



Complete data breach care

January 10, 2011

Dear Attorney General,

This letter is to inform you of a privacy incident affecting residents of your state. We have been hired by Seacoast Radiology, PA (Seacoast Radiology) to notify the population of persons whose personal information may have been compromised.

Seacoast Radiology discovered on November 12, 2010, that there had been an unauthorized intrusion into its patient billing server. Personal information that may have been exposed included name, address, date of birth, Social Security number, ICD-9 codes, CPT codes, along with employer and physician name and address. All notification letters will be mailed via USPS on January 11, 2011.

Seacoast Radiology has followed standard procedures regarding notification of a health information breach set forth by United States Department of Health and Human Services. Jurisdictions that require police notification have been made. There were total of 231,400 affected individuals and a total 164,021 affected residents of New Hampshire.

ID Experts and Seacoast Radiology wanted to inform you of this privacy incident. In addition to making sure that Seacoast Radiology properly notified those whose information was compromised, our company is offering a toll-free number and website for the affected individuals to gain additional information about the event and what they can do to protect themselves.

Additionally, Seacoast Radiology has consulted with several computer security experts and implemented a number of changes to ensure that unauthorized access to their system does not occur again. They are also working to encrypt all data for increased security. They are continuing to reexamine their policies and procedures to identify and correct any weaknesses. We have included a copy of the three notification letters here to provide you with more details about the incident itself. Please do not hesitate to contact us if you have any questions about this privacy incident or the assistance we have provided to Seacoast Radiology.

Most sincerely,

A handwritten signature in black ink that reads "Christine Arevalo". The signature is written in a cursive, flowing style.

Christine Arevalo
Director of Critical Incident Response

Enclosures

SEACOAST RADIOLOGY, PA
C/O ID Experts
PO Box 6336
Portland, OR 97228-6336

CLAIMANT NAME
ADDRESS LINE 1
ADDRESS LINE 2
CITY STATE ZIPCODE
COUNTRY

Dear <NAME>,

On November 12, 2010, Seacoast Radiology Associates PA (Seacoast Radiology) discovered that the office server containing patient and guarantor billing information was accessed by an unauthorized third party via the internet earlier that day. Internet access to this server was disabled immediately upon discovery. A subsequent investigation indicated that it is unlikely that patient information was accessed. However, it was ultimately concluded that unauthorized access to patient information could not be excluded. At this time, there are still no reports to suggest that any of your information has been misused because of this incident.

You were included in the patient billing information as a "guarantor" for a patient who received medical services from Seacoast Radiology. Thorough investigation has indicated that some of your basic personal information, such as your name and address, may have been exposed. Though such basic personal information is publically available to anyone, we chose to notify you of this incident out of an abundance of caution. Please note that neither your Social Security number nor any of your personal medical information was contained on this server. Please also note that no bank account or credit card information was involved in this incident. Again, we regret to inform you that you have been identified as one of the individuals whose personal data was included in those files.

Since discovery of this incident, Seacoast Radiology has consulted with several computer security experts and has implemented a number of changes to ensure that unauthorized access to our system does not occur again. Keeping your data secure from illegal access is an ongoing priority. We are constantly reexamining our policies and procedures to identify and correct any weaknesses.

Seacoast Radiology has contracted with ID Experts® to provide you with an informational toll-free number and website to answer questions you may have about this incident. We encourage you to contact them by calling 1-877-803-8699 or visiting www.SeacoastPrivacy.com.

Again, at this time, there is no evidence that your information has been misused. Representatives from ID Experts are available Monday through Friday from 9 am-9 pm Eastern Time by calling 1-877-803-8699. The representatives have been fully versed on what happened and can answer any questions or concerns you may have regarding protection of your personal information.

Please reference this access code on your call: [ID Experts will insert individual codes]

You will find additional information regarding how you can protect your identity on the enclosed Recommended Steps document.

We sincerely regret any inconvenience or concern that this matter may have caused you. Thank you for your patience and understanding while we work together to protect your good name.

Yours truly,



Shawn M. Rayder, MD
Seacoast Radiology Associates PA
(Enclosure)

Recommended Steps to Protect Your Identity

Please Note: No one is allowed to place a fraud alert on your credit report except for you, please follow the instructions below to place the alert.

By taking the following simple steps, you can help prevent your information from being misused.

- 1. Telephone or Website:** Contact ID Experts at 1-877-803-8699 or visit www.SeacoastPrivacy.com to gain additional information about this event and to talk with knowledgeable people about appropriate steps to take to protect your credit record.
- 2. Review your credit reports.** We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. You can receive free credit reports by placing fraud alerts. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so that you receive a free report by one of the three credit bureaus every four months.
- 3. Place Fraud Alerts** with the three credit bureaus. You can place a fraud alert at one of the three major credit bureaus by phone and also via Experian's website. A fraud alert tells creditors to follow certain procedures, including contacting you, before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you but also may delay you when you seek to obtain credit. The contact information for all three bureaus is as follows:

Credit Bureaus

Equifax Fraud Reporting
1-800-525-6285
P.O. Box 740241
Atlanta, GA 30374-0241
www.equifax.com

Experian Fraud Reporting
1-888-397-3742
P.O. Box 9532
Allen, TX 75013
www.experian.com

TransUnion Fraud Reporting
1-800-680-7289
Fraud Victim Assistance Division
P.O. Box 6790
Fullerton, CA 92834-6790
www.transunion.com

It is necessary to contact only ONE of these bureaus and use only ONE of these methods. As soon as one of the three bureaus confirms your fraud alert, the others are notified to place alerts on their records as well. You will receive confirmation letters in the mail and will then be able to order all three credit reports, free of charge, for your review.

- 4. Security Freeze:** By placing a freeze, someone who fraudulently acquires your personal identifying information will not be able to use that information to open new accounts or borrow money in your name. You will need to contact the three national credit reporting bureaus listed above in writing to place the freeze. Keep in mind that when you place the freeze, you will not be able to borrow money, obtain instant credit, or get a new credit card until you temporarily lift or permanently remove the freeze. The cost of placing the freeze is no more than \$10 for each credit reporting bureau for a total of \$30. However, if you are a victim of identity theft and have filed a report with your local law enforcement agency or submitted an ID Complaint Form with the Federal Trade Commission, there is no charge to place the freeze.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.

You can obtain additional information about the steps you can take to avoid identity theft from the following:

For Maryland Residents:
Office of the Attorney General of Maryland
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
www.oag.state.md.us/Consumer
Toll Free 1-888-743-0023

For North Carolina Residents:
Office of the Attorney General of North Carolina
9001 Mail Service Center
Raleigh, NC 27699-9001
www.ncdoj.com/
Toll Free 1-919-716-6400

For all other US Residents:
Identity Theft Clearinghouse
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
www.consumer.gov/idtheft
1-877-IDTHEFT (438-4338)
TDD: 1-202-326-2502