alzheimer's association

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

225 N. Michigan Ave., Fl. 17
Chicago, IL 60601
alz.org
800-272-3900
312-335-8700 p
866-699-1246 f

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

<<Date>>

NOTICE OF BLACKBAUD DATA <<VARIABLE DATA 2>>

Dear <<Name 1>>:

The Alzheimer's Association is deeply dedicated to all constituents we serve and appreciates the generosity of our donors. In an effort to share information and foster relationships that support the important mission of the Alzheimer's Association, we partner with Blackbaud, an external vendor, for nonprofit software support. Regrettably, Blackbaud had a data incident that may have included some of your personal information.

What Happened

According to Blackbaud, in May 2020 they discovered and stopped a ransomware security incident. With support of forensic specialists and law enforcement, Blackbaud represented that it successfully blocked the cyber-attack, preventing access to the entire system or to fully encrypted files. Unfortunately, the company reported that information contained on specific Blackbaud systems was exposed between May 14, 2020, and May 20, 2020. Blackbaud notified the Alzheimer's Association on July 16, 2020, two months later.

After being informed of Blackbaud's data event, we immediately sought to determine the nature and scope of any impact to our data. This investigation included working diligently to gather additional information from Blackbaud.

On December 3, 2020, we completed the comprehensive review and identified the individuals and their data that was maintained in the potentially impacted databases.

What Information Was Involved

Your personal information maintained on the impacted portion of Blackbaud's network consisted of your first and last name and the following: <<Data Elements>>. At this time, we have no evidence of any misuse of any personal information.

What We Are Doing

As noted above, once notified by Blackbaud, we immediately initiated an independent investigation. As part of our ongoing commitment to the security of personal information in our care, we are holding Blackbaud accountable to evaluate additional measures and safeguards to protect against this type of incident in the future.

We are also working to determine why Blackbaud did not notify us sooner and why Blackbaud did not provide the full scope of potentially impacted data in its initial notification. We are also reviewing our policies and procedures for third-party vendors to ensure all safeguards for privacy and security are in place.

Additionally, we are notifying potentially impacted individuals and providing guidance as to steps individuals may take to protect their information.

As an added precaution, we are offering access to identity monitoring and identity theft protection services without cost to you for 12 months. Enrollment instructions are included in the "Steps You Can Take to Protect Your Personal Information" section of this letter. We encourage you to enroll in these services as we are unable to do so on your behalf.

What You Can Do

Enclosed is "Steps You Can Take to Protect Your Personal Information," which describes steps you can take to help protect yourself, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on your credit file.

For More Information

We sincerely regret any inconvenience or concern this incident may cause and understand that you may have questions. If you have questions, please call our dedicated assistance line at 800-923-5048 (toll free), Monday through Friday from 9:00 AM to 9:00 PM Eastern Time (excluding U.S. holidays). You may also write to the Alzheimer's Association at 225 N. Michigan Ave, Fl. 17, Chicago, IL 60601.

Thank you for your commitment to the mission of the Alzheimer's Association.

Sincerely,

Richard H. Hovland
Chief Operating Officer
Alzheimer's Association

STEPS YOU CAN TAKE TO PROTECT YOUR PERSONAL INFORMATION

Complimentary Identity Monitoring Service

As a safeguard, we have arranged for you to enroll, at no cost to you, in an online credit monitoring service (*my*TrueIdentity) for one year provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies. To enroll in this service, go directly to the *my*TrueIdentity website at **www.mytrueidentity.com** and in the space referenced as "Enter Activation Code", enter the following unique 12-letter Activation Code **<<12-letter Activation Code>>** and follow the three steps to receive your credit monitoring service online within minutes.

If you do not have access to the Internet and wish to enroll in a similar offline, paper based, credit monitoring service, via U.S. Mail delivery, please call the TransUnion Fraud Response Services toll-free hotline at **1-855-288-5422.** When prompted, enter the following 6-digit telephone pass code **<<6-digit Pass Code>>** and follow the steps to enroll in the offline credit monitoring service, add an initial fraud alert to your credit file, or to speak to a TransUnion representative if you believe you may be a victim of identity theft.

You can sign up for the online or offline credit monitoring service anytime between now and **<<Enrollment Deadline>>**. Due to privacy laws, we cannot register you directly. Please note that credit monitoring services might not be available for individuals who do not have a credit file with TransUnion, or an address in the United States (or its territories) and a valid Social Security number, or are under the age of 18. Enrolling in this service will not affect your credit score.

Monitor Accounts

We encourage you to remain vigilant against incidents of identity theft and fraud and to review your account statements and credit reports for suspicious charges. Under U.S. law you are entitled to one (1) free credit report annually from each of the three (3) major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a copy of your credit report.

You have the right to place a "security freeze" on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security 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 security 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 security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

Experian	**TransUnion**	**Equifax**
P.O. Box 9554	P.O. Box 160	P.O. Box 105788
Allen, TX 75013	Woodlyn, PA 19094	Atlanta, GA 30348-5788
1-888-397-3742	1-888-909-8872	1-800-685-1111
www.experian.com/freeze/center.html	www.transunion.com/credit-freeze	www.equifax.com/personal/credit-report-services

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior 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.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

As an alternative to a security freeze, you have the right to place an initial or extended "fraud alert" on your file at no cost. An initial fraud alert is a one (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 agencies listed below:

Experian
P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/fraud/center.html

TransUnion
P.O. Box 2000
Chester, PA 19106
1-800-680-7289
www.transunion.com/fraud-alerts

Equifax
P.O. Box 105069
Atlanta, GA 30348
1-888-766-0008
www.equifax.com/personal/credit-report-services

Additional Information

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); 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 Maryland residents, you may contact the Attorney General by mail, phone, or website. You may also obtain information from the Attorney General or the Federal Trade Commission about preventing identity theft. Mail: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; Phone: 1-410-528-8662; Website: www.oag.state.md.us.

For New Mexico residents, you have rights pursuant to the Fair Credit Reporting Act ("FCRA"). Those rights include but are not limited to 1) the right to be told if information in your credit file has been used against you; 2) the right to know what is in your credit file 3) the right to ask for your credit score; and 4) the right to dispute incomplete or inaccurate information. Further, pursuant to the FCRA, the consumer reporting agencies must 1) correct or delete inaccurate, incomplete, or unverifiable information; and 2) limit access to your file; and 3) get your consent for credit reports to be provided to employers. Additionally, consumer reporting agencies may 1) not report outdated negative information; and 2) limit "prescreened" offers of credit and insurance you receive based on information in your credit report. You may also 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 https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.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, you may contact the Attorney General by mail, phone, or website. You may also obtain information from the Attorney General or the Federal Trade Commission about preventing identity theft. Mail: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; Phone: 1-800-771-7755; Website: https://ag.ny.gov/.

For District of Columbia residents, you may contact the Attorney General by mail, phone, or email. You may also obtain information from the Attorney General or the Federal Trade Commission about preventing identity theft. Mail: 441 4th St. NW #1100 Washington, D.C. 20001; Phone: 1-202-727-3400; Email: oag@dc.gov.