

Risas Holdings LLC
c/o Cyberscout
PO Box 1286
Dearborn, MI 48120-9998



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SEAN PRIDE
31274 E PALM LN
PHOENIX, AZ 85008



March 22, 2024

Subject: Notice of **Security Incident**

Dear Sean Pride,

I am writing to inform you of a data security incident that may have affected your protected health information. At Risas Dental & Braces (“Risas”), we take the privacy and security of patient information very seriously. This is why we are informing you of the incident and providing you with steps you can take to protect your personal information.

What happened? On July 10, 2023, Risas Holdings discovered evidence of unusual activity on our systems. In response, we immediately took measures to secure our network, systems, and data. We also enlisted the assistance of independent cybersecurity experts to conduct a forensic investigation into the incident and assist us in determining what happened. In October 2023, the forensic investigation determined that certain files stored on our information systems may have been downloaded without authorization. Risas then completed a comprehensive review of all affected information to identify which individuals were potentially impacted and locate information needed to effectuate notification to such individuals. At the conclusion of this process on January 26, 2024, Risas arranged for notification to all potentially affected individuals.

What Information Was Involved? The information potentially involved included the following information: name, contact information, high level treatment information such as procedure names or notes, the initial date or dates of service, and/or insurance subscriber information. The information **did not** contain patients’ Social Security numbers, detailed treatment information or treatment records.

What We Are Doing: As soon as we discovered the incident, we took the steps described above, including performing a thorough review of our systems to investigate the incident and ensure that our systems remain secure, and implemented additional security measures to protect our digital environment and minimize the likelihood of future incidents. We also reported the incident to the Federal Bureau of Investigation and will cooperate to help identify and prosecute those responsible.

What You Can Do: You can follow the recommendations on the following page to help protect your information. You should also review your account statements and explanation of benefits forms and report any errors or activity you do not recognize to your dental insurance carrier.

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For More Information: If you have any questions about this letter, please contact our dedicated call center for this incident at 1-833-602-5623. Representatives are available Monday through Friday from 8:00 am - 8:00 pm Eastern time and have been fully versed on this incident.

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

Sincerely,

Jeffrey D. Adams
CEO
Risas Dental & Braces
3030 N Central Ave Suite 1500
Phoenix, Arizona 85012

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 105788
Atlanta, GA 30348
1-888-378-4329
www.equifax.com

Experian

P.O. Box 9532
Allen, TX 75013
1-800-831-5614
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
1-877-438-4338

Maryland Attorney General

St. Paul Plaza
200 St. Paul Place
Baltimore, MD 21202
marylandattorneygeneral.gov
1-888-743-0023

New York Attorney General

Bureau of Internet and Technology
Resources
28 Liberty Street
New York, NY 10005
ag.ny.gov
1-212-416-8433 / 1-800-771-7755



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>
riag.ri.gov
1-401-274-4400

**Washington D.C. Attorney
General**

400 S 6th 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://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf.