



Return Mail Processing Center
P.O. Box 6336
Portland, OR 97228-6336

<<Date>>

<<Mail ID>>
<<Name1>>
<<Address1>>
<<Address2>>
<<City>><<State>><<Zip>>

Notice of Data Breach

Dear <<Name1>>:

We are writing to let you know of an incident that resulted in the exposure of certain resident information at the White Blossom Care Center in San Jose, California (“White Blossom”). Our preliminary investigation indicates that some of your information may have been involved in this incident. However, it is important to note that, based on available information, we have no indication that your information has been misused.

What happened. On May 25, 2017, we received information that a former White Blossom employee may have improperly accessed resident data while employed at the facility. We immediately engaged an independent technical security expert to investigate this incident. We also contacted state and federal law enforcement and continue to work closely with them on their investigations.

What information was involved. Based on the available information, we believe data relating to approximately 800 residents may have been inappropriately acquired. We do not know when this took place. We currently believe that a limited number of the inappropriately acquired files contained some combination of resident names with social security numbers, dates of birth, health insurance carrier and account numbers, and/or limited medical information, such as admission dates, diagnoses, medications, and/or procedures. Based on available information, we do not believe bank account numbers or any other financial information is impacted.

What we are doing. We recognize the trust that our residents place in us and, as such, we have committed ourselves to taking steps to prevent this type of incident from happening again. Although our data systems have always contained safeguards to protect personal information, we are enhancing data security by resetting employee computer user accounts and passwords and reconfiguring our computer systems to further limit employee access to already-restricted sensitive resident data. We will continue to work with our independent technical expert to ascertain if additional improvements can be made. In addition, although we have no indication that your information has been misused, in an abundance of caution, we are offering identity theft protection services through Equifax Credit Watch™ Gold at no cost.

The provided services include:

- 12 months daily credit monitoring of your Equifax® credit file.
- Unlimited access to your Equifax Credit Report™.
- Ability to set a fraud alert on your credit file at all three credit bureaus that automatically renews every 90 days.
- Identity theft insurance of up to \$25,000 per individual to cover certain out-of-pocket expenses arising from an occurrence of identity theft.

1990 Fruitdale Avenue | San Jose, CA 95128 | tel (408) 998-8447 fax (408) 677-5648
www.whiteblossomcarecenter.com



A detailed description of this product is provided in the attached materials, which also contain instructions about how to enroll (including your personal activation code). Please note the deadline to enroll is **September 30, 2017**.

What you can do. The social security number of a limited number of individuals impacted by this incident may have been exposed, and we therefore recommend that, in addition to enrolling in the services outlined above, you place a fraud alert on your credit files. A fraud alert requires potential creditors to use “reasonable policies and procedures” to verify your identity before issuing credit in your name. This fraud alert will automatically renew every 90 days. You can place a fraud alert by calling one of the three credit reporting agencies at the telephone number provided below. The company you call should contact the other two credit reporting agencies, so you should be able to place an alert with all three agencies through a single phone call. You will receive letters from all three agencies, confirming the fraud alert and letting you know how to obtain a free copy of your credit report from each agency. If you do not receive a letter from each agency, you may choose to contact the additional agencies to place individual fraud alerts.

Experian 1-888-397-3742

Equifax 1-800-525-6285

TransUnion 1-800-680-7289

When you receive your credit reports, look them over carefully. Check for accounts you did not open, inquiries from creditors that you did not initiate, and any personal information, such as home address and social security number, that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report. If you do find suspicious activity on your credit reports, call your local police or sheriff’s office and file a police report of identity theft.

For more information. We take our obligation to protect your personal and medical information very seriously and sincerely apologize for any inconvenience and concern this may cause you. If you have any questions regarding this incident, please call our dedicated toll-free line at 1-888-697-8571, where a team is standing by to assist you Monday through Friday from 6 a.m. to 6 p.m. Pacific Time.

As the Administrator for White Blossom Care Center, I regret that this incident occurred and am truly sorry for any concern it may cause you.

Sincerely,

Brady O’Shea

Brady O’Shea
Administrator
White Blossom Care Center



Activation Code: <<INSERT Credit Monitoring Code>>

<p><u>About the Equifax Credit Watch™ Gold identity theft protection product</u></p> <p>Equifax Credit Watch™ will provide you with an “early warning system” to changes to your credit file. Note: You must be over age 18 with a credit file in order to take advantage of the product.</p>	<p>Equifax Credit Watch provides you with the following key features and benefits:</p> <ul style="list-style-type: none">○ Comprehensive credit file monitoring and automated alerts of key changes to your Equifax Credit Report™.○ Wireless alerts and customizable alerts available (available online only).○ Access to your Equifax Credit Report.○ Up to \$25,000 in identity theft insurance with \$0 deductible, at no additional cost to you.†○ Live agent Customer Service 7 days a week from 8 a.m. to 3 a.m. to assist you in understanding the content of your Equifax credit information, to provide personalized identity theft victim assistance, and help initiate an investigation of inaccurate information.○ 90 day Fraud Alert placement with automatic renewal functionality (available online only).*
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How to Enroll: You can sign up online or over the phone

<p>To sign up online for online delivery go to www.myservices.equifax.com/gold.</p> <ol style="list-style-type: none">1. <u>Welcome Page</u>: Enter the Activation Code provided at the top of this page in the “Activation Code” box and click the “Submit” button.2. <u>Register</u>: Complete the form with your contact information (name, gender, home address, date of birth, social security number, and telephone number) and click the “Continue” button.3. <u>Create Account</u>: Complete the form with your email address, create a User Name and Password, check the box to accept the Terms of Use and click the “Continue” button.4. <u>Verify ID</u>: The system will then ask you up to four security questions to verify your identity. Please answer the questions and click the “Submit Order” button.5. <u>Order Confirmation</u>: This page shows you your completed enrollment. Please click the “View My Product” button to access the product features.	<p>To sign up by phone for US Mail delivery, dial 1-866-937-8432 for access to the Equifax Credit Watch automated enrollment process. Note that all credit reports and alerts will be sent to you via US Mail only.</p> <ol style="list-style-type: none">1. <u>Activation Code</u>: You will be asked to enter your enrollment code as provided at the top of this letter.2. <u>Customer Information</u>: You will be asked to enter your home telephone number, home address, name, date of birth, and social security number.3. <u>Permissible Purpose</u>: You will be asked to provide Equifax with your permission to access your credit file and to monitor your file. Without your agreement, Equifax cannot process your enrollment.4. <u>Order Confirmation</u>: Equifax will provide a confirmation number with an explanation that you will receive your Fulfillment Kit via the US Mail (when Equifax is able to verify your identity) or a Customer Care letter with further instructions (if your identity can not be verified using the information provided). Please allow up to 10 business days to receive this information.
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† Identity Theft Insurance underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions, and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions. This product is not intended for minors (under 18 years of age).

* The Automatic Fraud Alert feature made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC.