



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

To Enroll, Please Call:
1-855-288-5422
Or Visit:
www.MyTrueIdentity.com
Activation Code:
<<Activation Code>>
Telephone Pass code:
<<Engagement Number>>

<<Mail ID>>
<<Name 1>>
<<Name 2>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>>
<<Address 5>>
<<City>><<State>><<Zip>>
<<Country>>

<<Date>>

Re: Notice of Data Security Incident

Dear <<Name 1>>,

I am writing to inform you of a recent data security incident experienced by Lakeshore Bone and Joint Institute, PC (“LBJI”) that may have involved your personal information. At LBJI, we take the privacy and security of all of the information in our possession very seriously. That is why we are writing to notify you of the incident and to provide you with steps that you can take to help protect your personal information.

What Happened. On July 7, 2021, LBJI discovered unusual activity within our Microsoft Office 365 environment. Upon discovery, we took immediate steps to secure the email environment. In addition, we retained outside cybersecurity experts to conduct an investigation to determine the source and scope of the incident.

The investigation revealed that an unauthorized actor was able to access an LBJI employee’s e-mail account. Based on the findings from the investigation, we reviewed the affected account to determine what data might have been impacted. We determined that the impacted account contained some of your personal information. We then worked diligently to identify addresses for the individuals whose information may have been involved which was completed on October 21, 2021. Importantly, LBJI is not aware of any misuse of your personal information as a result of this incident.

What Information Was Involved. The information may have involved your name, <<Breached Elements>>.

What We Are Doing. As soon as we detected the incident, we took the measures referenced above. We are also providing you with information about steps you can take to help protect your personal information, and offering free credit monitoring services for <<CM Length>> through TransUnion as described below.

What You Can Do. You can follow the recommendations included with this letter to protect your personal information. We also strongly encourage you to enroll in the credit monitoring and identity monitoring services we are offering through TransUnion. To enroll in this service, go to **www.MyTrueIdentity.com** or call **1-855-288-5422** and when prompted for the Activation Code, provide << Activation Code>> and follow the steps to receive your credit monitoring services. Your complimentary services will include credit monitoring, fraud alerts, and \$1,000,000 in identity theft insurance. The deadline to enroll is <<Enrollment Deadline>>.

For More Information: If you have any questions regarding the incident or would like assistance with enrolling in the credit and identity monitoring services, please call 855-675-3108 between 9am to 9pm Eastern Time from Monday to Friday.

Please accept our sincere apologies and know that we deeply regret any worry or inconvenience that this may cause you.

Sincerely,

A handwritten signature in black ink, appearing to be 'Dale Ingram', with a long horizontal flourish extending to the right.

Dale Ingram
Chief Executive Officer
Lakeshore Bone and Joint Institute, PC

Steps You Can Take to Protect Your Personal Information

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

Copy of Credit Report: You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

Equifax
P.O. Box 105851
Atlanta, GA 30348
1-800-525-6285
www.equifax.com

Experian
P.O. Box 9532
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion
P.O. Box 1000
Chester, PA 19016
1-800-916-8800
www.transunion.com

Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze: You have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

Federal Trade Commission
600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov, and
www.ftc.gov/idtheft
1-877-438-4338

Maryland Attorney General
200 St. Paul Place
Baltimore, MD 21202
oag.state.md.us
1-888-743-0023

New York Attorney General
Bureau of Internet and Technology
Resources
28 Liberty Street
New York, NY 10005
1-212-416-8433

North Carolina Attorney General
9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

Rhode Island Attorney General
150 South Main Street
Providence, RI 02903
<http://www.riag.ri.gov>
1-401-274-4400

Washington D.C. Attorney General
441 4th Street, NW
Washington, DC 20001
oag.dc.gov
1-202-727-3400

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.



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<<Mail ID>>
<<Name 1>>
<<Name 2>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>> <<Date>>
<<Address 5>>
<<City>><<State>><<Zip>>
<<Country>>

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What We Are Doing. As soon as we detected the incident, we took the measures referenced above. We have also taken steps to help prevent a similar incident from occurring in the future. LBJI is also providing notice of this incident to potentially impacted individuals and providing steps one can take to help protect their information. LBJI has also established a toll-free call center to answer questions about the incident. Call center representatives are available Monday through Friday from 9 am – 9 pm Eastern Time and can be reached at 855-675-3108.

What You Can Do. LBJI encourages individuals to remain vigilant against incidents of identity theft and fraud, to review account statements and explanations of benefits forms, and to monitor free credit reports for suspicious activity and to detect errors. The recommendations included with this letter includes more steps you can take to protect your personal information.

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Chief Executive Officer
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Equifax
P.O. Box 105851
Atlanta, GA 30348
1-800-525-6285
www.equifax.com

Experian
P.O. Box 9532
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion
P.O. Box 1000
Chester, PA 19016
1-800-916-8800
www.transunion.com

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Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

Federal Trade Commission
600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov, and
www.ftc.gov/idtheft
1-877-438-4338

Maryland Attorney General
200 St. Paul Place
Baltimore, MD 21202
oag.state.md.us
1-888-743-0023

New York Attorney General
Bureau of Internet and Technology
Resources
28 Liberty Street
New York, NY 10005
1-212-416-8433

North Carolina Attorney General
9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

Rhode Island Attorney General
150 South Main Street
Providence, RI 02903
<http://www.riag.ri.gov>
1-401-274-4400

Washington D.C. Attorney General
441 4th Street, NW
Washington, DC 20001
oag.dc.gov
1-202-727-3400

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.