



<<Date>> (Format: Month Day, Year)

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<<city>>, <<state_province>> <<postal_code>>
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Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

RGH Enterprises, Inc. d/b/a Edgepark Medical Supplies (“Edgepark”) is committed to protecting the security and confidentiality of our patients’ information. We are writing to inform you of a recent incident experienced at one of our vendors, Rise Interactive Media & Analytics, LLC (“Rise”), involving some of your information. While we have no indication that your information has been misused, this letter contains information about the incident, steps we have taken in response, and steps you can take.

Rise is a digital marketing agency that works with clients across various industries, including healthcare.

What Happened? On December 5, 2022, Rise informed us that it had identified a data security incident within its systems on November 14, 2022. Upon learning of this incident, Rise reported it to law enforcement and began an investigation with outside cybersecurity professionals. Although the investigation is ongoing, Rise learned that certain files may have been accessed or acquired as a result of this incident. On December 2, 2022, Rise identified that one of those files included Edgepark’s patient information, provided to Rise in connection with its services.

What Information Was Involved? The file potentially involved included your name, email address, phone number, provider information, diagnosis, expected delivery date and health insurance information. Your Social Security number, financial account information, and your payment card information were **not** involved in this incident.

Importantly, this incident did not involve any access to Edgepark’s systems, network, or electronic health records. This incident occurred on Rise’s systems and was not targeted at Edgepark.

What We Are Doing. We deeply regret any inconvenience or concern this incident may cause you. To help prevent something like this from occurring in the future, Rise has assured us that it will continue to evaluate and modify its practices and internal controls to enhance the security and privacy of personal information.

What You Can Do. We wanted to advise you of the incident and assure you that we take it very seriously. As a precaution, we recommend that you review the statements that you receive from your health insurer. If you see services that you did not receive, please contact the insurer immediately.

For More Information. If you have any questions, please call 1-???-???-????, Monday through Friday from 9:00 a.m. to 6:30 p.m Eastern Time (excluding major U.S. holidays).

Sincerely,

Rachel Gibson
Vice President, Enterprise Privacy Office