Beverly Hills Plastic Surgery
c/o Cyberscout
1 Keystone Ave., Unit 700
Cherry Hill, NJ 08003
DB-07868

Sample Name
Sample Address
Sample City, State, Zip

August 30, 2023

Subject: Notice of Data Breach

Dear Name:

I am writing to inform you of a recent data security incident experienced by Beverly Hills Plastic Surgery ("BHPS") that may have affected your personal information. Please read this letter carefully as it contains information regarding the incident and steps you can take to help protect your information.

What Happened? On or around June 16, 2023, BHPS discovered unusual activity in our digital environment. We immediately took steps to secure our digital environment and engaged a dedicated team of external cybersecurity experts to assist us in responding to and investigating the incident. As a result of the investigation, we learned that an unauthorized actor may have acquired certain files and data stored within our systems. We thereafter launched a comprehensive review of all potentially affected information to identify the individuals and information involved. On August 10, 2023, we completed a comprehensive review of the impacted data potentially containing personal information which identified your information as potentially involved. We then took steps to notify you of the incident as quickly as possible.

What Information Was Involved? The potentially affected information includes your name and Medical Information.

What Are We Doing? As soon as BHPS discovered this incident, we took the steps described above. In addition, we have implemented additional measures to further enhance the security of our environment in the effort to minimize the risk of a similar incident occurring in the future.

What You Can Do: Following this letter you will find information about steps you can take to protect your personal information, including placing a Fraud Alert and Security Freeze on your credit files and obtaining a free credit report. Additionally, you should always remain vigilant in reviewing your financial account statements and credit reports for fraudulent or irregular activity on a regular basis.

For More Information: Further information about how to protect your personal information appears on the following page. If you have questions about the incident, please call our dedicated call center at 1-800-405-6108 from 8:00 a.m. ET to 8:00 p.m. ET, Monday through Friday, excluding holidays. The call center representatives are fully versed on this incident and can answer questions that you may have.

Please be assured that BHPS takes the privacy and security of all personal information within its possession very seriously. We hope you will accept our sincere apologies and know that BHPS deeply regrets any worry or inconvenience that this may cause you.

Sincerely,

Dr. David Kim

David Kim, M.D.
Beverly Hills Plastic Surgery
436 N. Bedford Dr, Suite 305
Beverly Hills, CA 90210

STEPS YOU CAN TAKE TO HELP PROTECT YOUR 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	**Experian**	**TransUnion**
P.O. Box 105851	P.O. Box 9532	P.O. Box 2000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19016
1-800-525-6285	1-888-397-3742	1-800-916-8800
www.equifax.com	www.experian.com	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 at no cost. A security freeze will stay on your credit report until you remove it, and 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	**Maryland Attorney General**	**New York Attorney General**
600 Pennsylvania Ave, NW	200 St. Paul Place	Bureau of Internet and Technology Resources
Washington, DC 20580	Baltimore, MD 21202	28 Liberty Street
consumer.ftc.gov, and	marylandattorneygeneral.gov	New York, NY 10005
www.ftc.gov/idtheft	1-888-743-0023	1-212-416-8433
1-877-438-4338		

North Carolina Attorney General	**Rhode Island Attorney General**	**Washington D.C. Attorney General**
9001 Mail Service Center	150 South Main Street	441 4th Street, NW
Raleigh, NC 27699	Providence, RI 02903	Washington, DC 20001
ncdoj.gov	http://www.riag.ri.gov	oag.dc.gov
1-877-566-7226	1-401-274-4400	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 https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf.