

February 18, 2021

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Via electronic-mail: DOJ-CPB@doj.nh.gov; AttorneyGeneral@doj.nh.gov

Attorney General Gordon McDonald

Consumer Protection Bureau
Office of the Attorney General
33 Capitol Street
Concord, NH 03302

Re:	Our Client	:	Project Vida Health Center
	Matter	:	Data Security Incident on November 1, 2020
	Wilson Elser File #	:	16516.01265

Dear Attorney General McDonald:

We represent Project Vida Health Center (“PVHC”), located in El Paso, Texas, with respect to a potential data security incident described in more detail below. PVHC takes the security and privacy of the information in its control seriously, and has taken steps to prevent a similar incident from occurring in the future.

This letter will serve to inform you of the nature of the security breach, the number of New Hampshire residents being notified, what information has been compromised, and the steps that PVHC is taking to restore the integrity of the system. We have also enclosed hereto a sample of the notification made to the potentially impact individuals, which includes an offer of free credit monitoring.

1. Nature of the Security Incident

It appears that on or around November 18, 2020, PVHC was the target of a cybersecurity incident. An unauthorized third party attempted to infiltrate PVHC’s computer systems. This incident may have resulted in the exposure of personal information that is located on PVHC’s systems, including full name, mailing address, phone number and dental billing/treatment history.

PVHC, however, is not aware of any evidence that information has been misused. PVHC has not received any reports of related identity theft since the date of the incident (November 1, 2020 to present).

2. Number of New Hampshire Residents Affected

A total of two (2) residents of New Hampshire were potentially affected by this security incident. Notification letters to these individuals were mailed on February 18, 2021, by first class mail. A sample copy of the notification letter is included with this letter.

3. Steps Taken

Upon learning of this incident, PVHC moved quickly to institute a response plan, which included conducting an investigation with the assistance of third-party forensic specialists and engaging in steps to confirm the security of any relevant systems. PVHC has reviewed, altered and enhanced its policies and procedures relating to the security of its systems and servers, as well as its information life cycle management.

4. Contact Information

PVHC remains dedicated to protecting the sensitive information in its control. If you have any questions or need additional information, please do not hesitate to contact me at Ross.Molina@WilsonElser.com or 504.702.1726.

Very truly yours,

Wilson Elser Moskowitz Edelman & Dicker LLP


Ross M. Molina

Copy: Robert Walker, Esq. (Wilson Elser LLP)

Enclosure: *Sample Notification Letter*