday: 8am- 9pm, Saturday-Sunday: 8am-5pm Eastern time.

We apologize for any inconvenience this has caused you. If you have any questions or concerns about this incident, please contact Maria Matracia at 508-589-3133 or mmatracia@simplydentalmanagement.com.

Very truly yours,

Simply Dental Management

Encl. (TransUnion Instructions)

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The credit reporting agencies have three (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 five (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 in order 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 three (3) business days after receiving your 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 three (3) business days after receiving your request to remove the security freeze.

Complimentary Credit Monitoring Service

As a safeguard, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service (*myTrueIdentity*) for twelve months provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies.

To enroll in this service, go directly to the *myTrueIdentity* website at **www.mytrueidentity.com** and in the space referenced as “Enter Activation Code”, enter the following unique 12-letter Activation Code: (CODE) and follow the three steps to receive your credit monitoring service online within minutes.

If you do not have access to the Internet and wish to enroll in a similar offline, paper based, credit monitoring service, via U.S. Mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at **1-855-288-5422**. When prompted, enter the following 6-digit telephone pass code **699511** and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

Once you are enrolled, you will be able to obtain twelve months of unlimited access to your TransUnion credit report and VantageScore® credit score by TransUnion. The daily credit monitoring service will notify you if there are any critical changes to your credit file at

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