

CIPRIANI & WERNER

A PROFESSIONAL CORPORATION

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July 18, 2023

Via online submission:

Office of the Maine Attorney General
6 State House Station
Augusta, ME 04333

RE: Notice of Data Security Incident

To Whom It May Concern:

We serve as counsel for Peachtree Orthopaedic Clinic, P.A. (“Peachtree”) located at 3200 Downwood Circle NW, Suite 700, Atlanta GA 30327 and provide this notification of a recent data security incident. By providing this notice, Peachtree does not waive any rights or defenses under Maine law, including the data breach notification statute.

On April 20, 2023, Peachtree became aware of unusual activity on its computer network and immediately began an investigation, which included working with third-party specialists. The investigation determined an unauthorized party gained access to certain files on the Peachtree network between April 14, 2023 and April 20, 2023. In response to this incident, Peachtree is conducting a thorough review of the files at issue to determine the type of information they contained and to whom the information related.

While Peachtree’s review is ongoing, as of June 14, 2023, Peachtree determined 1 resident who may be a resident of Maine was potentially impacted by this incident. The type of information potentially impacted varies by individual, but may have included name, address, date of birth, driver’s license number, Social Security number, medical treatment/diagnosis information, treatment cost, financial account information, and health insurance claims/provider information.

Peachtree provided written notice of this incident to the potentially impacted Maine resident on July 17, 2023 via First Class U.S. Mail. The written notice included instructions to access complimentary credit monitoring and identity protection services for 12 months. A template copy of the individual notification letters sent to the potentially impacted individual in Maine is attached hereto as *Exhibit A*.

In response to this incident, Peachtree conducted a forensic investigation, notified law enforcement, rotated credentials, implemented new technical safeguards, and is reviewing its policies and procedures related to data protection.

Thank you for your attention to this matter. Please contact me should you have any questions.

Very truly yours,

CIPRIANI & WERNER, P.C.

By: 

Daniel Haier, Esq.

Exhibit A



Secure Processing Center
P.O. Box 3826
Suwanee, GA 30024

<<First Name>> <<Last Name >>
<<Address 1>>
<<Address 2>>
<<City>>, <<State>> <<Zip>>

July 17, 2023

Dear <<First Name>> <<Last Name >>:

Peachtree Orthopaedic Clinic, P.A. (“Peachtree”) writes to notify you of an incident that may affect the privacy of certain information related to you. This letter includes information about the incident, our response, and resources we are making available to you.

What Happened? On April 20, 2023, Peachtree became aware of unusual activity on our computer network and immediately began an investigation, which included working with third-party specialists. We also notified law enforcement. The investigation determined an unauthorized party gained access to certain files on our network between April 14, 2023 and April 20, 2023. Therefore, we began a thorough review of the potentially impacted portions of our network to determine the type of information contained therein and to whom the information related.

What Information Was Involved? While our review is ongoing, we have determined that the information potentially impacted may have included your name and one or more of the following data elements: address, date of birth, driver’s license number, Social Security number, medical treatment/diagnosis information, treatment cost, financial account information, and health insurance claims/provider information.

What We Are Doing? In response to this incident, we have reset passwords and are reviewing our policies and procedures related to data protection. Additionally, in an abundance of caution, we are offering you access to <<Variable Text #1: Credit Monitoring Length>> of complimentary credit monitoring and identity protection services.

What You Can Do. We encourage you to enroll in the complimentary credit monitoring and identity protection services we are making available to you. Information about how to enroll in these services along with additional resources available to you are included in the attached *Steps You Can Take to Help Protect Your Information*.

For More Information: We understand you may have questions about this incident. You may call 888-601-3774, or write to us at 3200 Downwood Circle NW, Suite 700, Atlanta GA 30327.

We sincerely regret any concern this incident may cause you. This privacy and security of information is important to us, and we will continue to take steps to protect information in our care.

Sincerely,

Peachtree Orthopaedic Clinic, P.A.

STEPS YOU CAN TAKE TO HELP PROTECT YOUR INFORMATION

Enroll in Credit Monitoring / Identity Protection

Equifax Credit Watch™ Gold

*Note: You must be over age 18 with a credit file to take advantage of the product

Key Features

- Credit monitoring with email notifications of key changes to your Equifax credit report
- Daily access to your Equifax credit report
- WebScan notifications when your personal information, such as Social Security Number, credit/debit card or bank account numbers are found on fraudulent Internet trading sites
- Automatic fraud alerts, which encourages potential lenders to take extra steps to verify your identity before extending credit, plus blocked inquiry alerts and Equifax credit report lock
- Identity Restoration to help restore your identity should you become a victim of identity theft, and a dedicated Identity Restoration Specialist to work on your behalf
- Up to \$1,000,000 of identity theft insurance coverage for certain out of pocket expenses resulting from identity theft. Terms and conditions apply.

Enrollment Instructions

Go to www.equifax.com/activate

Enter your unique Activation Code of <<ACTIVATION CODE>> then click “Submit” and follow these 4 steps:

1. **Register:**
Complete the form with your contact information and click “Continue”.
*If you already have a myEquifax account, click the ‘Sign in here’ link under the “Let’s get started” header.
Once you have successfully signed in, you will skip to the Checkout Page in Step 4*
2. **Create Account:**
Enter your email address, create a password, and accept the terms of use.
3. **Verify Identity:**
To enroll in your product, we will ask you to complete our identity verification process.
4. **Checkout:**
Upon successful verification of your identity, you will see the Checkout Page.
Click ‘Sign Me Up’ to finish enrolling.

Enrollment Deadline: October 31, 2023

Monitor Your Accounts

We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your credit reports/account statements and explanation of benefits forms for suspicious activity and to detect errors. Under U.S. law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus, TransUnion, Experian, and Equifax. To order your free credit report, visit www.annualcreditreport.com or call 1-877-322-8228. Once you receive your credit report, review it for discrepancies and identify any accounts you did not open or inquiries from creditors that you did not authorize. If you have questions or notice incorrect information, contact the credit reporting bureau.

You have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a one-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert, 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 lasting seven years. Should you wish to place a fraud alert, please contact any of the three credit reporting bureaus listed below.

As an alternative to a fraud alert, you 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 your 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 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 credit freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., III, etc.);
2. Social Security number;
3. Date of birth;
4. Address for the prior two to five years;
5. Proof of current address, such as a current utility or telephone bill;
6. A legible photocopy of a government-issued identification card (e.g., state driver’s license or identification card); 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:

<p>TransUnion 1-800-680-7289 www.transunion.com</p> <p>TransUnion Fraud Alert P.O. Box 2000 Chester, PA 19016-2000</p> <p>TransUnion Credit Freeze P.O. Box 160 Woodlyn, PA 19094</p>	<p>Experian 1-888-397-3742 www.experian.com</p> <p>Experian Fraud Alert P.O. Box 9554 Allen, TX 75013</p> <p>Experian Credit Freeze P.O. Box 9554 Allen, TX 75013</p>	<p>Equifax 1-888-298-0045 www.equifax.com</p> <p>Equifax Fraud Alert P.O. Box 105069 Atlanta, GA 30348-5069</p> <p>Equifax Credit Freeze P.O. Box 105788 Atlanta, GA 30348-5788</p>
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Additional Information

You can further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the credit reporting bureaus, the Federal Trade Commission (FTC), or your state Attorney General. The FTC also encourages those who discover that their information has been misused to file a complaint with them. The FTC may be reached at 600 Pennsylvania Ave. NW, Washington, D.C. 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261.

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, your state Attorney General, and the FTC. This notice has not been delayed by law enforcement.

For Maryland residents, the Maryland Attorney General may be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; 1-888-743-0023; and www.oag.state.md.us. Peachtree Orthopaedic Clinic, P.A. may be contacted at 3200 Downwood Circle NW, Suite 700, Atlanta GA 30327.

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: (i) the consumer reporting agencies must correct or delete inaccurate, incomplete, or unverifiable information; (ii) the consumer reporting agencies may not report outdated negative information; (iii) access to your file is

limited; (iv) you must give consent for credit reports to be provided to employers; (v) you may limit “prescreened” offers of credit and insurance you get based on information in your credit report; (vi) 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 https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf, or by writing Consumer Response Center, Room 130-A, FTC, 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>.

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.

For Rhode Island residents, the Rhode Island Attorney General may be contacted at 150 South Main Street, Providence, RI 02903; 1-401-274-4400; and www.riag.ri.gov. Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. There are <<RI Count>> Rhode Island residents impacted by this incident.

For Washington, D.C. residents, the District of Columbia Attorney General may be contacted at 441 4th Street NW #1100, Washington, D.C. 20001; 202-727-3400, and <https://oag.dc.gov/consumer-protection>. Peachtree Orthopaedic Clinic, P.A. may be contacted at 3200 Downwood Circle NW, Suite 700, Atlanta GA 30327.