



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

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

Dear <<first_name>>,

Great Expressions Dental Centers (“GEDC”) is committed to protecting the security and privacy of our patients’ information. We are writing to notify you about an event that may have impacted some of your protected health information (“PHI”). This notice provides details about the event, measures we have taken in response and additional steps you can take to help protect your PHI.

On February 22, 2023, we experienced an event that disrupted the operations of some of our information technology systems. Upon becoming aware of the event, we immediately took steps to secure our systems and investigate the extent of this activity. We also retained third-party forensic investigators to assist in our investigation. With their help, we determined that an unauthorized party accessed some of our systems between February 17, 2023 and February 22, 2023.

As part of our investigation, we assessed what PHI may have been accessed or removed from our systems in connection with the event. We concluded this assessment on September 12, 2023. While we determined that GEDC’s electronic medical records system was not impacted by this event, we concluded that some of your PHI nevertheless may have potentially been accessed or removed. Such PHI may have included your name, date of birth, contact information, mailing address, diagnosis and treatment information, dental examination information, charting information, treatment plans, x-ray images, date(s) of service, provider name(s), GEDC office of treatment, billing records, cost of services, prescription information and/or health insurance information.

In connection with our response to the event, we contacted and worked with law enforcement and regulators. Following the event, to prevent something similar from occurring, we also implemented additional safeguards and technical security measures to further protect and monitor our systems. In addition, out of an abundance of caution, we have secured the services of Kroll to provide two years of identity monitoring services at no cost to you. You can visit <https://enroll.krollmonitoring.com> to activate and take advantage of your identity monitoring services. You have until <<b2b_text_6(activation deadline)>> to activate your identity monitoring services. Your membership number is <<Membership Number s_n>>.

We encourage you to remain vigilant to the possibility of fraud by reviewing your account statements and monitoring free credit reports for any unauthorized activity and reporting any such activity. Please review the enclosed “Additional Resources” section included with this letter. This section describes additional steps you can take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

We understand that you may have questions about this event that are not addressed in this letter. If you have additional questions, please call (866) 347-3591, Monday through Friday, from 8:00 a.m. to 5:30 p.m. Central Time, excluding major U.S. holidays.

Sincerely,



Great Expressions Dental Centers



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.

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.

ADDITIONAL RESOURCES

Review Account Statements and Credit Reports

We recommend you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, a consumer may be entitled every 12 months to one free copy of the consumer's credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. Consumers may wish to stagger their requests so that they receive free reports from one of the three credit bureaus every four months.

Place a Fraud Alert or Credit Freeze

A consumer can place an initial or extended "fraud alert" on a credit file at no cost. An initial fraud alert is a one-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert displayed on a consumer's credit file, a business must verify the consumer's identity before extending new credit. Victims of identity theft may be entitled to an extended fraud alert, which is a fraud alert lasting seven years. To place a fraud alert, please contact any of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, a consumer has the right to place a "credit freeze" on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer's express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in the consumer's name without the consumer's consent. However, please be aware that using a credit freeze to control who can access a consumer's personal and financial information in the consumer's credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application the consumer makes regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, a consumer cannot be charged to place or lift a credit freeze on your credit report. The following information will need to be provided to request a credit freeze:

1. Full name (including middle initial, as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver's license or ID card, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if the consumer is a victim of identity theft.

To place a fraud alert or a credit freeze, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
1-888-298-0045	1-888-397-3742	1-833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Other Steps You Can Take

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. In particular, the Federal Trade Commission encourages those who discover their information has been misused to file a complaint. You can obtain further information on filing such a complaint by using the contact information listed below.

You can file a police report in the event of identity theft or fraud. Please note that, to file a report with law enforcement for identity theft, you will likely need to provide some proof of the identity theft. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General.

For North Carolina residents, the North Carolina Attorney General may be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

All US Residents: Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW Washington, DC 20580, www.consumer.gov/idtheft, 1-877-IDTHEFT (438-4338), TTY: 1-866-653-4261.