

NOTICE OF DATA BREACH

At North Florida OB-GYN, we understand that the confidentiality and security of your medical and personal information is critically important, and we are committed to protecting it. The purpose of this post is to notify patients of a recent cyber incident that affected North Florida OB-GYN and may have resulted in a compromise of certain electronic files containing medical or personal information.

What Happened

On July 27, 2019, North Florida OB-GYN became aware that a portion of its computer systems were being affected by a cyber incident that we suspect may have begun on or before April 29, 2019. Shortly after becoming aware of the incident, North Florida OB-GYN completed a preliminary assessment, in consultation with third party information technology consultants, and determined that there had been improper access to certain portions of its networked computer systems and that a computer virus had encrypted (made unreadable) certain files on its computer systems. North Florida OB-GYN promptly shut down its networked computer systems, initiated its incident response and recovery procedures, notified the Federal Bureau of Investigation, and began a privileged and confidential forensic investigation. Since then, North Florida OB-GYN has decrypted (made readable again) or recovered virtually all of the affected files and has taken actions to strengthen security safeguards for the affected systems and prevent similar incidents.

There is no evidence to date that any unauthorized person has actually viewed, retrieved, or copied any of medical or personal information. As a precaution, North Florida OB-GYN has sent letters by mail to current and former patients whose medical or personal information may have been on the affected servers. North Florida OB-GYN has also notified the U.S. Department of Health and Human Services Office for Civil Rights and relevant state authorities of this incident.

What Information Was Involved

The medical or personal information affected by the incident may have included name, demographic information, date of birth, Social Security number, driver's license or identification card number, employment information, health insurance information, and health information, such as treatment, diagnosis, and related information and medical images. The affected computer systems did not contain any credit or debit card or financial account information.

What We Are Doing

We have strengthened our virus detection and other systems and safeguards to prevent unauthorized persons from gaining access to our systems. We have also taken other steps to try to prevent similar incidents in the future. As an extra precautionary measure, North Florida OB-GYN has provided potentially affected patients with access to identity theft protection services at no charge. Instructions for enrolling in credit monitoring were included in the notification letters and can also be obtained by calling the toll-free number listed below.

What You Can Do

North Florida OB-GYN advises patients to remain vigilant by regularly reviewing their account statements, monitoring free credit reports, and reporting to their financial institutions any

suspicious activity. Patients and employees may obtain a free copy of their credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281.

For More Information

North Florida OB-GYN has made available a toll-free number for potentially affected patients to call if they have any questions or wish to obtain additional information, 855-913-0607. The hotline operating hours are from 9:00 a.m. to 9:00 p.m. ET, Monday through Friday, excluding major holidays.

North Florida OB-GYN takes the confidentiality and security of medical and personal information very seriously and will continue to take steps to prevent a similar incident from occurring in the future.