

Notice of Data Security Incident

TOMS RIVER, NEW JERSEY: March 28, 2023 – ProSmile Holdings, LLC (“ProSmile”) is a dental service organization which experienced a data security incident that may have impacted personal and protected health information belonging to certain individuals who received dental services from various dental practices that ProSmile supports. ProSmile takes the protection of personal and protected health information very seriously.

On July 7, 2022, ProSmile learned of a potential data security incident involving its email environment. In response, ProSmile promptly engaged an independent digital forensics and incident response firm to investigate. On December 1, 2022, ProSmile received confirmation that numerous email accounts within its email environment had been accessed without authorization and began working to identify the personal / protected health information contained therein that may have been impacted. On January 27, 2023, a vendor engaged to assist with this process advised that the incident likely resulted in unauthorized access to personal / protected health information. At this time, ProSmile is diligently working with this vendor to identify all potentially impacted individuals for purposes providing notification thereto. Notably, to date, ProSmile has no evidence to suggest that any potentially impacted information has been misused as a result of this incident.

At this time, ProSmile is unable to confirm how many individuals may have been impacted by this incident and what data sets, for each, may have been involved. However, ProSmile, as soon as reasonably practicable, will mail notification letters to potentially impacted individuals describing the incident and providing information about steps that can be taken to help protect sensitive information.

The privacy and protection of personal and protected health information is a top priority for ProSmile, which deeply regrets any inconvenience or concern this incident may cause.

While ProSmile has no evidence of the misuse of any potentially affected individual’s information as a result of this incident, ProSmile is providing the following information about steps that individuals can take to help protect their information:

What steps can I take to protect my information?

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you review 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). You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

- *Federal Trade Commission*, Consumer Response Center, 600 Pennsylvania Ave, NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), www.consumer.ftc.gov, www.ftc.gov/idtheft.

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 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 can print this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact one of the following three national credit reporting agencies:

- *Equifax*, P.O. Box 740241, Atlanta, GA 30374, 1-800-525-6285, www.equifax.com.
- *Experian*, P.O. Box 9532, Allen, TX 75013, 1-888-397-3742, www.experian.com.
- *TransUnion*, P.O. Box 1000, Chester, PA 19016, 1-800-916-8800, www.transunion.com.

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.

Additional information for residents of the following states:

Pennsylvania Attorney General

Strawberry Square
Harrisburg, PA 17120
attorneygeneral.gov
717-787-3391

Maryland Attorney General

200 St. Paul Place
Baltimore, MD 21202
oag.state.md.us
1-888-743-0023

New York Attorney General

Bureau of Internet and Technology
Resources
28 Liberty Street
New York, NY 10005
1-212-416-8433

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>
1-401-274-4400

Washington D.C. Attorney General

441 4th Street, NW
Washington, DC 20001
oag.dc.gov
1-202-727-3400