

## **Dr. Doug's Pediatric Dentistry Provides Notice of Data Security Incident**

LOGAN, UTAH – August 7, 2025 – Dr. Doug's Pediatric Dentistry ("Dr. Doug's") is providing notice of a recent data security incident that may have involved personal and/or protected health information. Dr. Doug's takes the privacy and security of all information within its possession very seriously. Dr. Doug's has sent notice of this incident to potentially affected individuals and provided resources to assist them.

In September 2024, Dr. Doug's learned of unusual activity involving one of our email accounts. We immediately initiated an investigation, which was not able to determine whether any of the emails within the account were accessed without authorization. Out of an abundance of caution, we undertook a review of all emails within the account to determine whether personal or protected health information could have been involved and gathered contact information needed to provide notice. These efforts concluded in June 2025, at which time Dr. Doug's arranged to send letters to all potentially affected individuals with an available mailing address.

Based on the review of the potentially affected data, the following information could have been involved in the incident: Names, dates of birth, diagnosis or dental treatment information, and/or Medicaid or dental insurance information. In a very limited number of instances, the potentially affected information may have also included Social Security number or driver's license information. Of note, not all information was involved for all individuals.

As soon as Dr. Doug's discovered this incident, it took the steps described above and took steps to further enhance the security of its email environment. Dr. Doug's has established a toll-free call center to answer questions about the incident and address related concerns. Call center representatives are available Monday through Friday from 7:00 am to 7:00 pm Mountain Time, excluding holidays, and can be reached at 833-594-5308.

The privacy and protection of personal and protected health information is a top priority for Dr. Doug's. Dr. Doug's deeply regrets any inconvenience or concern this incident may cause.

***Dr. Doug's is providing the following information to help those wanting to know more about steps they can take to protect themselves and their information:***

### **What steps can I take to protect my personal information?**

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity:** As a precautionary measure, we recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

**Copy of Credit Report:** You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You also can contact one of the following three national credit reporting agencies:

- *Equifax*, P.O. Box 105851, Atlanta, GA 30348, 1-800-525-6285, [www.equifax.com](http://www.equifax.com).
- *Experian*, P.O. Box 9532, Allen, TX 75013, 1-888-397-3742, [www.experian.com](http://www.experian.com).
- *TransUnion*, P.O. Box 2000, Chester, PA 19016, 1-800-916-8800, [www.transunion.com](http://www.transunion.com).

**Fraud Alert:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least one year. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

**Security Freeze:** You have the right to put a security freeze on your credit file at no cost. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

**Additional Free Resources:** You can obtain information from the consumer reporting agencies, the FTC, or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state.

**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information; as well as other rights. For more information about the FCRA, and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reportingact.pdf>.