



**Advantage Dental**  
 442 SW Umatilla Ave, Ste 200  
 Redmond, OR 97756-7039

March 18, 2015

##A8920-L02-0123456 0001 00000001 \*\*\*\*\*3-DIGIT 123

PARENT OR GUARDIAN OF SAMPLE A SAMPLE

APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



RE: Unauthorized Access to Advantage Dental Database

Dear Parent or Guardian of Sample A Sample:

I am writing to inform you that your child's personal information may have been on a database that was accessed by an unauthorized person between February 23, 2015 and February 26, 2015. We do not have any evidence that identity theft has occurred. It is possible that someone may have illegally accessed your child's personal information. The information may have included your child's name, address, phone number, date of birth, and social security number. We are offering you free access to experts who are ready and able to assist you and your child.

We learned of the illegal access on February 26, 2015. A regular security review showed activity that was not normal. Further investigation showed that an unauthorized person accessed the database that stored your child's information. We reacted as soon as possible. We have been working with law enforcement to investigate. We will take the necessary steps to protect your child's information.

These steps include looking at how we protect our systems. We maintain the necessary safeguards to protect against improper access. Criminals actively use criminal software to get around these safeguards. We made changes to further defend against these attacks. I can assure you that protecting your child's information will continue to be important to our mission to provide excellent patient care services.

**What We Are Doing to Protect Your Child's Information**

Securing your child's personal information is important to us. To help you detect the possible misuse of the minor's information, we are providing you, the parent or guardian, with a free two year membership in Family Secure<sup>®</sup> from Experian. Family Secure monitors your Experian credit report to notify you of key changes. In addition, Family Secure will tell you if the minor has a credit report, a potential sign that his or her identity has been stolen.

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(OVER PLEASE)

**BETTER CARE • BETTER ACCESS • BETTER VALUE**

A8920-L02

442 SW Umatilla Ave., Suite 200 • Redmond, OR 97756

www.AdvantageDental.com

To receive the free Family Secure Product, you as the parent must enroll at the web site with your activation code listed below. This activation code can only be used by the parent or guardian of the minor. Please keep in mind that once activated, the code cannot be re-used for another enrollment.

If your child is a victim of fraud, simply call Experian at 866-271-3084 and a dedicated Identity Theft Resolution agent will help you restore your child's identity. The call center's hours are 6:00am to 6:00pm (PDT) Monday to Friday, and 8:00am to 5:00pm (PDT) on Saturday and Sunday. Please provide the engagement number in this letter as proof of eligibility.

### **Activate Family Secure Now in Three Easy Steps**

1. ENSURE That You Enroll By: March 12, 2016 (Your code will not work after this date)
2. VISIT the Family Secure Web Site to Enroll: [www.familysecure.com/enroll](http://www.familysecure.com/enroll)
3. PROVIDE: Your Activation Code: ABCDEFGHIJKL

If you have questions or need an alternative to enrolling online, please call 866-271-3084 and provide your engagement number: PC92755.

### **What Features Does Your 24-Month Family Secure Membership Include Once Activated?**

#### Parent or Legal Guardian:

- Daily monitoring of your Experian credit report with email notification of key changes, as well as monthly "no-hit" reports.
- 24/7 credit report access: Unlimited, on-demand Experian reports and scores.
- Experian credit score illustrator to show monthly score trending and analysis.

#### Children:

- Monthly monitoring to determine whether enrolled minors in your household have an Experian credit report.
- Alerts of key changes to your children's Experian credit report.

#### All Members:

- Identity Theft Resolution assistance: Toll-free access to US based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help contact credit grantors to dispute charges and close accounts including credit, debit, and medical insurance cards; assist with freezing credit files; contact government agencies.
- \$2,000,000 Product Guarantee.\*

Once your enrollment in Family Secure is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about Family Secure, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 866-271-3084.

We sincerely apologize for this incident, regret any inconvenience it may cause you and encourage you to take advantage of the product outlined above. Should you have questions or concerns regarding this matter and/or the protections available to you, please do not hesitate to contact us at 866-271-3084.

Sincerely,



Thomas Tucker, DMD  
CEO

A8920-L02

\* The Family Service Product Guarantee is not available for individuals who are residents of the state of New York.