



DATE

[CnAdrSal\_Addressee]]  
[CnAdrPrf\_Addrline1]  
[CnAdrPrf\_Addrline2]  
[CnAdrPrf\_City], [CNAdrPrf\_State]. [CnAdrPrf\_Zip]

RE: Notice of Data Breach

Dear [Salutation]:

We are writing to let you know about a data security incident that may have involved your personal information. The Prostate Cancer Foundation takes the protection and proper use of your information very seriously. We are therefore contacting you to explain the incident and provide you with steps you can take to protect yourself.

### **What Happened**

We were recently notified by one of our third-party service providers of a security incident. At this time, we understand they discovered and stopped a ransomware attack. After discovering the attack, the service provider's Cyber Security team—together with independent forensics experts and law enforcement—successfully prevented the cybercriminal from blocking their system access and fully encrypting files; and ultimately expelled them from their system. Prior to locking the cybercriminal out, the cybercriminal removed a copy of our backup file containing your personal information. This occurred at some point beginning on February 7, 2020 and could have been in there intermittently until May 20, 2020.

### **What Information Was Involved**

**It's important to note that the cybercriminal did not access your credit card information, bank account information, or social security number.** However, we have determined that the file removed may have contained your first and last name; contact information; email address; demographic information; a history of your relationship with our organization, such as donation dates and amounts; and information that you provided regarding a connection to prostate cancer. Because protecting customers' data is their top priority, our third-party service provider paid the cybercriminal's demand with confirmation that the copy of our back-up file which the cybercriminal removed had been destroyed. Based on the nature of the incident, our vendor's research, and third party (including law enforcement) investigation, our vendor does not believe that any data went beyond the cybercriminal, was or will be misused, or will be disseminated or otherwise made available publicly.

### **What We Are Doing**

Notwithstanding our belief that the data breach was contained by our vendor, we are notifying you so that you can take action to protect yourself. Ensuring the safety of our constituents' data is of the utmost importance to us. As part of their ongoing efforts to help prevent something like this from happening in the future, the Prostate Cancer Foundation is reevaluating all third party relationships which involve constituent's data and its internal data protection practices. The Prostate Cancer Foundation wants to know procedures are in place to protect your data from any subsequent incidents. With respect to this incident, the affected third party vendor assures us that they have identified and corrected the vulnerability exploited by the cybercriminal.

### **What You Can Do**

Based on the information provided by our third party vendor and our own data collection practices, we do not believe your financial account, social security number, tax identification number, driver's license number or credit card information or other information likely to lead to identity theft has been compromised. As a best practice, however, we recommend you remain vigilant, review your accounts, change your passwords and pins routinely, and periodically obtain a credit report from one or more of the national credit reporting agencies. The Federal Trade Commission also provides information and assists United States consumers and can be contacted at:

Federal Trade Commission  
Bureau of Consumer Protection  
Federal Trade Commission  
600 Pennsylvania Ave., NW  
Washington, DC 20580  
Telephone: (202) 326-2222  
[www.IdentityTheft.gov](http://www.IdentityTheft.gov)

You may obtain a free copy of your credit report online at [www.annualcreditreport.com](http://www.annualcreditreport.com), by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at [www.annualcreditreport.com](http://www.annualcreditreport.com)) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Experian  
P.O. Box 2104  
Allen, TX 75013-0949  
Telephone: 1-888-397-3742  
[www.Experian.com](http://www.Experian.com)

Equifax Information Services LLC  
P.O. Box 105069  
Atlanta, GA 30348-5069  
Telephone: 800-525-6285  
[www.equifax.com](http://www.equifax.com)

TransUnion  
Consumer Solutions, P.O. Box 2000, Chester, PA  
19016-2000  
Telephone: 1-800-663-9980  
[www.transunion.com](http://www.transunion.com)

We have compiled a list of law enforcement resources (at [www.pcf.org/law](http://www.pcf.org/law)) including United States Attorney Generals and EU and UK data protection. If your personal information is misused, you should report the incident to law enforcement authorities. If the information which is misused is related to the Prostate Cancer Foundation, such as your medical diagnosis or the diagnosis of a friend or family member, please report the incident to us so we can take additional steps to protect you and others.

**For More Information**

We sincerely apologize for this incident and regret any inconvenience it may cause you. Should you have any further questions or concerns regarding this matter and/or the protections available to you, please do not hesitate to contact the Prostate Cancer Foundation at [info@pcf.org](mailto:info@pcf.org) or between the hours of 9:00 a.m. to 5:00 p.m. at 1.800.757.CURE (2873).

If you reside in the UK or EU, please accept this letter as a notification pursuant to Article 33(2) of the General Data Protection Regulation ("GDPR").

Very truly yours,

A handwritten signature in blue ink, appearing to read "Ben Engel". The signature is fluid and cursive, with the first name "Ben" and last name "Engel" clearly distinguishable.

Ben Engel, Chief Development Officer