

## **Notice of Data Security Incident**

DURHAM, NORTH CAROLINA: August 21, 2023 – Absolute Dental Services (“ADS”) is a dental laboratory which experienced a data security incident that may have impacted personal / protected health information belonging to certain individuals who received dental services from various dental practices that ADS supports. ADS has sent notification of this incident to potentially impacted individuals and has provided resources to assist them.

On February 21, 2023, ADS discovered suspicious activity associated with one ADS email account. In response, ADS took immediate steps to secure the account and promptly launched an investigation. In so doing, ADS engaged independent digital forensics and incident response experts to determine what happened and whether any information may have been accessed or acquired without authorization as a result. On March 8, 2023, ADS received confirmation that the one ADS email account at issue was accessed without authorization and then engaged a vendor to conduct a comprehensive review of the contents thereof.

In June of 2023, ADS learned that certain personal / protected health information (which would have varied for each patient but may have included date of birth, date of medical service, full face photo, physician or medical facility information, medical condition or treatment information, medical device identifier, medical diagnosis information, DNA profile, medical record number, or referral) was contained within the account and therefore may have been impacted. ADS then promptly notified relevant dental providers and worked diligently therewith to identify up-to-date address information associated with potentially impacted individuals necessary to provide notification. Notification was provided to potentially impacted individuals on August 21, 2023. The notice included information about the incident and steps that potentially impacted individuals can take to help protect their information.

ADS has established a toll-free call center to answer questions about the incident and to address related concerns. Call center representatives are available Monday through Friday between 9:00 a.m. - 9:00 p.m. Eastern Time and can be reached at 1-800-939-4170.

The privacy and protection of personal and protected health information is a top priority for ADS, which deeply regrets any inconvenience or concern this incident may cause. While ADS has no evidence of the misuse of any potentially affected individual’s information as a result of this incident, ADS is providing the following information about steps that individuals can take to help protect their information.

### **What steps can I take to protect my personal information?**

- Notify your financial institution immediately if you detect any suspicious activity on any of your accounts, including unauthorized transactions or new accounts opened in your name that you do not recognize. Promptly report any fraudulent activity or any suspected incidents of identity theft to law enforcement.
- Request a copy of your credit report, directly from each of the three nationwide credit reporting agencies. To do so, free of charge once every 12 months, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting agencies is listed below.
- You can take steps recommended by the Federal Trade Commission to protect yourself from identify theft. The FTC’s website offers helpful information at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft).
- Additional information on what you can do to better protect yourself is included in your notification letter.

### **How do I obtain a copy of my credit report?**

You can obtain a copy of your credit report, free of charge, directly from each of the three nationwide credit reporting agencies. To order your credit report, free of charge once every 12 months, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228. Use the following contact information for the three nationwide credit reporting agencies:

**TransUnion**  
P.O. Box 1000  
Chester, PA 19016  
1-800-916-8800  
[www.transunion.com](http://www.transunion.com)

**Experian**  
P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**Equifax**  
P.O. Box 105851  
Atlanta, GA 30348  
1-800-685-1111  
[www.equifax.com](http://www.equifax.com)

### **How do I put a fraud alert on my account?**

You may consider placing a fraud alert on your credit report. This fraud alert statement informs creditors to possible fraudulent activity within your report and requests that your creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact Equifax, Experian or TransUnion and follow the Fraud Victims instructions. To place a fraud alert on your credit accounts, contact your financial institution or credit provider. Contact information for the three nationwide credit reporting agencies is included in the letter and is also listed at the bottom of this page.

### **How do I put a security freeze on my credit reports?**

You also have the right to place a security freeze on your credit report. A security freeze is intended to prevent credit, loans and services from being approved in your name without your consent. To place a security freeze on your credit report, you need to make a request to each consumer reporting agency. You may make that request by certified mail, overnight mail, or regular stamped mail, or online by following the instructions found at the websites listed below. You will need to provide the following information when requesting a security freeze (note that if you are making a request for your spouse, this information must be provided for him/her as well): (1) full name, with middle initial and any suffixes; (2) Social Security number; (3) date of birth; (4) address. You may also be asked to provide other personal information such as your email address, a copy of a government-issued identification card, and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, display your name and current mailing address, and the date of issue. There is no charge to place, lift, or remove a freeze. You may obtain a security freeze by contacting any one or more of the following national consumer reporting agencies:

**Equifax Security Freeze**  
PO Box 105788  
Atlanta, GA 30348  
1-800-685-1111  
[www.equifax.com](http://www.equifax.com)

**Experian Security Freeze**  
PO Box 9554  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion (FVAD)**  
PO Box 2000  
Chester, PA 19022  
1-800-909-8872  
[www.transunion.com](http://www.transunion.com)

### **What should I do if my family member was involved in the incident and is deceased?**

You may choose to notify the three major credit bureaus, Equifax, Experian and Trans Union, and request they flag the deceased credit file. This will prevent the credit file information from being used to open credit. To make this request, mail a copy of your family member's death certificate to each company at the addresses below.

**Equifax**  
Equifax Information Services  
P.O. Box 105169,

**Experian**  
Experian Information Services  
P.O. Box 9701

**TransUnion**  
Trans Union Information Services  
P.O. Box 2000

Atlanta, GA 30348

Allen, TX 75013

Chester, PA 19022