

February 24, 2023

Kirk J. Nahra

+1 202 663 6128 (t)
+1 202 663 6363 (f)
kirk.nahra@wilmerhale.com

VIA E-MAIL

Office of the Maryland Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202
E-mail: idtheft@oag.state.md.us

Re: Incident Notification

Dear Sir or Madam:

I am writing on behalf of our client, Advanced Health Media (“AHM”), and on behalf of AHM’s clients, to provide notice to your office concerning a security incident involving six hundred thirty-six (636) Maryland residents. AHM, which is owned by IQVIA, provides technology and service solutions to pharmaceutical companies to manage compliant interactions with healthcare professionals.

On or around December 16, 2022, AHM discovered that certain company servers used to store information relating to speaking and consulting arrangements were accessed beginning on November 27, 2022 by an unauthorized third-party, and that some of the information may have been acquired. Upon learning of the incident, AHM quickly implemented its cybersecurity response protocol, and worked with its cyber counsel to engage a leading cybersecurity firm to conduct a forensic review. AHM also took successful measures to ensure that this unauthorized access was stopped and is no longer possible. There is no evidence of any continuing unauthorized activity on AHM’s systems. At this time, AHM has not uncovered evidence that the affected individuals’ sensitive personal information has been used for fraudulent or illicit purposes or has been made publicly available, though AHM continues to monitor the situation. In response to the incident, AHM also implemented additional security measures, internal controls, and safeguards, and is continuing to review its policies and procedures to determine whether changes are needed to prevent a similar occurrence in the future.

Based on the company’s investigation to date, the affected personal information included name, address, social security number, or other identification numbers (such as driver’s license

February 24, 2023

Page 2

WILMERHALE

number). The Maryland residents impacted will shortly receive notice via U.S. Mail. An example of the notification mailed to Maryland residents is attached.

Information to assist affected individuals and instructions on how to enroll in identity theft prevention and mitigation services from Experian® that AHM/IQVIA is providing free of charge were included in the notice.

Please do not hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Kirk Nahra". The script is cursive and fluid.

Kirk J. Nahra

Enclosure



650 E Swedesford Rd
Wayne PA 19087
iqvia.com

1 1 1 *****AUTO**MIXED AADC 300

SAMPLE A. SAMPLE - L01

APT ABC



123 ANY ST

ANYTOWN, US 12345-6789



February 24, 2023

Re: Notice of Data Breach

Dear Sample A. Sample:

We are writing to notify you of an incident experienced by Advanced Health Media (“AHM”), an IQVIA company, that involved some of your personal information. AHM systems are used to process data related to your speaking or consulting arrangement(s) with pharmaceutical companies, which we helped arrange or facilitate. We deeply regret that this incident occurred despite our significant and ongoing investment in data security.

This letter will provide details about the incident, explain how we are prepared to assist you, and let you know what steps we are taking to continue to protect your personal information.

What Happened?

On or around December 16, 2022, AHM discovered that certain company servers used to store information relating to speaking and consulting arrangements were accessed beginning on November 27, 2022, by an unauthorized third party. As soon as we became aware of the situation, we initiated an investigation to understand which components of the AHM systems were potentially affected and whether personal information was potentially at issue. Through this investigation and review, we determined that some of your personal information may have been accessed without authorization and acquired.

The privacy and protection of the information in our possession is a matter we take very seriously, and we have worked swiftly to resolve the incident. There is no evidence of any continuing unauthorized activity on AHM’s systems. At this time, AHM has not uncovered evidence that the affected individuals’ sensitive personal information has been used for fraudulent or illicit purposes or has been made publicly available. AHM continues to monitor the situation. This incident did not affect any of IQVIA’s systems, including those used to administer clinical trials.

What Information Was Involved?

The information affected may have included your name, address, Social Security Number, or other identification numbers (such as your driver’s license number). This personal information was used by us for purposes such as: processing payments for speaking or consulting engagements; providing you with tax forms or invoices; and facilitating contracting between you and pharmaceutical companies.

What We Are Doing

Your trust is a top priority for AHM, and we deeply regret the inconvenience this may cause. The privacy and protection of the personal information of the individuals we work with is a matter we take very seriously, and we have worked swiftly to resolve the incident. We have implemented additional security measures, internal

controls, and safeguards, as well as making appropriate changes to our policies and procedures where needed to prevent a similar occurrence in the future.

Additionally, to help protect your identity, we are providing 24 months of identity theft detection and mitigation services from Experian, including credit monitoring, at no cost to you. To activate your IdentityWorksSM membership and start monitoring your personal information please follow the steps below:

- Ensure that you **enroll by:** [REDACTED] (Your code will not work after this date.)
- **Visit** the Experian IdentityWorksSM website to enroll: www.experianidworks.com/3bcredit
- Provide your **activation code:** **ABCDEFGHI**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorksSM online, please contact Experian's customer care team at [REDACTED] by [REDACTED]. Be prepared to provide engagement number [REDACTED] as proof of eligibility for the identity restoration services by Experian.

ADDITIONAL DETAILS REGARDING YOUR 24-MONTH EXPERIAN IDENTITYWORKSSM MEMBERSHIP:

A credit card is **not** required for enrollment in Experian IdentityWorksSM.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorksSM:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.¹
- **Credit Monitoring:** Actively monitors Experian, Equifax, and Transunion files for indicators of fraud.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorksSM ExtendCARETM:** You receive the same high level of Identity Restoration support even after your Experian IdentityWorksSM membership has expired.
- **Up to \$1 Million Identity Theft Insurance:**² Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at [REDACTED]. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for 24 months from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at www.ExperianIDWorks.com/restoration. You will also find self-help tips and information about identity protection at this site.

¹ Offline members will be eligible to call for additional reports quarterly after enrolling.

² The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

What You Can Do

To further protect your information, you can take additional steps to monitor your accounts, obtain your credit reports, and/or place a fraud alert or security freeze on your credit with the credit bureaus. For information on each of these steps, please review **Attachment A**. Depending on where you live, you may also have additional rights available to you, which you can review in **Attachment B**.

For More Information.

On behalf of the entire AHM team, we sincerely regret that this incident occurred. Should you have any questions about how to sign up for Experian's identity theft prevention and mitigation services or about the incident, please reach out to Experian at [REDACTED] or email IQVIA at [REDACTED].

Sincerely,

[REDACTED]

Chief Privacy Officer, IQVIA

Attachment A: Additional Information on Protecting Your Information

Experian Identity Theft Prevention and Mitigation Services

We are providing identity theft prevention and mitigation services from Experian, including credit monitoring, at no cost to any affected individual. Details about how you can enroll in these services is provided earlier in this letter.

You should always remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring free credit reports to detect errors resulting from the incident.

Monitor Your Accounts

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free (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. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax®
P.O. Box 740241
Atlanta, GA 30374-0241
(800) 685-1111
www.equifax.com

Experian
P.O. Box 9701
Allen, TX 75013-9701
(888) 397-3742
www.experian.com

TransUnion®
P.O. Box 1000
Chester, PA 19016-1000
(800) 888-4213
www.transunion.com

When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

Credit Freeze

You have the right to put a security freeze, also known as a credit freeze, on your credit file, so that no new credit can be opened in your name without the use of a Personal Identification Number (PIN) that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to access your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. Should you wish to place a credit freeze, please contact all three major consumer reporting agencies listed below.

Equifax®
P.O. Box 105788
Atlanta, GA 30348-5788
(888) 378-4329
www.equifax.com/personal/credit-report-services/credit-freeze/

Experian
P.O. Box 9554
Allen, TX 75013-9554
(888) 397-3742
www.experian.com/freeze/center.html

TransUnion®
P.O. Box 160
Woodlyn, PA 19094-0160
(888) 916-8800
www.transunion.com/credit-freeze

You must separately place a credit freeze on your credit file at each credit reporting agency. The following information should be included when requesting a credit freeze:

- 1) Full name, with middle initial and any suffixes;
- 2) Social Security number;
- 3) Date of birth (month, day, and year);
- 4) Current address and previous addresses for the past five (5) years;

- 5) Proof of current address, such as a current utility bill or telephone bill;
- 6) Other personal information as required by the applicable credit reporting agency;

If you request a credit freeze online or by phone, then the credit reporting agencies have one (1) business day after receiving your request to place a credit freeze on your credit file report. If you request a lift of the credit freeze online or by phone, then the credit reporting agency must lift the freeze within one (1) hour. If you request a credit freeze or lift of a credit freeze by mail, then the credit agency must place or lift the credit freeze no later than three (3) business days after getting your request.

Fraud Alerts

You also have the right to place an initial or extended fraud alert on your file at no cost. An initial fraud alert lasts 1-year and is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting 7 years. Should you wish to place a fraud alert, please contact any one of the agencies listed below. The agency you contact will then contact the other two credit agencies.

Equifax®
P.O. Box 105069
Atlanta, GA 30348-5069
(888) 378-4329
[www.equifax.com/personal/
credit-report-services/credit-
fraud-alerts/](http://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/)

Experian
P.O. Box 9554
Allen, TX 75013-9554
(888) 397-3742
[www.experian.com/
fraud/center.html](http://www.experian.com/fraud/center.html)

TransUnion®
P.O. Box 2000
Chester, PA 19016-2000
(800) 916-8800
www.transunion.com/fraud-alerts

Additional Information

You may obtain additional information from the Federal Trade Commission (FTC) and the credit reporting agencies about fraud alerts and security freezes. You can further educate yourself regarding identity theft and the steps you can take to protect yourself, by contacting your state Attorney General or the FTC. Instances of known or suspected identity theft should be reported to law enforcement, your state Attorney General, and the FTC.

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580
(877) ID-THEFT ((877) 438-4338)
TTY: (866) 653-4261
www.ftc.gov/idtheft

Attachment B: Additional State Law Information

For residents of the District of Columbia, Iowa, Maryland, New York, North Carolina, Oregon, and Rhode Island

You may contact your state Attorney General for additional information about avoiding identity theft. If you are a Rhode Island resident, you may also file a police report by contacting local or state law enforcement agencies. You may use the following information to contact your attorney general:

Office of the Attorney General Office of Consumer Protection 400 6 th Street, NW Washington, DC 20001 (202) 442-9828 www.oag.dc.gov	Office of the Iowa Attorney General Hoover State Office Building 1305 E. Walnut Street Des Moines, IA 50319 (515) 281-5926 / (888) 777-4590 www.iowaattorneygeneral.gov	Maryland Office of the Attorney General Consumer Protection Division 200 St. Paul Place Baltimore, MD 21202 (410) 528-8662 www.marylandattorneygeneral.gov
New York Attorney General Consumer Frauds & Protection Bureau 120 Broadway, 3rd Floor New York, NY 10271 (800) 771-7755 www.ag.ny.gov	New York Department of State Division of Consumer Protection 99 Washington Avenue Suite 650 Albany, NY 12231 (800) 697-1220 www.dos.ny.gov	North Carolina Department of Justice 9001 Mail Service Center Raleigh, NC 27699-9001 (919) 716-6000 www.ncdoj.gov
Oregon Department of Justice 1162 Court Street NE Salem, OR 97301-4096 (877) 877-9392 www.doj.state.or.us	Rhode Island Office of the Attorney General Consumer Protection Division 150 South Main Street Providence, RI 02903 (401) 274-4400 www.riag.ri.gov	

For residents of Massachusetts: Under Massachusetts law, you have the right to obtain any police report filed in connection with the incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

For residents of New Mexico: You have rights under the federal Fair Credit Reporting Act (FCRA). These include, among others, the right to know what is in your file; to dispute incomplete or inaccurate information; and to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit https://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf or www.ftc.gov.