

Hair Free Forever  
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## Notice of Data Breach

We are writing to inform you of a data breach at HFF.

Unfortunately, one of our former employees; Nathalie Collins, stole personal and confidential information from our patient's files and data base, which is a violation of HIPAA and other privacy laws. She has been using this stolen information to contact our patients and we have received several complaints that she is soliciting customers with this protected information.

"The deliberate use of electronic technology and clinical health information is a security breach and infringement of privacy rights."

Because Thermolysis is a medical procedure categorized as an allied health field, we must follow certain protocol when treating our patients. The profession is regulated by state and federal agencies to protect the health and safety of patients.

Although we have reported this illegal abuse of personal data to Health and Human Services (HHS) and filed patient confidentiality/safety incident complaints with the Office of Civil Rights (OCR) we feel obligated to inform everyone that was potentially affected by this data theft, and to assure you we have taken the necessary steps to secure all of your personal data. This includes names, addresses, phone numbers, email, birth dates and Medical Information regarding individual's medical history, mental or physical condition, medical treatment or diagnosis by a health care professional, names of doctors, medications, illness and intimate personal photographs.

Aside from the moral and ethical disregard of privacy issues... this criminal behavior carries significant fines, penalties and legal ramifications. It is extremely upsetting to be the victim of any crime and betrayed by someone you trust, so we will continue to update you with complete transparency, as we follow up on further developments of this case.

With all of the recent privacy concerns in the media today and new changes for privacy legislation, we understand that it is important for all of us to be aware of how our private information is being used and protected by the companies that collect it.

Please except our sincere apology, as we are truly sorry for the inconvenience of these unfortunate circumstances. We take the responsibility of your privacy very seriously.

Thank you for your understanding and continued support,

Cheryl and the HFF family