



Return Mail Processing Center  
P.O. Box 6336  
Portland, OR 97228-6336

<<mail id>>  
<<Name1>>  
<<Address1>>  
<<Address2>>  
<<City>><<State>><<Zip>>

<<Date>>

**Re: Notice of Data Breach**

Dear <<Name 1>>:

We are writing to inform you of a recent event that may affect the security of your personal information. While we are unaware of any actual or attempted misuse of your personal information, out of an abundance of caution, we are providing you with information about the incident, steps we are taking in response, and steps you can take to protect against fraud should you feel it is appropriate.

**What Happened?** On September 11, 2016, we were notified by our billing and software companies that their Amazon “S3” storage account was vulnerable because it was accessible to persons outside their organization, and that a security researcher who works for a software company accessed and downloaded information from the account. This storage account contained, among other things, protected health information of certain Silver Creek Fitness & Physical Therapy, Silver Creek Physical Therapy Gilroy, Silver Creek Physical Therapy Sunnyvale, and Silver Creek Physical Therapy Los Gatos patients. The billing and software companies immediately took steps to secure the storage account and launched an investigation to determine whether any sensitive information was accessed or acquired. They determined that the storage account was vulnerable from May, 2016 to September 11, 2016. However, we have no indication that any fraud has resulted from this incident.

**What Information Was Involved?** While we have no indication that any fraud has resulted from this incident, we have confirmed that the data affected by this incident possibly included your name, Medicare number, prescription, date of birth, treatment location, treatment date, Social Security number, drivers license number, and progress notes. This information may have been downloaded by the security researcher on or around September 10, 2016 and may have been accessible to individuals who were able to access the “S3” account.

**What We Are Doing.** We take the security of information in our care very seriously. We are in communication with the billing and software companies to ensure that access to the storage account is restricted and that proper access credentials are in place. We have also confirmed that the security researcher deleted all the information downloaded. We are providing notice of this incident to all potentially impacted individuals.

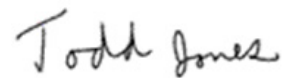
We have arranged with Equifax Personal Solutions to help you protect your identity and your credit information at no cost to you. The steps to enroll are included in the attached Privacy Safeguards.

We are also providing notice of this incident to certain state regulators, consumer reporting agencies and the Department of Health and Human Services.

**What You Can Do.** Please review the enclosed Privacy Safeguards Information for additional information on how to better protect against identity theft and fraud.

**For More Information.** We are very sorry for any inconvenience or concern this incident causes you. The security of your information is a priority to us. Should you have any questions about the content of this letter or ways you can better protect yourself from the possibility of identity theft, please call our dedicated assistance line at 844-723-9343 between 6:00 am and 6:00 pm PST, Monday through Friday, excluding major holidays.

Sincerely,

A handwritten signature in black ink that reads "Todd Jones". The signature is written in a cursive, slightly slanted style.

Todd Jones  
Co-Founder and Owner  
Silver Creek Fitness & Physical Therapy

## PRIVACY SAFEGUARDS

Equifax Credit Watch will provide you with an “early warning system” to changes to your credit file and help you to understand the content of your Equifax credit file. The key features and benefits are listed below.

Equifax Credit Watch provides you with the following benefits:

- Comprehensive credit file monitoring of your Equifax credit report with daily notification of key changes to your credit file.
- Wireless alerts and customizable alerts available
- One copy of your Equifax Credit Report™
- \$25,000 in identity theft insurance with \$0 deductible, at no additional cost to you†
- 24 by 7 live agent Customer Service to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance and in initiating an investigation of inaccurate information.
- 90 day Fraud Alert placement with automatic renewal functionality\*

### How to Enroll

To sign up online for **online delivery** go to [www.myservices.equifax.com/silver](http://www.myservices.equifax.com/silver)

1. **Welcome Page:** Enter Activation Code: <<Code>> and click the “Submit” button.
2. **Register:** Complete the form with your contact information (name, gender, home address, date of birth, Social Security Number and telephone number) and click the “Continue” button.
3. **Create Account:** Complete the form with your email address, create a User Name and Password, check the box to accept the Terms of Use and click the “Continue” button.
4. **Verify ID:** The system will then ask you up to four security questions to verify your identity. Please answer the questions and click the “Submit Order” button.
5. **Order Confirmation:** This page shows you your completed enrollment. Please click the “View My Product” button to access the product features.

Silver Creek Fitness & Physical Therapy encourages everyone to remain vigilant against incidents of identity theft and financial loss by:

- **Reviewing account statements, medical bills, and health insurance statements** regularly for suspicious activity, to ensure that no one has submitted fraudulent medical claims using your name and address. Report all suspicious or fraudulent charges to your account and insurance providers. If you do not receive regular Explanation of Benefits statements, you can contact your health plan and request them to send such statements following the provision of services.
- **Ordering and monitoring your credit reports** for suspicious activity. Under U.S. law, everyone is entitled to one free credit report annually from each of the three major credit bureaus. To order a free credit report, visit <http://www.annualcreditreport.com>/or call, toll-free, 1-877-322-8228. Individuals may also contact the three major credit bureaus directly to request a free copy of their credit report:

Equifax	Experian	TransUnion
P.O. Box 105069	P.O. Box 2002	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19022
800-525-6285	888-397-3742	800-680-7289
<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.transunion.com">www.transunion.com</a>

- **Placing a “fraud alert” on your credit file.** A “fraud alert” will tell creditors to take additional steps to verify your identity prior to granting credit in your name; however, because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the credit bureaus verify your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your files. You may use the contact information listed above to contact the major credit bureaus and place a “fraud alert” on your credit report.
- **Placing a “security freeze” on your credit file,** that prohibits a credit reporting agency from releasing any information from your credit report without your written authorization but may delay, interfere with, or prevent the timely approval of any requests for new credit. If you have been a victim of identity theft, and provide the credit reporting agency with a valid police report, the credit reporting agency cannot charge to place, lift or remove a security freeze. In all other cases, a credit agency may charge you a fee to place, temporarily lift, or permanently remove a security freeze. You must contact each of the credit reporting agencies separately to place a security freeze on your credit file:

Equifax Security Freeze  
P.O. Box 105788  
Atlanta, GA 30348  
1-800-685-1111  
(NY residents please call  
1-800-349-9960)  
[http://www.equifax.com/help/  
credit-freeze/en\\_cp](http://www.equifax.com/help/credit-freeze/en_cp)

Experian Security Freeze  
P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742  
[https://www.experian.com/freeze/  
center.html](https://www.experian.com/freeze/center.html)

TransUnion Fraud Victim Assistance  
P.O. Box 2000  
Chester, PA 19022  
Fraud Division  
888-909-8872  
[http://www.transunion.com/  
credit-freeze/place-credit-freeze](http://www.transunion.com/credit-freeze/place-credit-freeze)

- **Educating yourself further** on identity theft, fraud alerts, and the steps one can take to protect against identity theft and fraud by contacting the Federal Trade Commission or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; [www.ftc.gov/idtheft/](http://www.ftc.gov/idtheft/); 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. **For Maryland residents**, the Attorney General can be reached at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and [www.oag.state.md.us](http://www.oag.state.md.us). **For North Carolina residents**, the Attorney General can be contacted by mail at 9001 Mail Service Center, Raleigh, NC 27699-9001; toll-free at 1-877-566-7226; by phone at 1-919-716-6400; and online at [www.ncdoj.gov](http://www.ncdoj.gov). Instances of known or suspected identity theft should also be reported to law enforcement.
- **Reporting suspicious activity or incidents of identity theft and fraud** to local law enforcement.