



Return Mail Processing
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SAMPLE A. SAMPLE - L01
APT ABC
123 ANY ST
ANYTOWN, US 12345-6789



March 18, 2024

Notice of Data Breach

Dear Sample A. Sample,

On behalf of BioLife Plasma Services L.P. (BioLife), we are sending this letter in follow up to an email you received from us about a recent incident within our scheduling system that may have impacted your personal information.

What Happened

On February 6, 2024, BioLife discovered an increase in the number of log-in attempts on its Donor Scheduling System at biolifeplasma.com/login. A dedicated cybersecurity team immediately investigated the incident and determined that beginning on or about January 31, 2024, the Donor Scheduling System was the victim of a credential stuffing attack.

Credential stuffing is a type of cyberattack in which the attacker collects stolen credentials, typically consisting of username, email address and the corresponding password. The attacker then uses the credentials to gain unauthorized access to user accounts through large-scale automated login requests. Credential stuffing attacks are possible because many users reuse the same username/password combination across multiple accounts.

What Information Was Involved

For some donors, an unauthorized party may have gained access to the information stored in your account, such as your name, full address, birth date, gender, email address, ethnicity, phone number, phone type, the last four digits of reloadable debit card, donation dates, and where applicable, the date of your most recent BioLife physical exam, and My BioLife Rewards loyalty program points information. BioLife is unable to conclude what specific information may have been actually accessed or acquired by the unauthorized party, so we are notifying you out of an abundance of caution. BioLife is aware that the unauthorized party did access and redeem points for some donors based on their ability to access Donor Scheduling System accounts.

What We Are Doing

On February 7, 2024, we issued a password reset for affected donor accounts. We are also taking additional steps to ensure that our scheduling system remains secure. Additionally, BioLife immediately replenished My BioLife Rewards loyalty program points for impacted donors.

What You Can Do

As indicated in our email dated February 13, 2024, BioLife encourages you to immediately change your password used on the Donor Scheduling System if you haven't done so already. If you are using the combination of your email address and password for non-BioLife accounts, you may want to consider changing your password for those accounts.

For More Information

If you have any questions or concerns, please do not hesitate to contact us at 1-833-918-8844. Be prepared to provide engagement number B118001. We understand the importance of safeguarding your personal information and take that responsibility very seriously.

Thank you,

BioLife Plasma Services L.P.