



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

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country>>

<<b2b_text_1 (Notice of Data Breach)>>

Dear <<First_Name>> <<Last_Name>>,

We are writing to inform you of a data security incident that may have impacted some of your personal information. We take the security of your information and any concern this incident may cause very seriously. This letter contains information about actions we have taken to prevent a reoccurrence, and steps you can take to protect your information should you feel a need to do so.

What Happened

Recently, SSK Plastic Surgery discovered that an unknown intruder gained access to some client information and attempted to extort SSK. We immediately notified law enforcement, moved quickly to contain the incident, and engaged cybersecurity experts to conduct a thorough investigation, taking steps to ensure the protection of your personal information. We believe it is likely the intruder only wanted money and not the information on our computers but, in an abundance of caution, we are letting you know that some of your personal information may have been accessed by the intruder.

What Information Was Involved

On January 13, 2025, our investigation revealed that the unknown intruder removed a limited number of documents which may have contained your <<b2b_text_2 (Data Elements)>>.

What We Are Doing

The security of all information in our systems is taken very seriously, and we want to assure you that there are already steps in place to prevent a reoccurrence, including increasing our security posture to address the continually evolving cybersecurity threat.

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 <<Monitoring Term Length (months)>> months. 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, \$1 Million Identity Fraud Loss Reimbursement, Fraud Consultation, and Identity Theft Restoration.

Visit <https://enroll.krollmonitoring.com> to activate and take advantage of your identity monitoring services.

You have until <<b2b_text_6 (ActivationDeadline)>> to activate your identity monitoring services.

Membership Number: <<Membership Number (S_N)>>

For more information about Kroll and your Identity Monitoring services, you can visit info.krollmonitoring.com.

Additional information describing your services is included with this letter.

What You Can Do

Although we have no reports of misuse of your or anyone's information, we encourage you to closely monitor your personal accounts for any suspicious activity and contact your bank should you have any questions, if you feel a need to do so. You may also review the "Additional Important Information" section included with this letter. This section describes additional steps you can take, including recommendations by the Federal Trade Commission (FTC) regarding identity theft protection and details on how to place a fraud alert or security freeze on your credit file.

For More Information

Should you have additional questions, please call (866) 497-8909, Monday through Friday from 6:00 a.m. to 3:30 p.m. Pacific Time, excluding major U.S. holidays. Please have your membership number ready. Protecting your information is important to us. We appreciate your patience and understanding, and we sincerely apologize for any inconvenience or concern this incident may cause you.

Sincerely,

Dr. Sean Kelishadi, MD



TAKE ADVANTAGE OF YOUR IDENTITY MONITORING SERVICES

You have been provided with access to the following services from Kroll:

Single Bureau Credit Monitoring

You will 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 fraud specialist, who will be able to help you determine if it is an indicator of identity theft.

\$1 Million Identity Fraud Loss Reimbursement

Reimburses you for out-of-pocket expenses totaling up to \$1 million in covered legal costs and expenses for any one stolen identity event. All coverage is subject to the conditions and exclusions in the policy.

Fraud Consultation

You have unlimited access to consultation with a Kroll fraud specialist. 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 Theft Restoration

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

Kroll's activation website is only compatible with the current version or one version earlier of Chrome, Firefox, Safari and Edge.

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.

Important Additional Information

Monitoring: You should always remain vigilant for incidents of fraud and identity theft, especially during the next 12-24 months, by reviewing payment card account statements and monitoring your credit reports for suspicious or unusual activity and immediately report any suspicious activity or incidents of identity theft. You have the right to obtain or file a police report. You can contact the Federal Trade Commission (FTC) for more information on preventing identity theft. We encourage you to report any incidents of identity theft to the FTC.

Federal Trade Commission, Consumer Response Center
600 Pennsylvania Ave, NW Washington, DC 20580 1-877-IDTHEFT (438-4338) www.identitytheft.gov

Credit Reports: You may obtain a copy of your credit report, for free, whether or not you suspect any unauthorized activity on your account, from each of the three nationwide credit reporting agencies. To order your free credit report, please visit www.annualcreditreport.com, or call toll-free at 1-877-322-8228. You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available at www.consumer.ftc.gov/articles/0155-free-credit-reports) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

Fraud Alerts: You have the right to place fraud alerts with the three credit bureaus by phone and online with Equifax (https://assets.equifax.com/assets/personal/Fraud_Alert_Request_Form.pdf), Experian (www.experian.com/fraud/center.html) or Transunion (www.transunion.com/fraud-victim-resource/place-fraud-alert). 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. Initial fraud alerts last for one year. Victims of identity theft can also get an extended fraud alert for seven years. The phone numbers for all three credit bureaus are at the bottom of this page.

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 by visiting their websites below or by mail. To place the security freeze for yourself, your spouse, or a minor under the age of 16, you will need to provide your name, address for the past two years, date of birth, Social Security number, proof of identity and proof of address as requested by the credit reporting company. After receiving your freeze request, each credit reporting company will send you a confirmation letter containing a unique PIN (personal identification number) or password, which will be needed to lift the freeze, which you can do either temporarily or permanently. It is free to place, lift, or remove a security freeze.

Equifax Security Freeze

P.O. Box 105788
Atlanta, GA 30348-5788
www.equifax.com/personal/credit-report-services/credit-freeze/
1-866-478-0027

Experian Security Freeze

P.O. Box 9554
Allen, TX 75013-9544
<http://www.experian.com/freeze/center.html>
1-888-397-3742

TransUnion Security Freeze

P.O. Box 160
Woodlyn, PA 19094 www.transunion.com/credit-freeze
1-800-916-8800

For residents of Iowa and Oregon: You are advised to report any suspected identity theft to law enforcement or to the state Attorney General and Federal Trade Commission.

For residents of New Mexico: You are advised to review personal account statements and credit reports, as applicable, to detect errors resulting from the security incident. You have rights under the federal Fair Credit Reporting Act (FCRA). These include, among others, the right to know what is in your file, to dispute incomplete or inaccurate information, and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf or see the contact information for the Federal Trade Commission.

For residents of District of Columbia, Maryland, New York, North Carolina, and Rhode Island:

You can obtain information from the District of Columbia, Maryland, North Carolina, New York, and Rhode Island Offices of the Attorney General and the FTC about fraud alerts, security freezes, and steps you can take to prevent identity theft.

District of Columbia Attorney General

400 6th Street NW
Washington, DC 20001
1-202-442-9828
www.oag.dc.gov

Maryland Office of Attorney General

200 St. Paul Pl
Baltimore, MD 21202
1-888-743-0023
<https://www.marylandattorneygeneral.gov/>

New York Attorney General

120 Broadway, 3rd Fl
New York, NY 10271
1-800-771-7755
www.ag.ny.gov

North Carolina Attorney General

9001 Mail Service Ctr
Raleigh, NC 27699
1-877-566-7226
<https://ncdoj.gov/>

Rhode Island Attorney General

150 South Main St
Providence RI 02903
1-401-274-4400
www.riag.ri.gov