

September 8, 2016

CERTIFIED MAIL – RETURN RECEIPT REQUESTED

Office of the Attorney General
33 Capitol St.
Concord, NH 03301

Re: Notification of data breach at King of Prussia Dental Association

To Whom It May Concern:

The purpose of this letter is to comply with New Hampshire State’s Information Security Breach and Notification Act *N.H. Rev. Stat. Ann. §§ 359-C:19 to C:21; N.H. Rev. Stat. Ann §§ 358-A:4; N.H. Rev. Stat. Ann §§ 332-I:1* and to inform you of a cyber incident at King of Prussia Dental Association (“KOP”) located in King of Prussia, Pennsylvania.

WHAT HAPPENED

On June 23, 2016 KOP discovered that a third party may have gained unauthorized access to information stored on its computer server. In response, KOP launched an investigation, hired a leading forensics firm, and contacted law enforcement. The investigation revealed that access may have occurred between March 28, 2016 and June 5, 2016. The server was taken out of operation. The forensics firm found no evidence that the information was acquired or used inappropriately but was unable to definitely rule that out. The FBI initially requested that KOP delay notification pending its investigation. On August 8, 2016 the FBI lifted the moratorium on notification.

WHAT INFORMATION WAS INVOLVED

The information may have included personal identifiable and protected health information for **seven** New Hampshire residents. This information included names, social security numbers, dates of birth, home addresses, phone numbers, account numbers and treatment records.

WHAT KOP IS DOING TO PROTECT ITS NEW HAMPSHIRE PATIENTS AND EMPLOYEES

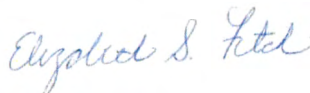
On September 9, 2016 KOP is sending notification letters to the seven residents of New Hampshire. KOP is offering identity theft protection services through ID Experts®, the data breach and recovery services expert, to provide MyIDCare™. MyIDCare services include: 12 months of credit and CyberScan monitoring, a \$1,000,000 insurance reimbursement policy, exclusive educational materials and fully managed ID theft recovery services. With this protection, MyIDCare will provide affected patients with the necessary tools to resolve issues if any have their identity compromised.

WHAT KOP IS DOING TO IMPROVE CYBER SECURITY

KOP is working to enhance the security of our systems to protect from further unauthorized access and cooperating with law enforcement to help prevent something like this from happening again. KOP has taken steps to improve data security on its web server infrastructure. KOP is strengthening its existing network firewalls and incorporating best practices in IT security.

King of Prussia is committed to maintaining the privacy and security of patients' and employees' personal identifiable information and protected health care information and will cooperate fully. Please contact me directly if you need additional information.

Sincerely,



Elizabeth S. Fitch
For the Firm

ESF:sdg