



**BAY ALARM
MEDICAL**

C/O IDX

P.O. Box 989728

West Sacramento, CA 95798-9728

<<FIRST NAME>> <<LAST NAME>>

<<ADDRESS1>>

<<ADDRESS2>>

<<CITY>>, <<STATE>> <<ZIP>>

May 14, 2021

Re: Notice of Data <<Variable 1>>

Dear <<FIRST NAME>> <<LAST NAME>>,

We are writing to inform you of a data security incident that may have involved your personal information. Bay Alarm Medical, LLC (“BAM”) takes the privacy and security of your information very seriously. This letter provides you with details of the incident and steps you can take to protect your personal information.

What Happened. On April 8, 2021, BAM discovered that the payment platform on its website may have been accessed without authorization. We immediately began investigating the incident and engaged a digital forensics firm to assist us with the process. The investigation determined that payment information used in certain transactions between February 19, 2021 and April 9, 2021 may have been acquired without authorization. On April 28, 2021, we learned that your payment information was involved in an affected transaction.

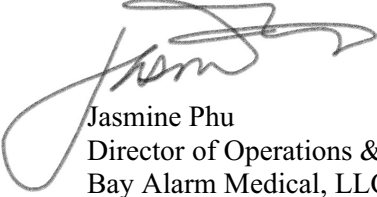
What Information Was Involved. The impacted information may have included your name, address, <<Variable 2>> <<Variable 3>> <<Variable 4>>.

What We Are Doing. As soon as we detected the incident, we took the measures referenced above. In addition, we reported the matter to the payment card brands to protect your information and prevent fraudulent activity. In order to prevent similar incidents from occurring in the future, we have implemented additional measures to enhance the security of our e-commerce platform. We are also providing you with information about steps you can take to protect your personal information.

What You Can Do. You can follow the recommendations included with this letter to protect your personal information. We recommend that you review your current and past account statements for discrepancies or unusual activity. If you see anything that you do not understand or that looks suspicious, or if you suspect that any fraudulent transactions have taken place, you should promptly notify the financial institution or company that maintains your account.

For More Information. If you have questions about the incident, we encourage you to contact our dedicated call center at 1-833-664-2024 Monday through Friday from 6:00 a.m. to 6:00 p.m. Pacific Time. We take the privacy and security of your information very seriously. Please accept our sincere apologies and know that we deeply regret any worry or inconvenience that this may cause you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jasmine', with a large, sweeping flourish extending to the left and then curving back to the right.

Jasmine Phu
Director of Operations & Customer Experience
Bay Alarm Medical, LLC

Steps You Can Take to Protect Your 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 105851
Atlanta, GA 30348
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

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, and
www.ftc.gov/idtheft
1-877-438-4338

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

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 our rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.

