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June 6, 2017

Patient of GottaSmile Dentistry

***RE: Important Security Notification/Notice of Data Breach
Please read this entire letter.***

Dear Patient:

We are contacting you regarding our discovery of a data security incident involving patient charts and other confidential information pertaining to patients of Gotta Smile Dentistry.

WHAT HAPPENED

On April 17, 2017, Gotta Smile Dentistry received a call from a police officer. The officer informed Carlos Jacobo, our business manager, that he had found three boxes containing certain business records pertaining to Gotta Smile Dentistry in the trunk of a car during a routine traffic stop. Later that day, the officer dropped off those boxes at our office. Apparently, these boxes had been stolen from one of our storage units. After inspecting all three units, we discovered that the lock of one of the storage units had been cut and these boxes were taken. The driver of the vehicle with stolen boxes was arrested and claimed that he had purchased these boxes from another person. Two of the three boxes removed from the storage unit contained patient charts. While the third box contained mostly business records, this box also contained Care Credit Applications with personal patient information, and in some cases, co-signor information. The storage company filed a police report with the Stockton Police Department. Upon our inspection of the compromised storage unit, it appeared that two other boxes containing patient charts had been handled but not taken. We are uncertain whether any personal information from those boxes was taken or viewed.

WHAT INFORMATION WAS BREACHED

This incident involved the personal information pertaining to the recipient of this letter. Patient charts generally consist of new patient registration documents which may contain social security number, driver license number (or other government-issued identification numbers), date of birth, address, telephone number, email address, medical and dental history, personal health information, patient ledgers, charting, X-rays, and insurance information. Similar information is contained about the party responsible for making payment and/or the primary insurance-subscriber which can include name of the insurance carrier, the primary subscriber's social security number, date of birth, insurance identification number, benefits information, and history. As a result of this incident, your personal information may have been potentially exposed to others.

If you are not a patient of Gotta Smile Dentistry, you may have been a CareCredit co-signor or guarantor for one of our patients. Care Credit applications generally include patients' names, social security numbers, driver license number (or other government-issued identification numbers), dates of birth, postal and email addresses, telephone numbers, names and contact information for the employer, and income from various sources. Similar information about the co-signor is included in these applications as well. At this time, we do not know whether any of the information in those boxes was copied or used. However, we must take appropriate steps by way of an abundance of caution.

There is a risk that some of the information contained in the compromised documents (such as your name, date of birth, social security number, driver license number (or other government-issued identification numbers), address, bank account or credit card information) may be used by thieves to apply for new credit or loan accounts in your name, or try to steal your identity in other ways.

WHAT WE ARE DOING

Please be assured that we have taken every step necessary to address the incident. We take the obligation to safeguard your information very seriously. We are working with law enforcement agencies and are taking other preventative measures, including offering you free credit monitoring service through **Experian IdentityWorks**. We are also making efforts to ensure that no such incidents occur in the future.

WHAT YOU CAN DO

We deeply regret that this incident could affect you, and we are alerting you about this issue so that you can take steps to protect yourself. We also want to make sure that you have the resources available to protect your personal information. Some measures you can take to protect yourself against identity theft include obtaining a free credit report, placing a fraud alert and/or placing a security freeze on your credit files with each of the national credit reporting agencies. These and additional steps you should take, including enrolling in **Experian IdentityWorks**, are outlined in more detail in Attachments A and B to this letter.

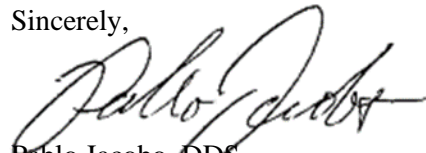
FOR MORE INFORMATION

Maintaining the integrity of your confidential information is extremely important to us. Once again, we deeply regret and apologize for any inconvenience this incident has caused you.

We will continue to post any updates on our Website: <http://www.gottasmile.net/>

We are also available to answer any questions your questions or concerns during our normal business hours. Please call toll free (888) 550-9925.

Sincerely,



Pablo Jacobo, DDS