

P.O Box 989728 West Sacramento, CA 95798-9728 To Enroll, Please Call: (833) 423-2939 Or Visit:

https://response.idx.us/pbo
Enrollment Code: <<Enrollment Code>>

<<First Name>> <<Last Name>> <<Address1>> <<Address2>> <<City>>, <<State>> <<Zipcode>>

September 23, 2022

Re: Notice of Data Security Incident

Dear <<First Name>> <<Last Name>>,

I am writing to inform you of a data security incident experienced by Physician's Business Office, Inc. ("PBO"), that may have involved your personal and protected health information. PBO provides medical practice management and administrative services for <<Variable Text 1 - Provider>>. The privacy of individuals' information is very important to PBO. That is why I am writing to notify you of this incident and to provide information about steps you can take to help protect your information.

What Happened? In April 2022, PBO became aware of unusual activity within its computer environment. After taking steps to secure its network with the help of its information technology provider, PBO hired a leading, independent digital forensics and incident response firm to investigate what happened and to help identify whether any sensitive information may have been involved. PBO subsequently determined that certain information on PBO's computer systems may have been accessed or acquired by an unknown individual, including personal and protected health information in files that PBO maintained in the course of its services for <<a href="Variable Text 2">Variable Text 2</a> - Provider Short Name>>. PBO worked diligently to identify the potentially affected individuals and to collect up-to-date mailing addresses for purposes of providing notification. PBO completed that process on June 30, 2022, and provided notice of the incident to <</a> variable Text 2 - Provider Short Name>> on July 26, 2022. After consulting with <</a> variable Text 2 - Provider Short Name>>, PBO arranged for this letter to be sent. PBO is not aware of any misuse of the information that may have been impacted.

What Information Was Involved? The information that may have been involved in this incident includes your name, home address, date of birth, Social Security number, driver's license number, medical treatment and diagnosis information, disability code, prescription information and health insurance account information.

What Are We Doing? As soon as PBO discovered the incident, it took the steps described above, including hiring an external cybersecurity firm to conduct an investigation. PBO has also implemented several measures in its computer system to increase the security of the information it stores and reduce the likelihood of a similar incident happening again. In addition, we are offering you complimentary credit monitoring and identity theft protection services through IDX, a data breach and recovery services expert. IDX identity protection services include: <<12 months/24 months>> of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services. With this protection, IDX will help you resolve issues if your identity is compromised. Please note that the deadline to enroll is December 23, 2022.

What You Can Do: PBO encourages you to follow the recommendations at the end of this letter to help protect your information. We also encourage you to contact IDX with any questions and to enroll in the free credit monitoring and identity protection services by calling (833) 423-2939 or going to <a href="https://response.idx.us/pbo">https://response.idx.us/pbo</a> and using the Enrollment Code provided above.

For More Information: If you have any questions about this letter, please call (833) 423-2939, Monday through Friday from 9 am - 9 pm Eastern Time. IDX representatives have been fully versed on the incident and can answer questions or concerns you may have regarding the protection of your information.

PBO is taking this matter extremely seriously. Please accept our sincere apologies and know that we deeply regret any worry or inconvenience that this may cause you.

Sincerely,

Jeff Matheny, President

Physician's Business Office, Inc.

Hyp R Wathan

## Steps You Can Take to Protect Your Personal Information

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

Copy of Credit Report: You may 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 1-877-322-8228, 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 also can contact one of the following three national credit reporting agencies:

Equifax P.O. Box 105851 Atlanta, GA 30348 1-800-525-6285 www.equifax.com

Experian P.O. Box 9532 Allen, TX 75013 1-888-397-3742 www.experian.com

**TransUnion** P.O. Box 1000 Chester, PA 19016 1-800-916-8800 www.transunion.com

Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at http://www.annualcreditreport.com.

Security Freeze: You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze 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 obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order 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.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

**Federal Trade Commission** 

600 Pennsylvania Ave, NW Washington, DC 20580 consumer.ftc.gov, and https://files.consumerfinance.gov/f/documents/ bcfp consumer-rights-summary 2018-09.pdf 1-877-438-4338

North Carolina Attorney General

9001 Mail Service Center Raleigh, NC 27699 ncdoj.gov 877-566-7226 (Toll-free within North Carolina) 919-716-6000

West Virginia Attorney General Consumer Protection & Anti-Trust Division

P.O. Box 1789 Charleston, WV 25326 Fax: (304) 558-0184

Attorney General Dave Yost

General

Consumer Protection Division 30 E Broad Street, 14th Floor Columbus, OH 43215

Ohio Office of the Attorney

**New York Attorney General** 

Bureau of Internet and **Technology Resources** 28 Liberty Street New York, NY 10005 1-212-416-8433

California Department of Justice Office of the Attorney General

Attn: Public Inquiry Unit P.O. Box 944255 Sacramento, CA 94244-2550 Maryland Attorney General 200 St. Paul Place Baltimore, MD 21202 oag.state.md.us 1-888-743-0023

Rhode Island Attorney General 150 South Main Street Providence, RI 02903 http://www.riag.ri.gov 1-401-274-4400 Washington D.C. Attorney General 441 4th Street, NW Washington, DC 20001 oag.dc.gov 1-202-727-3400

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit <a href="https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf">https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf</a>.