

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

<<FirstName>> <<MiddleName>> <<LastName>> <<NameSuffix>>  
<<Address1>>  
<<Address2>>  
<<City>>, <<State>> <<Zip>>

### Notice of Data Breach

Dear <<FirstName>> <<MiddleName>> <<LastName>> <<NameSuffix>>,

Securing and protecting your confidential information is a top priority for SkinSolutions.MD and it is a responsibility that we take very seriously. Regrettably, I am writing to inform you of an incident involving some of that information.

#### What Happened

On June 6, 2019 we learned that an unauthorized individual may have gained access to the website we used to process credit card transactions between April 19, 2019 and June 6, 2019. When we first learned of this incident, we took immediate steps to secure the information. A thorough investigation was conducted to determine what happened, who was impacted and what information may have been affected. We wanted to let you know this occurred and to assure you we take it very seriously.

#### What Information Was Involved

Information entered on our website during the checkout process between April 19, 2019 and June 6, 2019 may have been accessed. This information may include your name, payment card number ending in <<ClientDef1(####)>>, expiration date, and security code.

#### What We Are Doing

Securing customers' information is a top priority and we have worked swiftly to address this issue. To further protect customer information, we have taken steps to enhance our existing security protocols including implementing multi-factor authentication and a more robust web application firewall.

#### What You Can Do

Although we have no evidence that any of your information has been misused, you should always remain vigilant for incidents of fraud or identity theft by reviewing your free credit reports for any unauthorized activity. You should review your payment card account statements closely and report any unauthorized charges to your card issuer immediately because card network rules generally provide that cardholders are not responsible for unauthorized charges that are reported promptly. The phone number to call is usually on the back of your payment card. Please see the section that follows this notice for additional steps you may take to protect your information.

#### For More Information

Your confidence and trust are important to us, and we apologize for and deeply regret any inconvenience or concern this may cause. If you have any questions, please call 1-844-243-0977 Monday through Friday from 6:00 a.m. to 3:30 p.m. Pacific Time.

Sincerely,

*Vishal Verma, MD*

Vishal Verma, MD  
CEO

## **Additional Steps You Can Take**

We recommend that you remain vigilant to the possibility of fraud and identity theft by reviewing your credit card, bank, and other financial statements for any unauthorized activity.

You may also obtain a copy of your credit report, free of charge, directly from each of the three nationwide credit reporting agencies once every 12 months. To order your credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting agencies is as follows:

### **Equifax**

P.O. Box 740241  
Atlanta, GA 30374  
[www.equifax.com](http://www.equifax.com)  
(800) 685-1111

### **Experian**

P.O. Box 2002  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)  
(888) 397-3742

### **TransUnion**

P.O. Box 2000  
Chester, PA 19016  
[www.transunion.com](http://www.transunion.com)  
(800) 680-7289

If you believe that you are the victim of identity theft or have reason to believe that your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Office of the Attorney General in your home state. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
[www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)  
1-877-438-4338

You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records.