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November 9, 2020

VIA EMAIL

Attorney General Gordon MacDonald
Office of the Attorney General
Consumer Protection Bureau
33 Capitol Street
Concord, NH 03301
Email: DOJ-CPB@doj.nh.gov

Re: Notice of Data Security Incident

Dear Attorney General MacDonald:

We represent American Addiction Centers (“AAC”) a company that provides addiction treatment services headquartered in Brentwood, Tennessee, with regard to a recent data security incident described in greater detail below. This letter is being sent on behalf of AAC because personal information belonging to New Hampshire residents may have been affected by a recent data security incident.

1. Nature of the security incident.

On September 4, 2020 AAC discovered that an employee may have accessed some AAC databases containing patient information, without proper authorization. AAC discovered this potential access quickly and upon discovery of the incident, immediately began performing an internal investigation to determine what, if any, personal information may have been accessed. The employee was subsequently terminated. On October 5, 2020, the investigation determined that this matter may have involved personal information of New Hampshire residents. The affected information may have included the residents’ name, Social Security number, date of birth, hair color, eye color, date of death, cause of death, marital status, gender, medical record number, prescription information, and/or driver’s license number.

2. Number of New Hampshire residents affected.

Approximately one (1) resident of New Hampshire may have been affected by this incident. AAC will be notifying the potentially affected New Hampshire resident on or about November 9, 2020, via U.S. mail. A sample copy of the notification letter is being provided with this correspondence.

3. Steps taken relating to the incident.

AAC engaged an internal review of their security protocols and implemented improvements to increase the security of their systems. In addition, AAC is offering identity theft protection services through Experian to provide affected people with 12 months of complimentary credit monitoring services.

4. Contact Information.

AAC remains dedicated to protecting the personal information in its control. If you have any questions or need additional information, please do not hesitate to contact me at (214) 722-7141 or by e-mail at lindsay.nickle@lewisbrisbois.com.

Please let me know if you have any questions.

Very truly yours,



Lindsay B. Nickle of
LEWIS BRISBOIS BISGAARD & SMITH LLP

Enclosure: Sample Notification Letter.



<<FirstName>> <<LastName>>

<<Date>> (Format: Month Day, Year)

<<Address1>>

<<Address2>>

<<City>>, <<State>> <<Zip Code>>

Re: Notification of Data Security Incident

Dear <<FirstName>> <<LastName>>,

We are writing on behalf of American Addiction Centers (“AAC”), a company that provides addiction treatment services headquartered in Brentwood, Tennessee, to provide you with information about a recent data security incident that may have impacted your personal information. The privacy and security of your personal information is extremely important to us. We are sending you this letter to notify you of this incident and to inform you about steps you can take to help protect your personal information.

What Happened? On September 4, 2020 AAC discovered that an employee may have accessed some AAC databases containing patient information, without proper authorization. AAC discovered this potential access quickly and upon discovery of the incident, immediately began performing an internal investigation to determine what, if any, personal information may have been accessed. The employee was subsequently terminated. On October 5, 2020, our investigation determined that this matter may have involved your personal information.

What Information Was Involved? Based on our investigation, the following information may have been accessed: Name, Social Security number, date of birth, hair color, eye color, date of death, cause of death, marital status, gender, medical record number, prescription information, and/or driver’s license number.

What We Are Doing. As soon as we discovered the incident, we took the steps discussed above. In addition, we are offering identity theft protection services through Experian’s® IdentityWorksSM.

What You Can Do To help protect your identity, we are offering a complimentary one year membership for Experian’s® IdentityWorksSM. This product provides you with superior identity detection and resolution of identity theft. To activate your membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by: 1/12/2021** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/3bcredit>
- Provide your **activation code: [code]**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian’s customer care team at 877-288-8057 by **1/12/2021**. Be prepared to provide engagement number **B005738** as proof of eligibility for the identity restoration services by Experian.

**ADDITIONAL DETAILS REGARDING YOUR 12-MONTH EXPERIAN IDENTITYWORKS
MEMBERSHIP:**

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors Experian, Equifax and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.

For More Information Please call 877-288-8057 or go to <https://www.experianidworks.com/3bcredit> for assistance or for any additional questions you may have.

Sincerely,



Jason Locke
Director of Compliance and Privacy
American Addiction Centers

Steps You Can Take to Further 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 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 can print this form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact one of the following three national credit reporting agencies:

TransUnion
P.O. Box 1000
Chester, PA19016
1-800-909-8872
www.transunion.com

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

Equifax
P.O. Box 105851
Atlanta, GA 30348
1-800-685-1111
www.equifax.com

Free Annual Report
P.O. Box 105281
Atlanta, GA 30348
1-877-322-8228
www.annualcreditreport.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 90 days. 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: Under U.S. law, 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. Contact information for the FTC is: **Federal Trade Commission**, 600 Pennsylvania Ave, NW, Washington, DC 20580, www.consumer.ftc.gov and www.ftc.gov/idtheft, 1-877-438-4338. Residents of New York, Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

**New York Attorney General
Bureau of Internet and Technology Resources**
28 Liberty Street
New York, NY 10005
ifraud@ag.ny.gov
1-212-416-8433

Maryland Attorney General
200 St. Paul Place
Baltimore, MD 21202
www.oag.state.md.us
1-888-743-0023

North Carolina Attorney General
9001 Mail Service Center
Raleigh, NC 27699
www.ncdoj.gov
1-877-566-7226

Rhode Island Attorney General
150 South Main Street
Providence, RI 02903
www.riag.ri.gov
401-274-4400

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 others. For more information about the FCRA, and your rights pursuant to the FCRA, please visit http://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf