

cathrine steinborn d.d.s.

Return Mail Processing Center  
PO Box 6336  
Portland, OR 97228-6336

<<Name>>  
<<Address1>>  
<<Address2>>  
<<City, State ZIP>>

<<Date>>

Dear <<Name>>,

As a follow up to my previous correspondence, I am writing to provide you with additional information about the January 5, 2015 burglary at our office and helpful information on how to protect against identity theft and fraud. We remain unaware of any actual misuse of your personal and protected health information.

**What happened?** As you know, our office was burglarized on January 5, 2015. Among other things, the intruder(s) took a server containing patient and responsible party information. While our investigation into this incident is ongoing, we've determined that your address, [date of birth], [telephone number], [Social Security number], [insurance information], [medical information], [treatment information], [billing information] and name were stored on the server at the time of the theft. **The server did not contain your bank account or credit/debit card information, as we do not store this information.**

**What we are doing.** We reported this matter to law enforcement and filed a police report immediately upon discovery of the burglary. Since the burglary, we have increased physical security and surveillance of the premises. We have also encrypted patient and responsible party information, and enhanced physical security of the server on which this information is stored. We previously provided notice of this incident to you, and are providing you additional information about the incident and helpful information on protecting against identity theft and fraud. To help protect your identity, we are offering a **complimentary** one-year membership of Experian's® ProtectMyID® Alert. This product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

### Activate ProtectMyID Now in Three Easy Steps

1. ENSURE That You Enroll By: **May 31, 2015** (Your code will not work after this date.)
2. Visit the **ProtectMyID Web Site to enroll: [www.protectmyid.com/redeem](http://www.protectmyid.com/redeem)**
3. PROVIDE Your Activation Code: [code]

If you have questions or need an alternative to enrolling online, please call 877-371-7902 and provide engagement #: **PC91983**

### Additional details regarding your 12-MONTH ProtectMyID Membership:

A credit card is not required for enrollment.

Once your ProtectMyID membership is activated, you will receive the following features:

- **Free copy of your Experian credit report**
- **Surveillance Alerts for:**
  - **Daily Bureau Credit Monitoring:** Alerts of key changes & suspicious activity found on your Experian, Equifax® and TransUnion® credit reports.

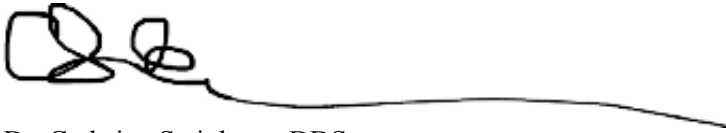
- **Identity Theft Resolution & ProtectMyID ExtendCARE:** Toll-free access to US-based customer care and a dedicated Identify Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.
  - It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- **\$1 Million Identity Theft Insurance\*:** Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-371-7902.

**What you can do.** You can review the enclosed helpful information on how to protect against identity theft and fraud. You can also enroll to receive the free year of credit monitoring and identity restoration services we are offering to you. Should you have any questions about the content of this letter, enrollment in the Experian ProtectMyID product, or ways you can protect yourself from the possibility of identity theft or fraud, please call our confidential hotline between 6:00 a.m. PST to 6:00 p.m. PST, Monday to Friday, at 888-653-5244.

The security of our patients' personal information is of the utmost concern to us, and we are sorry for any inconvenience and concern this incident may cause you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Cathrine Steinborn', with a long horizontal line extending to the right.

Dr. Cathrine Steinborn, DDS

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\* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of AIG. 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.

## NOTICE OF PRIVACY SAFEGUARDS

To further protect against possible identity theft or other financial loss, we encourage you to remain vigilant, review your account statements, and monitor your credit reports for suspicious activity. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report:

Equifax  
P.O. Box 105069  
Atlanta, GA 30348  
800-525-6285  
[www.equifax.com](http://www.equifax.com)

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

TransUnion  
P.O. Box 2000  
Chester, PA 19022-2000  
800-680-7289  
[www.transunion.com](http://www.transunion.com)

At no charge, you can also have these credit bureaus place a “fraud alert” on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed above.

You can also further educate yourself regarding identity theft, and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission. For North Carolina residents, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, 1-919-716-6400, [www.ncdoj.gov](http://www.ncdoj.gov). For Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16<sup>th</sup> Floor, Baltimore, MD 21202, (888) 743-0023, [www.oag.state.md.us](http://www.oag.state.md.us). The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue, NW, Washington, DC 20580, [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft), 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. Instances of known or suspected identity theft should be reported to law enforcement, your Attorney General, and the FTC. You can also further educate yourself about placing a fraud alert or security freeze on your credit file by contacting the FTC or your state’s Attorney General.

For information on your medical privacy rights, we suggest you visit the website of the California Office of Privacy Protection, at [www.privacy.ca.gov](http://www.privacy.ca.gov).

