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\_\_\_\_\_, 2017

Recipient's Name  
Address  
City, State, Zip

## Notice of Data Breach

### What Happened?

We are writing to you with important information about a recent unauthorized disclosure of your personal health information involving Brand New Day. We became aware of this event on December 28, 2016 that occurred on December 22, 2016.

### What Information Was Involved?

A contracting provider was able to access (via a third party vendor system) data containing your name, date of birth, Medicare ID number, address, and phone number. This information should have been available only to your provider. No driver's license numbers or California identification card numbers were involved in the information that was accessed.

### What We Are Doing

We take the privacy and security of your protected health information very seriously. We have taken the following steps:

Brand New Day investigated the breach to determine how this unintentional error resulted in unauthorized access to your protected health information. We contacted the third party vendor the same day we became aware of the breach and advised the vendor that someone without appropriate permission was able to access your information. The vendor eliminated the error in their system within hours, thus ensuring this cannot happen again.

We have reported this breach to the California Office of the Attorney General and we have reported it to the United States Department of Health & Human Services. This notification was delayed as a result of a law enforcement investigation. We have reviewed our existing policies and procedures and we are conducting a self-audit of our procedures to identify any error that could result in this error occurring again. We changed our practices regarding access requiring monthly verification of each user. All of our employees will be contacted to remind them of the priorities of protecting health information and reporting any potential breaches immediately to the Compliance Officer.

### What You Can Do

As an added precaution, we are offering you 12 free months of identity theft and mitigation services which will help prevent and detect misuse of your personal information. To take advantage of this offer and obtain additional information, please follow the instructions below:

If you believe there was fraudulent use of your information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this offer is available to you for one-year from the date of this letter and does not require any action on your part at this time.

The Terms and Conditions for this offer are located at: [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

While Identity Restoration assistance is immediately available to you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks<sup>SM</sup> as a complimentary one-year membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: [date]** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: **[URL]**
- Provide your **activation code: [code]**

If you have questions about the product, need assistance with identity restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at **877-890-9332** by **[enrollment end date]**. Be prepared to provide engagement number **[engagement number]** as proof of eligibility for the identity restoration services by Experian.

### **ADDITIONAL DETAILS REGARDING YOUR 12 MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP:**

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.\*
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

**What you can do to protect your information:** There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please refer to [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration) for this information.

For More Information

We sincerely regret that this unintentional disclosure of your protected health information as occurred and wish to assist you with any questions you may have. To obtain other information or express concerns, please contact us at: (657) 400-1900.

We take very seriously our role of safeguarding your personal information and using it in an appropriate manner. We apologize for this situation and are taking appropriate measures to prevent a reoccurrence.

Sincerely,

Connie Snyder  
Compliance Officer