

<Return Name>  
<Return Address>  
<City> <State> <Zip>



<FirstName> <LastName>  
<Address1>  
<Address2>  
<City><State><Zip>

Date

Re: Notice of Data Breach

Dear <<First Name>> <<Last Name>>>,

Hoya Optical Labs of America, Inc. provides prescription lenses to eyecare providers, including [yours/name of ECP where instructed]. On behalf of [your eyecare provider/name of ECP where instructed] we are contacting you about a recent ransomware attack that is further described below. This incident compromised the security of your name and prescription information. Although we do not believe this information could be misused to commit identity theft or fraud, we are notifying you of this incident and providing you with guidance and services to help you protect yourself against these risks.

### **What Happened**

On April 5, 2021, we discovered that files on some of our servers and workstations in the U.S. had been encrypted in an apparent ransomware attack. Our team worked diligently to minimize the impact on our servers and operations, and to restore functionality. We reported the incident to law enforcement. We engaged an outside law firm and forensics experts to investigate the scope and impact of the incident, including investigating whether any data was taken by the attackers, and to identify any such data and the affected individuals. Our investigation into this incident included a programmatic and manual review of the data.

### **What Information Was Involved**

Our investigation recently concluded that the attackers acquired your name and your eyecare provider. In some cases, the data may have also included your eyewear prescription information. In providing services to your employer, we *do not* collect other personal information such as your Social Security numbers, driver's license numbers, financial account information, or addresses, and therefore none of this information was compromised in this incident.

### **What We Are Doing**

Although we do not believe that your name, identity of your eyecare provider and/or your eyewear prescription information could be misused for identity theft or fraud, Hoya has notified your eyecare provider, and is notifying you of this incident on behalf of your eyecare provider. We are also reviewing and enhancing our system security, governance practices and ongoing monitoring to help prevent a recurrence of an incident like this in the future.

**What You Can Do**

We recommend that you remain vigilant and review your account statements and credit reports regularly, and report any concerning transactions to your financial services provider. We also provide the enclosed guidance, which you may use to protect yourself, even though we do not believe this incident exposes you to a risk of identity theft or fraud.

**For More Information**

Please call [insert VENDOR toll-free number] or go to [VENDOR WEBSITE] for assistance or for any additional questions you may have.

Sincerely,

A handwritten signature in black ink, appearing to read 'Eduardo Martins', with a stylized flourish at the end.

Eduardo Martins  
President, North America at Hoya Vision Care

(Enclosure)

## **Additional Information and U.S. State Notification Requirements**

There are a number of steps you should consider to guard against identity theft.

**Review Your Account Statements and Credit Report:** It is recommended that you remain vigilant for incidents of fraud and identity theft by regularly reviewing your account statements and monitoring your credit reports. Report any fraudulent transactions to the creditor or credit reporting agency from whom you received the statement or report. You may obtain a free copy of your credit report from each credit reporting agency once every 12 months, whether or not you suspect any unauthorized activity on your account, by visiting <https://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form available at that website and mailing it to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. You may also purchase a copy of your credit report at any time by contacting any one or more of the national credit reporting agencies listed below.

### **Equifax**

P.O. Box 740241  
Atlanta, Georgia 30374

[www.equifax.com](http://www.equifax.com)

1-800-685-1111 Credit Reports  
1-888-766-0008 Fraud Alert  
1-800-685-1111 Security Freeze  
Freeze

### **Experian**

P.O. Box 2002  
Allen, TX 75013

[www.experian.com](http://www.experian.com)

1-888-397-3742 Credit Reports  
1-888-397-3742 Fraud Alert  
1-888-397-3742 Security Freeze

### **TransUnion (FVAD)**

P.O. Box 105281  
Atlanta, GA 30348-5281

[www.transunion.com](http://www.transunion.com)

1-800-888-4213 Credit Reports  
1-800-680-7289 Fraud Alert  
1-800-680-7289 Security

**Federal Trade Commission (FTC) and State Resources:** General guidance on protecting yourself from identify theft is available from the Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Ave. NW, Washington D.C. 20580, by phone at 877-ID-THEFT (438-4338), and/or from the FTC website at <http://www.ftc.gov/bcp/edu/microsites/idtheft>. In many states, additional information is also available from your state's Attorney General's Office.

**Fraud Alerts and Security Freezes:** You may obtain information about fraud alerts and security freezes (also referred to as credit freezes), including how to place a fraud alert or security freeze, from the Federal Trade Commission or credit reporting agencies at the contact information provided above. However, be aware that a fraud alert or security freeze may interfere with or delay legitimate requests for credit approval. You'll need to supply your name, address, date of birth, Social Security number and other personal information in order to place a security freeze on your credit.

### **For residents of California:**

Visit the California Office of Privacy Protection ([www.oag.ca.gov/privacy](http://www.oag.ca.gov/privacy)) for additional information on protection against identity theft.

### **For residents of Iowa:**

State law advises you to report any suspected identity theft to law enforcement or to the Attorney General.

### **For residents of Kentucky:**

You can obtain additional information about steps you can take to avoid identity theft from the Office of the Attorney General of Kentucky, 700 Capitol Avenue, Suite 118 Frankfort, Kentucky 40601, [www.ag.ky.gov](http://www.ag.ky.gov), Telephone: 1-502-696-5300.

### **For residents of Maryland:**

You can obtain additional information about steps you can take to avoid identity theft from the Maryland Office of the Attorney General, Consumer Protection Division, 200 St. Paul Place, Baltimore, MD 21202, [www.oag.state.md.us](http://www.oag.state.md.us), Telephone: 1-888-743-0023.

**For residents of Massachusetts:**

State law advises you that you have the right to obtain a police report. You also will not be charged for seeking a security freeze, as described above in this document.

**For residents of New Mexico:**

You have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from a violator. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. You can review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

**For residents of New York:**

The Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.

**For residents of North Carolina:**

The Attorney General may be contacted at: Office of the Attorney General of North Carolina, 9001 Mail Service Center Raleigh, NC 27699-9001, [www.ncdoj.gov](http://www.ncdoj.gov), Telephone: 1-919-716-6400.

**For residents of Oregon:**

State law advises you to report any suspected identity theft to law enforcement, as well as the FTC.

**For residents of Rhode Island:**

To contact the Rhode Island Attorney General; (401) 274-4400 or check <http://www.riag.ri.gov/home/ContactUs.php>. **[[X] of Rhode Island residents were affected by this incident]**.

**For all US Residents:**

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