James M. Paulino, Esq.
Innovation Square
100 South Clinton Ave, Ste. 1620
Rochester, New York 14604
jpaulino@constangy.com
Tel: 585.281.3000

February 9, 2024

VIA EMAIL
Attorney General John M. Formella
Office of the Attorney General
Consumer Protection & Antitrust Bureau
1 Granite Place South
Concord, NH 03301
DOJ-CPB@doj.nh.gov

Dear Attorney General Formella:

Constangy, Brooks, Smith and Prophete LLP ("Constangy") represents Columbus Aesthetic and Plastic Surgery ("CAPS") in connection with an incident described in greater detail below. The purpose of this letter is to notify you, in accordance with New Hampshire statute, that this incident may have affected the personal information of 1 New Hampshire resident. CAPS hereby reserves all rights and defenses in connection herewith.

1. **Nature of Incident**

On or about September 22, 2023, CAPS identified suspicious activity within its network environment, and quickly took steps to secure the environment and investigate the full nature and scope of the event. Its investigation determined an unknown actor gained temporary access to its network and potentially acquired certain files, some of which may have contained personal information; however, there was no evidence of any access to CAPS's Electronic Medical Records system.

As soon as CAPS discovered this incident, it launched an investigation and took steps to secure its network environment, including implementing enhanced security measures to help prevent a similar incident from occurring in the future. CAPS also notified the Federal Bureau of Investigation and Department of Health and Human Services of this incident. With that on or after December 22, 2023, CAPS learned that personal information may have been contained within potentially impacted files and has taken steps to prepare and send letters to potentially impacted individuals.

The potentially impacted information may have included individuals'
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2. **Number of New Hampshire residents affected**

CAPS notified 1 New Hampshire resident of the incident via first class U.S. mail on February 7, 2024. A sample copy of the notification letter is included with this correspondence.

3. Steps taken relating to the incident

Upon discovering the issue, CAPS took the steps described above. CAPS has also provided notice of the incident to potentially impacted individuals on February 7, 2024. In addition, CAPS is offering affected individuals who had their social security numbers impacted complimentary credit monitoring and identity protection services through IDX, a leader in consumer identity protection. These services include of complimentary credit monitoring and identity theft protection services, a $1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services. With this protection, IDX will help them resolve issues if their identity is affected.

4. Contact information

If you have any questions or need additional information, please do not hesitate to contact me at .

Very truly yours,

James M. Paulino, Esq. of
Constangy, Brooks, Smith & Prophete, LLP

Encl.: Sample Consumer Notification Letter

C A P S | PLASTIC SURGERY, DERMATOLOGY, MEDSPA & WELLNESS CENTER

P.O. Box 989728
West Sacramento, CA 95798-9728

<<First Name>> <<Last Name>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>
<<Country>>

February 7, 2024

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

We are writing to notify you of a recent incident experienced by Columbus Aesthetic and Plastic Surgery ("CAPS") that may have affected your personal information.

On or about September 22, 2023, CAPS identified suspicious activity within our network environment, and quickly took steps to secure the environment and investigate the full nature and scope of the event. Our investigation determined an unknown actor gained temporary access to our network and potentially acquired certain files, some of which may have contained personal information; however, there was no evidence of any access to CAPS's Electronic Medical Records system.

As soon as we discovered this incident, we launched an investigation and took steps to secure our network environment, including implementing enhanced security measures to help prevent a similar incident from occurring in the future. CAPS also notified the Federal Bureau of Investigation and Department of Health and Human Services of this incident. With that on or after December 22, 2023, CAPS learned that your information may have been contained within potentially impacted files and is taking steps to prepare and send letters to potentially impacted individuals.

We believe that the information involved in this incident may have included your .

CAPS is also offering you <<12/24>> months of complimentary credit monitoring and identity theft protection services, a $1,000,000 insurance reimbursement policy, and fully managed identity theft recovery services through IDX, A ZeroFox Company, the data breach and recovery services expert. Please note the deadline to enroll is .

We encourage you to enroll in the monitoring services using the instructions on the following pages, and to review the enclosed *Steps You Can Take to Help Protect Personal Information*, which includes additional resources you may utilize to help protect your information. If you have questions or need assistance, please contact (888) 466-1995, Monday through Friday from 9am – 9pm ET, excluding major U.S. holidays. IDX representatives are fully versed on this incident and can help answer questions you may have regarding the protection of your information.

We thank you for your understanding deeply regret any worry or inconvenience that this may cause.

Very truly yours,

Kendra Cook
Chief Executive Officer
5005 Arlington Centre Blvd
Upper Arlington, OH 43220

STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

Enroll in Credit Monitoring:

1. **Website and Enrollment.** Go to https://response.idx.us/ColumbusAesthetic and follow the instructions for enrollment using your Enrollment Code <<ENROLLMENT>>.

2. **Activate the credit monitoring** provided as part of your IDX identity protection membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, IDX will be able to assist you.

3. **Telephone.** Contact IDX at (888) 466-1995 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your credit identity.

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 1-877-322-8228, 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 also can contact one of the following three national credit reporting agencies:

Equifax	**Experian**	**TransUnion**
P.O. Box 105851	P.O. Box 9532	P.O. Box 1000
Atlanta, GA 30348	Allen, TX 75013	Chester, PA 19016
1 (888) 378-4329	1-888-397-3742	1-800-916-8800
www.equifax.com	www.experian.com	www.transunion.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 one year. 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: 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 Federal Trade Commission, 600 Pennsylvania Ave, NW, Washington DC, 1-877-438-4338, www.identitytheft.gov, 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.

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 other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf