

May 28, 2010

Dear Consumer Protection Division of the Attorney General's Office:

This letter is to inform you of a privacy incident affecting residents of your state. We have been hired by Cincinnati Children's Hospital Medical Center to notify and provide identity theft protection to the affected population. Sometime between March 27 and March 29, 2010 personal information was compromised due to the theft of a laptop computer from an employee's vehicle. The information on the laptop was password protected, but it was not encrypted. On March 30, 2010, Cincinnati Children's discovered the incident, reported the incident to the police and immediately began their investigation. There were a total of 11 affected residents of Maine.

ID Experts and Cincinnati Children's wanted to inform you of this privacy incident and make you aware that Cincinnati Children's has secured robust protection for those who were affected. In addition to making sure that Cincinnati Children's properly notified those whose information was compromised, our company is also providing a one-year membership in our identity theft protection and restoration program. The service includes a dedicated toll free number for members of the affected class to call, a website dedicated to this event, 12 months of fraud restoration services and a \$20,000 insurance reimbursement component should anyone experience identity theft as a result of this incident. This membership is paid for entirely by Cincinnati Children's.

Our company has been providing identity theft services to individuals and organizations since 2003. We remain the leader in the industry. We also have a blanket purchase agreement from the General Services Administration (GSA), to provide independent risk analysis, and data breach remediation's services to state or federal agencies in the event of a data breach. We have provided services for over hundreds of data breaches and millions of victims in this time.

We have included a copy of the notification letter here to provide you with more details about the incident itself as well as the offering. Please do not hesitate to contact us if you have any questions about this privacy incident or the assistance we have provided to Cincinnati Children's.

Most sincerely,

Christine Arevalo
Christine Arevalo
Director of Critical Incident Response

Enclosure

CONSUMER PROTECTION DIVISION
RECEIVED
JUN 01 2010

OFFICE OF ATTORNEY GENERAL



C/O ID Experts
PO Box 6336
Portland, OR 97220-6336

To Enroll, Please call beginning June 1, 2010:

1-888-229-1842

Or Visit: www.IDExpertsProtection.com

Your Access Code: [XXXX]

<Name>
<Address line 1>
<address line 2>
<City State, ZIP>

Dear [Name],

I am writing to notify you about a computer security breach that may have resulted in unauthorized exposure of your personal information. On March 30, 2010, Cincinnati Children's Hospital Medical Center discovered a laptop computer was stolen from an employee's vehicle sometime between March 27 and March 29, 2010. The information on the laptop was password protected, but it was not encrypted. The incident was immediately investigated and reported to the police.

Upon thorough investigation and third-party validation, we have concluded that the information on the laptop included some of your personal information, including your name, medical record number, and services you received at Cincinnati Children's. **We can assure you that your Social Security number, telephone number and credit card information were not on the laptop. However, if you have any questions regarding the information, please call the number above.**

While there is no evidence there has been an attempt to misuse your personal information, Cincinnati Children's believes it is important to notify you. Cincinnati Children's is committed to providing the highest level of care for its patients and families and that includes protecting your personal information.

Since this event, Cincinnati Children's has strengthened its encryption practices to ensure no PC laptop computers are issued unless the encryption process is initiated. Additionally, we have improved our process for tracking the encryption of these laptops. Finally, we are committed to communicating safe electronic practices across the institution and rolling out updated training on securing and protecting patient information to all employees.

In addition, Cincinnati Children's has contracted with ID Experts®, the leading provider in complete data breach solutions, to provide you with several resources. **We strongly encourage you to call ID Experts and register for free identity theft protection service by calling 1-888-229-1842 or going to www.IDExpertsProtection.com.**

The deadline to enroll is: October 29, 2010

Enrolling with ID Experts®

1. Telephone: Contact ID Experts at 1-888-229-1842 to gain additional information about this event and to talk with knowledgeable people regarding any questions or concerns you may have.

2. Website: Go to www.IDExpertsProtection.com and follow the instructions for enrollment. If you do not have Internet access, you can also call **1-888-229-1842** to enroll over the phone. Once you have completed enrollment, you will receive a welcome letter either by mail or by email if you provide an email address when you sign up.

This welcome letter will detail the components of membership and will direct you to the exclusive ID Experts' Member Website where you will find other valuable educational information.

3. Police Report: You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that the patient has been a victim. A police report is often required to dispute fraudulent items. If you discover identity theft or suspect fraudulent activity relating to the personal health information, ID Experts team of recovery experts can assist you in restoring the patient's good name.

4. You can obtain additional information about the steps you can take to avoid identity theft from the following:

For Maryland Residents:

Office of the Attorney General of Maryland
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
www.oag.state.md.us/Consumer
Toll Free (888) 743-0023

For North Carolina Residents:

Office of the Attorney General of North Carolina
9001 Mail Service Center
Raleigh, NC 27699-9001
www.ncdoj.com/
Toll Free (919) 716-6400

For all other US Residents:

Identity Theft Clearinghouse
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
www.consumer.gov/idtheft
(877) IDTHEFT (438-4338)
TDD: (202) 326-2502

The one-year membership will include the following:

- **Fraud Resolution Representatives:** ID Experts will provide assistance if you suspect the personal information is being misused. A recovery advocate will be assigned to the case, and they will work with you to assess, stop, and reverse any fraudulent activity. If you suspect or discover suspicious activity, you should contact them immediately for assistance.
- **FraudStop™ Basic Edition:** This provides 12 months of access to the ID Experts team and the online resource center for news, education, and advisory services. Our experts will keep you up-to-date on new identity theft scams, tips for protection, legislative updates and other topics associated with maintaining identity health.
- **Healthcare Identity Protection Toolkit™:** This toolkit will provide a checklist for you with information on how to protect and monitor medical and relevant information. It includes a broad collection of documents, resources, direction and advice on how you can protect their private information after a data breach incident.
- **Exclusive Educational Materials:** The ID Experts website includes a wealth of useful information, including news, a Protection Test, the ID Self-Defense Academy™ and a place where you can review and update the account.

To learn more about this incident, or the services being provided, we encourage you to call ID Experts at 1-888-229-1842 or visit www.IDExpertsProtection.com.

Again, at this time, there is no evidence that the patient's information has been misused.

Representatives from ID Experts are available to assist with enrollment in the program Monday through Friday from 9 am-9 pm (ET) by calling **1-888-229-1842**, beginning June 1, 2010. They can also address any questions or concerns you may have regarding protection of personal information.

You will find detailed instructions for enrollment on the enclosed document, as well as some additional information. Also, you will need to reference the following access code when calling or enrolling on the website, so please do not discard this letter.

Your Access Code: [XXXX]

We sincerely regret any inconvenience or concern that this matter may have caused. Thank you for your patience and understanding while we work together to resolve this issue.

Yours truly,



Michael Fisher
President and CEO
Cincinnati Children's Hospital Medical Center

(Enclosure)