



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

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<<Date>>

Dear <<Name 1>>:

Sincera Reproductive Medicine ("Sincera") writes to inform you of a recent incident that may affect the privacy of some of your information. This notice provides information about the incident, our response, and resources available to you to help protect your information from possible misuse, should you feel it necessary to do so.

**What Happened?** On September 11, 2020, we observed suspicious activity related to our internal IT systems. In response, we launched an immediate investigation of the incident with the assistance of third-party incident response and forensic specialists. We determined that an unauthorized actor had gained access to our systems and we removed that access on September 13, 2020. With the assistance of third-party specialists, we were able to determine that on August 10, 2020 the unauthorized actor gained access to our systems and may have exfiltrated certain patient data from our network between August 10, 2020 and September 13, 2020. We subsequently conducted a thorough and comprehensive assessment of information the actor may have had access to which was held on our systems, and to whom that information pertained. This included a detailed and labor-intensive review of all potentially impacted records which we consolidated and analyzed. On April 22, 2020 we confirmed that your information was impacted during this incident. Please note we are unaware of any potential misuse of your data related to this incident, and we are notifying you out of an abundance of caution.

**What Information Was Involved?** Our investigation determined that the potentially impacted information included your name <<data elements>>.

**What We Are Doing.** The confidentiality, privacy, and security of your information is among our highest priorities, and we take this incident very seriously. In response to this incident, we moved swiftly to confirm the security of our internal systems and to prevent continued unauthorized access to our network. As part of our response to this event, we provided notice to the Federal Bureau of Investigation. We also provided the legally required notification of this incident to the United States Department of Health and Human Services and state regulators as legally required.

**What You Can Do.** Although we are unaware of any actual or attempted misuse of your personal information as a result of this event, we arranged to have TransUnion protect your identity for <<12/24>> months at no cost to you as an added precaution. While Sincera is covering the cost of these services, you must enroll in these services yourself. Enrollment instructions are contained in the attached *Steps You Can Take to Protect Your Information*. We encourage you to remain vigilant against incidents of identity theft and fraud, to review your explanation of benefits forms and account statements, and to monitor your credit reports for suspicious activity for the next twelve (12) to twenty-four (24) months. You may also review the information contained in the attached *Steps You Can Take to Protect Your Information*. In an abundance of caution, we are also notifying potentially affected individuals, including you, so that you may take further steps to best protect your personal information, should you feel it is appropriate to do so.

We understand that you may have questions about this incident that are not addressed in this letter. If you have additional questions, please call our dedicated assistance line at 855-654-0863 between the hours of 9:00am – 9:00pm EST Monday through Friday, excluding major holidays. You may also write to Sincera at Attn: Office Manager, 467 Pennsylvania Avenue, Suite 202B, Fort Washington, PA 19034.

We regret the inconvenience or concern this incident may have caused.

Sincerely,

Sincera Reproductive Medicine

## ***STEPS YOU CAN TAKE TO PROTECT YOUR INFORMATION***

### **Enroll in Credit Monitoring**

As a precautionary measure, we are providing you with; Single Bureau Monitoring, access to a Fraud Specialist and remediation support in the event you become a victim of fraud. These services will be available to you at no charge for 12 or 24 Months and will begin as soon as you complete your registration. When changes occur to your Experian credit file, notification is sent to you the same day the change or update takes place with the bureau.

To safeguard your privacy and security, you will be asked to verify your identity before monitoring can be activated. To Register your account and activate your services:

1. Type the following URL into your browser: <https://www.cyberscouthq.com/epiq285>
2. Click the “Sign Up” button and follow the instructions to create your account.
3. Enter your information and the following Access Code to complete your registration: <<Access Code>>
4. Next, click the “Use Now” link on the Monitoring Services tile to verify your identity and activate your monitoring services.

Important – you must register your account and activate your monitoring services within 90 days from the date of this letter, otherwise your ability to access the services will expire.

### **Monitor Your Accounts**

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. 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 directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert display on a consumer’s credit file, a business is required to take steps to verify the consumer’s identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver’s license or ID card, military identification, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a fraud alert or credit freeze, please contact the three major credit reporting bureaus listed below:

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
<a href="https://www.equifax.com/personal/credit-report-services/">https://www.equifax.com/personal/credit-report-services/</a>	<a href="https://www.experian.com/help/">https://www.experian.com/help/</a>	<a href="https://www.transunion.com/credit-help">https://www.transunion.com/credit-help</a>
888-298-0045	1-888-397-3742	833-395-6938
Equifax Fraud Alert, P.O. Box 105069, Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788, Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

### **Additional Information**

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; [www.identitytheft.gov](http://www.identitytheft.gov); 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

*For District of Columbia residents*, the District of Columbia Attorney General may be contacted at: 441 4th St. NW #1100, Washington, D.C. 20001; 202-727-3400; and [oag@dc.gov](mailto:oag@dc.gov).

*For Maryland residents*, the Maryland Attorney General may be contacted at: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-410-528-8662 or 1-888-743-0023; and [www.oag.state.md.us](http://www.oag.state.md.us). Sincera Health is located at 227 Laurel Road Echelon One Suite 300, Voorhees, NJ 08043.

*For North Carolina residents*, the North Carolina Attorney General may be contacted at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and [www.ncdoj.gov](http://www.ncdoj.gov).

*For Rhode Island residents*, the Rhode Island Attorney General may be reached at: 150 South Main Street, Providence, RI 02903; [www.riag.ri.gov](http://www.riag.ri.gov); and 1-401-274-4400. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are 3 Rhode Island residents impacted by this incident.

*For New Mexico residents*, you have rights pursuant to the Fair Credit Reporting Act, such as the right to be told if information in your credit file has been used against you, the right to know what is in your credit file, the right to ask for your credit score, and the right to dispute incomplete or inaccurate information. Further, pursuant to the Fair Credit Reporting Act, the consumer reporting bureaus must correct or delete inaccurate, incomplete, or unverifiable information; consumer reporting agencies may not report outdated negative information; access to your file is limited; you must give your consent for credit reports to be provided to employers; you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; and you may seek damages from violators. You may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage you to review your rights pursuant to the Fair Credit Reporting Act by visiting [www.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://www.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf), or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

*For New York residents*, the New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov/>.