



# SAN JOSE MEDICAL SUPPLY COMPANY

283 East Brokaw Road  
San Jose, CA 95112  
(408) 573-7200

July 17, 2013

[Victim Name]  
[Victim Address Line 1]  
[Address Line 2]  
[City, State ZIP]

**RE: IMPORTANT: Protected Health Information of [Name of Victim]**

Dear [Addressee Name—Victim]:

This letter is written to you as a current or former customer of San Jose Medical Supply Co., Inc. (“San Jose Medical”), as required by law, to notify you of a potential violation relating to disclosure of your personal information. The violation arises from incidents that took place in 2011, but were only recently discovered by San Jose Medical’s new owner and management. Please read this letter and contact me directly if you have any questions or if you wish to discuss this matter further.

In August 2011, the former owner of San Jose Medical passed away and thereafter the company continued operating through its employees and agents under the supervision of trustees. One year later, in August of 2012, the undersigned purchased San Jose Medical from the former owner’s probate estate and continued operating the company. The new owner uncovered certain suspicious activity taken by the former employees, officers and/or agents of the prior owner, which may have compromised the security of your health information. In June of 2013, San Jose Medical confirmed that there was in fact a breach in the security of your health information. This breach occurred between August 2011 and December 2011, and resulted in the unauthorized disclosure of your personal information.

The individuals responsible for the security incident in 2011 were former employees, officers and/or agents of San Jose Medical. These individuals are no longer affiliated with San Jose Medical and a civil action has been brought against them in Santa Clara Superior Court in an effort to prevent further harm (Case No. 1-13-CV244620). **The current owner had no knowledge or participation in the 2011 incidents.** We believe that these individuals disclosed your information to Front Medical Supplies, Inc. (“Front Medical”) and/or Living Medical Equipment, Inc. (“Living Medical”). You may have been contacted by Front Medical and/or Living Medical, and you may have received misleading information from them about San Jose Medical. Please note the following:

- San Jose Medical has **NEVER** dissolved or filed bankruptcy. To the contrary, it continues to operate in the same location, and has continuously operated for over 20 years.
- San Jose Medical only operates under the name of “San Jose Medical Supply Co., Inc.” San Jose Medical Supply Co., Inc. **DOES NOT** operate under any other name and has **NEVER** changed its name to Front Medical, Living Medical or any other name

- Front Medical Supply and/or Living Medical Supply **ARE NOT** and **HAVE NEVER BEEN** affiliated or partnered with San Jose Medical Supply Co., Inc.
- San Jose Medical Supply Co., Inc. **NEVER** transferred or sold your health information, medical records, or prescriptions to Front Medical Supply and/or Living Medical Supply. These businesses obtained your information in violation of health privacy laws.
- San Jose Medical Supply Co., Inc. **NEVER** authorized Front Medical Supply and/or Living Medical Supply to provide medical supplies to you, on our behalf, or as an extension of San Jose Medical Supply Co., Inc.

We believe that this incident involved the unauthorized disclosure of the following information to Front Medical Supply and/or Living Medical Supply:

- Your full name and date of birth;
- Your Social Security Number;
- Your home address;
- Your Medi-Cal ID number;
- Your physician's name and contact information;
- Your prescriptions;
- Your past invoices to San Jose Medical Supply Co., Inc.;
- Your diagnosis;
- Disability Codes; and
- Type and quantity of medical supplies ordered from San Jose Medical Supply Co., Inc.

We are notifying you of this incident so you can take swift personal action to reduce or eliminate any negative consequences of the breach. The breach was discovered by the new management team at San Jose Medical after investigation that has taken some time to complete, and only after we could: (1) confirm that the breach occurred by conducting a forensic investigation; (2) identify the perpetrators of the breach; and (3) determine the recipients of your information.

To help protect your identity, we recommend you take immediate steps to protect yourself from further potential harm. This may include the following precautions:

- Registering a fraud alert with the three credit bureaus listed below:
  - **Experian:** (888) 397-3742; [www.experian.com](http://www.experian.com); PO BOX 9532 Allen, TX 75013.
  - **TransUnion:** (800) 680-7289; [www.transunion.com](http://www.transunion.com); Fraud Victim Assistance Division, PO BOX 6790, Fullerton, CA 92834-6790.
  - **Equifax:** (800) 525-6285; [www.equifax.com](http://www.equifax.com); PO BOX 740241, Atlanta, GA 30374-0241.
- Ordering your free credit report from all three credit bureaus:
  - Order online: <https://www.annualcreditreport.com/cra/index.jsp>.
  - Order by telephone: 1-877-322-8228.
- Monitoring your financial and health account statements, and credit bureau reports.

San Jose Medical Supply Co., Inc. regrets having to advise you of this incident, which we take VERY seriously and we are fully committed to assuring the security of your data. San Jose Medical Supply Co., Inc. sincerely apologizes for this incident and regrets any inconvenience it may cause you. Your privacy is very important to us and we will continue to do everything we can to correct this situation.

For over 20 years, San Jose Medical has been sensitive to your health needs, and we value your trust in us. In order to ensure that your information is protected from future unauthorized disclosures, we have taken the following steps to protect your information:

- Initiated a forensics security investigation;
- Added additional computer security protections and protocols to ensure that your personal information is protected from unauthorized access;
- Terminated responsible employees;
- Updated our policies and procedures to highlight the importance of maintaining health privacy;
- Educated our workforce about the importance of maintaining health privacy;
- Notified the California Attorney General's office of this incident;
- Notified the US Department of Health and Human Services of this incident; and
- Notified the local media to ensure that all of our customers are aware of the breach.

Please contact us so we can restore medical supply services to you as soon as possible, and answer any of your questions and concerns:

- Send an email to [privacyoffice@sjmedsupply.com](mailto:privacyoffice@sjmedsupply.com);
- Mail a letter to our postal address:
  - Privacy Office, San Jose Medical Supply Co., Inc. 283 East Brokaw Road, San Jose, CA 95112

Sincerely,

Jesille Kuizon  
President, San Jose Medical Supply Co. Inc.  
[jesillek@sjmedsupply.com](mailto:jesillek@sjmedsupply.com)  
(408) 573-7200