



<<MemberFirstName>> <<MemberLastName>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<Zip Code>>

<<Date>> (Format: Month Day, Year)

Dear <<MemberFirstName>> <<MemberLastName>>,

We are writing to inform you of a data security incident at Thomasville Eye Center that may have involved your personal information, including your name and Social Security number. We take the security of your personal information very seriously, and sincerely apologize for any inconvenience this incident may cause. This letter contains information about steps you can take to protect yourself, and resources we are making available to help you.

On August 8, 2016, we discovered that an employee accessed a patient's record and then without permission, opened an unauthorized credit account using the patient's personal information. We immediately opened an internal investigation, which included taking steps to determine what other records that employee may have accessed and what information was contained in those records. As a result of that investigation, we determined that the one employee known to be involved, in the course of performing standard practice duties, accessed records containing names, addresses, dates of birth, Social Security numbers, and medical billing information.

Although the records likely were appropriately accessed in connection with providing patient services, and there is no indication that any patient information has been misused other than the single unauthorized credit account that has been discovered, to help relieve concerns and restore confidence following this incident, we have secured the services of Kroll to provide identity monitoring at no cost to you for one year. Kroll is a global leader in risk mitigation and response, and their team has extensive experience helping people who have sustained an unintentional exposure of confidential data. Your identity monitoring services include Credit Monitoring, Identity Consultation, and Identity Restoration.

Visit [kroll.idMonitoringService.com](http://kroll.idMonitoringService.com) to enroll and take advantage of your identity monitoring services.

Membership Number: [REDACTED]

To receive credit services by mail instead of online, please call 1-877-309-9839. Additional information describing your services is included with this letter. Your deadline to enroll is December 28, 2016.

We take the security of our patients' information very seriously, and we took immediate steps in response to discovering this event, including firing the employee and notifying law enforcement. We are continuing to cooperate with law enforcement's investigation. In addition, we have taken steps to prevent a similar event from occurring in the future, including restricting the number of employees authorized to process credit applications, masking patient Social Security numbers, monitoring and auditing of credit applications, and restricting staff access to financial information. Additionally, as an additional security measure, we no longer take Care Credit Card payments over the phone, and we are retraining staff regarding the protection of personal information.

We sincerely regret any inconvenience or concern that this matter may cause you, and remain dedicated to protecting your information. If you have any questions or concerns, please call 1-877-309-9839, Monday through Friday, 9:00 a.m. to 6:00 p.m. Eastern.

Sincerely,

Louise Barwick  
Practice Administrator



## TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You've been provided with access to the following services<sup>1</sup> from Kroll:

### **Credit Monitoring through TransUnion**

You'll receive alerts when there are changes to your credit data—for instance, when a new line of credit is applied for in your name. If you do not recognize the activity, you'll have the option to call a Kroll investigator, who can help you determine if it's an indicator of identity theft.

### **Identity Consultation**

You have unlimited access to consultation with a dedicated licensed investigator at Kroll. Support includes showing you the most effective ways to protect your identity, explaining your rights and protections under the law, assistance with fraud alerts, and interpreting how personal information is accessed and used, including investigating suspicious activity that could be tied to an identity theft event.

### **Identity Restoration**

If you become a victim of identity theft, an experienced licensed investigator will work on your behalf to resolve related issues. You will have access to a dedicated investigator who understands your issues and will do most of the work for you. Your investigator can dig deep to uncover all aspects of the identity theft, and then work to resolve it.

<sup>1</sup> Kroll's activation website is only compatible with the current version or one version earlier of Internet Explorer, Chrome, Firefox, and Safari.

To receive credit services, you must be over the age of 18 and have established credit in the U.S., have a Social Security number in your name, and have a U.S. residential address associated with your credit file.

## Additional Important Information

### For residents of Hawaii, Michigan, Missouri, Virginia, Vermont, and North Carolina:

It is recommended by state law that you remain vigilant for incidents of fraud and identity theft by reviewing credit card account statements and monitoring your credit report for unauthorized activity.

### For residents of Illinois, Iowa, Maryland, Missouri, North Carolina, Oregon, and West Virginia:

It is required by state laws to inform you that you may obtain a copy of your credit report, free of charge, whether or not you suspect any unauthorized activity on your account. You may obtain a free copy of your credit report by contacting any one or more of the following national consumer reporting agencies:

<b>Equifax</b> P.O. Box 105139 Atlanta, GA 30374 1-800-685-1111 www.equifax.com	<b>Experian</b> P.O. Box 2002 Allen, TX 75013 1-888-397-3742 www.experian.com	<b>TransUnion</b> P.O. Box 1000 Chester, PA 19022 1-800-888-4213 www.transunion.com
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You may also obtain a free copy of your credit report online at [www.annualcreditreport.com](http://www.annualcreditreport.com), by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at [www.annualcreditreport.com](http://www.annualcreditreport.com)) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

### For residents of Iowa:

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

### For residents of Oregon:

State laws advise you to report any suspected identity theft to law enforcement, as well as the Federal Trade Commission.

### For residents of Maryland, Illinois, and North Carolina:

You can obtain information from the Maryland and North Carolina Offices of the Attorneys General and the Federal Trade Commission about fraud alerts, security freezes, and steps you can take toward preventing identity theft.

<b>Maryland Office of the Attorney General</b> Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202 1-888-743-0023 www.oag.state.md.us	<b>North Carolina Office of the Attorney General</b> Consumer Protection Division 9001 Mail Service Center Raleigh, NC 27699-9001 1-877-566-7226 www.ncdoj.gov	<b>Federal Trade Commission Consumer Response Center</b> 600 Pennsylvania Avenue, NW Washington, DC 20580 1-877-IDTHEFT (438-4338) www.ftc.gov/bcp/edu/microsites/idtheft
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### For residents of Massachusetts:

It is required by state law that you are informed of your right to obtain a police report if you are a victim of identity theft.

### For residents of all states:

**Fraud Alerts:** You can place fraud alerts with the three credit bureaus at one of the three major credit bureaus by phone and also via Experian's or Equifax's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit. The contact information for all three credit bureaus is below.

**Monitoring:** You should always remain vigilant and monitor your accounts for suspicious or unusual activity.

**Security Freeze:** You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, or regular stamped mail, or by following the instructions found at the websites listed below. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. The consumer reporting agency may charge a small fee to place, lift, or remove a freeze, but is free if you are a victim of identity theft or the spouse of a victim of identity theft, and you have submitted a valid police report relating to the identity theft incident to the consumer reporting agency. You may obtain a security freeze by contacting any one or more of the following national consumer reporting agencies:

<b>Equifax Security Freeze</b> P.O. Box 105788 Atlanta, GA 30348 www.equifax.com/help/credit-freeze/en_cp	<b>Experian Security Freeze</b> P.O. Box 9554 Allen, TX 75013 www.experian.com/freeze	<b>TransUnion (FVAD)</b> P.O. Box 2000 Chester, PA 19022 www.transunion.com
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More information can also be obtained by contacting the Federal Trade Commission listed above.