

STATE OF NH  
DEPT OF JUSTICE  
2015 JUN -8 AM 11:52



June 3, 2015

Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

Dear Attorney General Boffetti,

I am writing to notify your office that in connection with the implementation of a new Information Technology (IT) monitoring system, Heartland Dental, LLC recently discovered unauthorized attacks on some of its websites. Upon discovery of this intrusion, we took immediate steps to secure the affected part of our computer network by disabling access to the compromised websites and promptly launched an internal investigation to understand the nature and scope of the incident. During our ongoing internal investigation, we determined that these attacks had compromised certain websites from March 31, 2013 to March 23, 2015, allowing access to databases housing historical data from employment application records. Heartland Dental has contained the intrusion and continues to reinforce its cybersecurity technologies in order to prevent a similar attack from occurring in the future.

The attacks may have resulted in the theft of applicant personal information, including: first and last name; middle name or initial; social security number; address and phone number(s); email address; certain information related to income and employment; education level; school name; and certain information related to employment references. We currently have no reason to believe that the attackers acquired any information about applicants beyond this information.

Approximately 3 residents were affected by this incident. We have sent these individuals notice of the incident via the attached notification letter, which was distributed via first class mail on June 2, 2015. As a result of this incident, we have offered affected individuals twelve (12) months of ProtectMyID®, complimentary identity protection services through Experian. We are also notifying the major credit bureaus of this incident.

If you have any questions, please do not hesitate to contact me at 217-540-5100 or [cthompson@heartland.com](mailto:cthompson@heartland.com).

Sincerely,

Chad Thompson

Corporate Compliance Officer and Executive Vice President of Administration





June 2, 2015

John Doe  
123 Main Street  
Anytown, ST 12345

Dear John,

In connection with the implementation of a new Information Technology monitoring system, Heartland Dental LLC recently discovered unauthorized attacks on some of its websites. Upon discovery of this intrusion, we took immediate steps to secure the affected part of our computer network by disabling access to the compromised websites. During our ongoing internal investigation, we determined that these attacks had compromised certain websites from March 31, 2013 to March 23, 2015, allowing access to databases housing historical data from employment application records.

The attacks may have resulted in the theft of your personal information, including: your first and last name; middle name or initial; social security number; address and phone number(s); email address; certain information related to your income and employment; education level; school name; and certain information related to your employment references.

Heartland Dental has contained the intrusion and continues to reinforce its cybersecurity technologies in order to prevent a similar attack from occurring in the future. We currently have no reason to believe that the attackers acquired any information about you beyond that listed above and this letter has not been delayed as a result of law enforcement investigation.

We are offering individuals affected by this incident twelve (12) months of ProtectMyID®, complimentary identity protection services through Experian. To enroll, please visit <http://www.protectmyid.com/redeem> and use the following personalized access code: XXXX and engagement number PC94264. If you have any questions about the intrusion or the identity protection services being offered, please contact Experian at (866) 579-2216. You can also visit <http://www.heartland.com/faq> for additional information about the intrusion and the complimentary identity protection services being offered through Experian.

You are not responsible for counterfeit fraudulent charges on your credit cards or debit cards to the extent timely reported. Accordingly, if you become aware of such activity, you should contact your issuing bank immediately. Below is a "Consumer Identity Protection Reference Guide" that details the steps you can take to protect your information against potential misuse, including the option to place a fraud alert or a security freeze on your credit file. Heartland

Dental urges you to be vigilant and closely review or monitor your bank and credit card statements, credit reports, and other financial information for any evidence of identity theft or other unusual activity. We remind you that under U.S. law, individuals are entitled to one free credit report annually from each of the three major credit bureaus, as described below in the Reference Guide. To obtain a free credit report, you can visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call the following toll-free number: (877) 322-8228.

We are very sorry that this incident occurred involving your personal information. Again, if you have any questions about the intrusion or the identity protection services being offered, please contact Experian at (866) 579-2216.

Sincerely,

Chad Thompson  
Corporate Compliance Officer and Executive Vice President of Administration

### **CONSUMER IDENTITY PROTECTION REFERENCE GUIDE**

As noted in our letter, Heartland Dental offers individuals the option to participate in the Experian ProtectMyID® complimentary identity protection services program. In addition, Heartland Dental recommends that affected individuals consider these steps:

**Security Freeze.** Some state laws allow you to place a security freeze on your credit reports. This would prohibit a credit reporting agency from releasing any information from your credit report without your written permission. You should be aware, however, that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit, mortgages, employment, housing or other services.

If you believe that you have been a victim of identity theft and you provide the credit reporting agency with a valid police report, it cannot charge you to place, lift or remove a security freeze on your credit reports. In all other cases, a credit reporting agency may charge you up to \$5.00 each time you place, temporarily lift, or permanently remove a security freeze.

To place a security freeze on your credit report, you must send a written request to each of the three credit reporting agencies noted below, which must include the following information: (1) full name (including middle initial as well as Jr., Sr., II, III, etc.); (2) Social Security number; (3) date of birth; (4) addresses for the prior five years; (5) proof of current address; (6) legible copy of a government-issued identification card; (7) copy of any relevant police report, investigative report, or complaint to a law enforcement agency concerning identity theft; and (8) if you are not a victim of identity theft, payment by check, money order, or credit card (Visa, MasterCard, American Express or Discover only). Do not send cash through the mail.

#### **Equifax**

P.O. Box 740241  
Atlanta, Georgia 30374-0241  
877-478-7625 [www.equifax.com](http://www.equifax.com)

#### **Experian**

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

#### **TransUnion Fraud Victim Assistance Division**

P.O. Box 6790  
Fullerton, California 92834-6790  
800-680-7289 [www.transunion.com](http://www.transunion.com)

Under some state laws, you have the right to obtain a copy of any police report regarding the intrusion.

**Free Credit Reports.** To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com), call toll-free at (877) 322-8228, or complete the Annual Credit Report Request Form on the U.S. Federal Trade Commission's ("FTC") website at [www.ftc.gov](http://www.ftc.gov) and mail it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281. The three national credit bureaus provide free annual credit reports only through this website, toll-free number or request form.

When you receive your credit report, review it carefully. Look for accounts you did not open. Look in the "inquiries" section for names of creditors from whom you haven't requested credit. Some companies bill under names other than their store or commercial names. The credit bureau will be able to tell you when that is the case. Look in the "personal information" section for any inaccuracies in your information (such as home address and Social Security number). If you see anything you do not understand, call the credit bureau at the telephone number on the report. Errors in this information may be a warning sign of possible identity theft. You should notify the credit bureaus of any inaccuracies in your report, whether due to error or fraud, as soon as possible so the information can be investigated and, if found to be in error, corrected. If there are accounts or charges you did not authorize, immediately notify the appropriate credit bureau by telephone and in writing.

If there is information on your credit report that the credit bureau cannot explain, you should call the creditors involved. Information that can't be explained also should be reported to your local police or sheriff's office because it may signal criminal activity.

In addition, if you detect any incident of identity theft or fraud, promptly report the incident to your local law enforcement authority, your state Attorney General and the FTC. If you believe your identity has been stolen, the FTC recommends that you take these additional steps:

- Close the accounts that you have confirmed or believe have been tampered with or opened fraudulently. Use the FTC's ID Theft Affidavit (available at [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)) when you dispute new unauthorized accounts.
- File a local police report. Obtain a copy of the police report and submit it to your creditors and any others that may require proof of the identity theft crime.

You can contact the FTC to learn more about how to protect yourself from becoming a victim of identity theft:

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

**Fraud Alerts.** To protect yourself from possible identity theft, consider placing a fraud alert on your credit file. A fraud alert helps protect you against the possibility of an identity thief opening new credit accounts in your name. When a merchant checks the credit history of someone applying for credit, the merchant gets a notice that the applicant may be the victim of identity theft. The alert notifies the merchant to take steps to verify the identity of the applicant. You can place a fraud alert on your credit report by calling any one of the toll-free fraud numbers provided below. You will reach an automated telephone system that allows you to flag your file with a fraud alert at all three credit bureaus.

**Equifax**

P.O. Box 740241  
Atlanta, Georgia 30374-0241  
877-478-7625 [www.equifax.com](http://www.equifax.com)

**Experian**

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

**TransUnion Fraud Victim Assistance Division**

P.O. Box 6790  
Fullerton, California 92834-6790  
800-680-7289 [www.transunion.com](http://www.transunion.com)

**For North Carolina Residents.** You can obtain information from the North Carolina Attorney General's Office about preventing identity theft. You can contact the North Carolina Attorney General at:

**North Carolina Attorney General's Office**

9001 Mail Service Center  
Raleigh, NC 27699-9001  
877-566-7226 (toll-free in North Carolina)  
919-716-6400  
[www.ncdoj.gov](http://www.ncdoj.gov)

**For Maryland Residents.** You can obtain information from the Maryland Office of the Attorney General about steps you can take to avoid identity theft. You can contact the Maryland Attorney General at:

Maryland Office of the Attorney General  
Consumer Protection Division  
200 St. Paul Place  
Baltimore, MD 21202  
888-743-0023 (toll-free in Maryland)  
410-576-6300  
[www.oag.state.md.us](http://www.oag.state.md.us)