

DATA INCIDENT NOTIFICATION

What Happened

Frideres Dental LLC (“FD”) is committed to safeguarding the privacy and security of the information entrusted to it. FD was subject to a criminal cyberattack (the “Incident”). With assistance from third-party experts, we took immediate steps to secure our systems and investigate the nature and scope of the Incident. As part of our extensive investigation, we worked diligently to identify any protected health information (“PHI”) and personally identifiable information (“PII”) that may have been subject to unauthorized access or acquisition as a result of the Incident. On or about January 25, 2023, we identified the individuals whose PHI and/or PII may have been impacted and are in the process of notifying those individuals. The information affected by the Incident included names, dates of birth, medical treatment information, health insurance information, and, in limited instances, social security numbers. We found no evidence that information was misused as a result of this Incident.

What Information Was Involved

The affected email account may have contained the following categories of PHI or PII: names, dates of birth, medical treatment information, health insurance information, and, in limited instances, social security numbers.

What We Are Doing

Out of an abundance of caution, we are providing this notice so that all potentially affected individuals can take steps to minimize the risk that their information will be misused. As an added precaution, we have arranged for Experian to provide 12 months of free credit monitoring and related services to potentially affected individuals. To find out whether you were among those whose information was potentially affected, please contact 1-844-305-4194, from 6:00 AM to 3:00 PM Pacific time, Monday through Friday, excluding holidays.

We treat all sensitive information in a confidential manner and are proactive in the careful handling of such information. Since the Incident, we have implemented a series of cybersecurity enhancements and will soon roll out others.

What You Can Do

In addition to enrolling in the free credit monitoring and related services mentioned above, we recommend that you remain vigilant and take the following steps to protect your identity, credit, and personal information:

1. Contact the nationwide credit-reporting agencies as soon as possible to:
 - Add a fraud alert statement to your credit file at all three national credit-reporting agencies: Equifax, Experian, and TransUnion. You only need to contact one of the three agencies listed below; your request will be shared with the other two agencies. This fraud alert will remain on your credit file for 90 days.
 - You can also receive information from these agencies about avoiding identity theft, such as by placing a “security freeze” on your credit accounts.
 - Remove your name from mailing lists of pre-approved offers of credit for approximately six months.
 - Receive and carefully review a free copy of your credit report by going to www.annualcreditreport.com.

Equifax
P.O. Box 105069
Atlanta, GA 30348-5069
(866) 349-5191
psol@equifax.com
www.equifax.com

Experian
P.O. Box 9554
Allen, TX 75013
(888) 397-3742
Databreachinfo@experian.com
www.experian.com/

TransUnion
P.O. Box 2000
Chester, PA 19022
(800) 680-7289
<https://tudatabreach.tnwreports.com/>
www.transunion.com

2. Carefully review all bills and credit card statements you receive to see if there are items you did not contract for or purchase. Also review all of your bank account statements frequently for checks, purchases, or

deductions not made by you. Note that even if you do not find suspicious activity initially, you should continue to check this information periodically since identity thieves sometimes hold on to stolen personal information before using it.

3. The Federal Trade Commission (“FTC”) offers consumer assistance and educational materials relating to identity theft, privacy issues, and how to avoid identity theft, such as by setting up fraud alerts or placing a “security freeze” on your credit accounts. The FTC can be contacted either by visiting www.ftc.gov, www.consumer.gov/idtheft, or by calling (877) 438-4338. If you suspect or know that you are the victim of identity theft, you should contact local law enforcement or the attorney general, and you can also contact the Fraud Department of the FTC, which will collect all information and make it available to law enforcement agencies. The FTC can be contacted at the website or phone number above, or at the mailing address below:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue
NW Washington, DC 20580

For More Information

If you have questions or concerns about this Incident, please contact our dedicated assistance line at 1-844-305-4194, from 6:00 AM to 3:00 PM Pacific time, Monday through Friday, excluding holidays. We sincerely apologize for this situation and any concern or inconvenience it may cause you.

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www.experian.com/

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<https://tudatabreach.tnwreports.com/>
www.transunion.com

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