



Return Mail Processing
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BioLife Plasma Services L.P.
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SAMPLE A. SAMPLE - L01
APT ABC
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ANYTOWN, US 12345-6789



March 18, 2024

Notice of Data Breach

Dear Sample A. Sample,

On behalf of BioLife Plasma Services L.P. (BioLife), we are sending this letter in follow up to an email you received from us about a recent incident within our scheduling system that may have impacted your personal information.

What Happened

On February 6, 2024, BioLife discovered an increase in the number of log-in attempts on its Donor Scheduling System at biolifeplasma.com/login. A dedicated cybersecurity team immediately investigated the incident and determined that beginning on or about January 31, 2024, the Donor Scheduling System was the victim of a credential stuffing attack.

Credential stuffing is a type of cyberattack in which the attacker collects stolen credentials, typically consisting of username, email address and the corresponding password. The attacker then uses the credentials to gain unauthorized access to user accounts through large-scale automated login requests. Credential stuffing attacks are possible because many users reuse the same username/password combination across multiple accounts.

What Information Was Involved

For some donors, an unauthorized party may have gained access to the information stored in your account, such as your name, full address, birth date, gender, email address, ethnicity, phone number, phone type, the last four digits of reloadable debit card, donation dates, and where applicable, the date of your most recent BioLife physical exam, and My BioLife Rewards loyalty program points information. BioLife is unable to conclude what specific information may have been actually accessed or acquired by the unauthorized party, so we are notifying you out of an abundance of caution. BioLife is aware that the unauthorized party did access and redeem points for some donors based on their ability to access Donor Scheduling System accounts.

What We Are Doing

On February 7, 2024, we issued a password reset for affected donor accounts. We are also taking additional steps to ensure that our scheduling system remains secure. Additionally, BioLife immediately replenished My BioLife Rewards loyalty program points for impacted donors.

What You Can Do

As indicated in our email dated February 13, 2024, BioLife encourages you to immediately change your password used on the Donor Scheduling System if you haven't done so already. If you are using the combination of your email address and password for non-BioLife accounts, you may want to consider changing your password for those accounts.

For More Information

If you have any questions or concerns, please do not hesitate to contact us at 1-833-918-8844. Be prepared to provide engagement number [REDACTED]. We understand the importance of safeguarding your personal information and take that responsibility very seriously.

Thank you,

BioLife Plasma Services L.P.

SUPPLEMENTAL ATTACHMENT

While your Social Security number **was not impacted**, we want to provide you with information to protect your identity.

If you think that your personal information is being improperly used, you can contact local law enforcement to file a police report. You can also contact the Federal Trade Commission (FTC) at 1-877-ID THEFT (877-438-4338), via mail at 600 Pennsylvania Avenue, NW, Washington, DC 20580, or review the information on identity theft promulgated by the FTC at www.ftc.gov/bcp/edu/microsites/idtheft/.

Fraud Alerts

You can obtain information on fraud alerts from the following sources:

- Experian: (888) 397-3742; <https://www.experian.com/fraud/center.html>; National Consumer Assistance, P.O. Box 9554, Allen, TX 75013
- TransUnion: (800) 680-7289; <https://www.transunion.com/fraud-alerts>; Fraud Victim Assistance Department, P.O. Box 2000, Chester, PA 19016-2000
- Equifax: (800) 525-6285; <https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/>. Fraud Victim Assistance Department, Consumer Fraud Division, P.O. Box 105788, Atlanta, GA 30348-5788unau

Security Freeze

You may also place a security freeze on your credit reports, free of charge. Under federal law, you cannot be charged to place, lift, or remove a security freeze.

You must place your request for a freeze with each of the three (3) major consumer reporting agencies: Equifax, Experian, and TransUnion. To place a security freeze on your credit report, you may send a written request by regular, certified, or overnight mail to the addresses below, through each credit bureaus' websites or over the phone, using the contact information below:

- Experian Security Freeze: (888) 397-3742; <https://www.experian.com/freeze/center.html>; P.O. Box 9554, Allen, TX 75013
- TransUnion Security Freeze: (888) 909-8872; <https://www.transunion.com/credit-freeze>; P.O. Box 160, Woodlyn, PA 19094
- Equifax Security Freeze: (800) 349-9960; <https://www.equifax.com/personal/credit-report-services/credit-freeze/>; P.O. Box 105788, Atlanta, GA 30348

In order to request a security freeze, you will need to provide some or all of the following information to the credit reporting agency, depending on whether you do so online, by phone, or by mail:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, the addresses where you have lived during the prior five (5) years;
5. Proof of current address, such as a current utility bill, telephone bill, rental agreement, or deed;
6. A legible photocopy of a government issued identification card (state driver's license or ID card, military identification, etc.);
7. Social Security card, pay stub, or W2;

8. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

Obtaining a Free Credit Report.

Under federal law, you are entitled to one free credit report every twelve (12) months from each of the above three (3) major nationwide credit reporting companies. Call 1-877-322-8228 or request your free credit reports online at www.annualcreditreport.com. Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

State-Specific Information

For District of Columbia residents: The District of Columbia Attorney General may be reached at: 400 6th Street NW, Washington, D.C., 200001; www.oag.dc.gov; and 1-202-727-3400.

For Iowa residents: Iowa residents should report any suspected identity theft incidents to local law enforcement or the Iowa Attorney General. The Iowa Attorney General may be reached at: 1305 E. Walnut Street, Des Moines, Iowa, 50319; consumer@ag.iowa.gov; iowaattorneygeneral.gov; and 1-888-777-4590.

For Maryland residents: The Maryland Attorney General may be reached at 200 St. Paul Place, Baltimore, MD 21202; oag.state.md.us; and 1-888-743-0023.

For Massachusetts residents: Under Massachusetts law, individuals have the right to obtain any police report filed in regard to this event.

For Rhode Island residents: The Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; www.riag.ri.gov; and 1-401-274-4400. Under Rhode Island law, individuals have the right to obtain any police report filed in regard to this event. Fees may be required to be paid to the consumer reporting agencies. There are approximately 34 Rhode Island residents impacted by this incident.

For New York residents: You may obtain information about preventing identity theft from the New York Attorney General's Office: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; <https://ag.ny.gov/consumer-frauds-bureau/identity-theft>; Telephone: 800-771-7755.

For North Carolina residents: You may obtain information about preventing identity theft from the North Carolina Attorney General's Office: Office of the Attorney General of North Carolina, Consumer Protection Division, 9001 Mail Service Center, Raleigh, NC 27699-9001, www.ncdoj.gov/, Telephone: 877-566-7226 (Toll-free within North Carolina), 919-716-6000.

For Oregon residents: The Oregon Attorney General may be reached at 1162 Court Street NE, Salem, Oregon, 97301; doj.state.or.us; and 1-877-877-9392.