



Womble Bond Dickinson (US) LLP

July 13, 2023

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

555 Fayetteville Street
Suite 1100
Raleigh, NC 27601

t: 919.755.2100
f: 919.755.2150

Re: Notice of Data Incident

Dear Attorney General Brown:

Pursuant to Maryland's Personal Information Protection Act, Md. Code Ann. Comm. Law 14-3504 ("PIPA"), I am writing to notify you on behalf of our client, Wake Family Eye Care ("Wake Family"), of a data exposure incident that may affect thirteen (13) Maryland residents.

NATURE OF THE BREACH

On June 2, 2023, Wake Family was the target of a ransomware attack in which its servers and files were encrypted. Wake Family discovered and contained the incident on June 2, 2023. Wake Family immediately took action to stop the attack and secure the accounts, including shutting down all affected servers and workstations, engaging a third-party forensic firm to investigate, contain, and restore functionality.

While Wake Family has no evidence that information has been misused or even taken, the affected files may have included name, address, date of birth, partial or full Social Security Number, driver's license / passport / other government-issued ID number, insurance number, optical images, chart number, and related eye records. The information did not include any payment or financial account numbers and there is no evidence to suggest specific files or data were targeted, taken, or misused.

STEPS TAKEN RELATING TO THE INCIDENT

Upon becoming aware of the incident, Wake Family hired a third-party forensic firm to investigate the details of how the incident occurred, what data may have been involved, how it was compromised, and to secure systems and workstations after the incident was contained before bringing systems and workstations back online. Wake Family is reviewing its security policies, procedures, and controls following the incident. Maryland residents will receive written notice. A copy of the notice is enclosed.

CONTACT INFORMATION

Should you have any questions regarding this notification or other aspects of this incident, please contact me at (919) 755-8172 or at Tara.Cho@wbd-us.com.

Sincerely,

/s/ Tara N. Cho

Partner
Womble Bond Dickinson (US) LLP



100 Parkway Office Court
Suite 112
Cary, NC 27518
wakefamilyeyecare.com
(919) 859-0777

<<Date>> (Format: Month Day, Year)

<<first_name>> <<middle_name>> <<last_name>> <<suffix>>
<<address_1>>
<<address_2>>
<<city>>, <<state_province>> <<postal_code>>
<<country>>

Re: Notice of Data Breach

Dear <<first_name>> <<middle_name>> <<last_name>> <<suffix>>,

Wake Family Eye Care is writing to notify you of a recent data incident that may have affected the security of some of your personal information. While we have no evidence that any of your personal information has been taken or misused, in an abundance of caution we are notifying you that your personal information may have been accessed by an unauthorized person and to provide information for you to use to monitor and help protect your information if you deem appropriate.

What Happened?

On June 2, 2023, Wake Family Eye Care was the target of a ransomware attack in which our servers and files on the server were encrypted. We discovered the data incident on June 2, 2023 and immediately took action to stop the attack and secure the accounts, including by shutting down all affected servers and workstations, and engaging a third-party forensic firm to investigate, contain, and restore functionality.

What Information Was Involved?

While we have no evidence that your information has been misused or taken, depending on what information you provided to us, the affected files may have included your name, address, date of birth, partial or full Social Security Number, driver's license / passport / other government-issued ID number, insurance number, optical images, chart number, and related eye records. The information did not include any payment or financial account numbers and there is no evidence to suggest specific files or data were targeted, taken, or misused.

What We Are Doing.

Wake Family Eye Care has taken steps to investigate the incident and validate that the data incident is not ongoing. We hired a third-party forensic firm to investigate the details of how the incident occurred, what data may have been involved, and to secure systems and workstations after the incident was contained before bringing systems and workstations back online. We are also reviewing our security policies, procedures, and controls following this incident.

What You Can Do.

We encourage you to remain vigilant for incidents of fraud or misuse of your personal information, from any source, by reviewing and monitoring your account statements and monitoring your free credit reports and be cautious of suspicious activity. Please also review the information contained in the attached "Steps You Can Take to Help Protect Your Identity."

For More Information.

If you have questions about this incident, you may contact our dedicated incident response line at 1-866-373-7206, Monday through Friday from 8:00 a.m. to 5:30 p.m. Central Time, excluding some major U.S. holidays.

I regret that this incident occurred, and hope that the information and resources provided in this letter will help to alleviate any potential concerns you may have.

Sincerely,

Amjad M Badwan, OD
Medical Director
Wake Family Eye Care

Steps You Can Take to Help Protect Your Identity

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may further educate yourself regarding identity theft prevention and protection, fraud alerts, and security freezes, and the steps you can take to help protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General using the contact details listed below.

You can also place a fraud alert or security freeze by contacting these credit reporting agencies. A fraud alert tells creditors to follow certain procedures like contacting you before they open any new accounts or change your existing accounts. You can place a fraud alert with one of the credit agencies listed below and that agency will alert the other two agencies. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a credit freeze may delay, interfere with, or prevent the timely approval of any requests you make for new loans, home mortgages, auto loans, employment, housing or other services. The credit reporting agencies may also charge a fee to place a freeze, temporarily lift a freeze that has been placed, or permanently remove it.

You have certain rights under the Fair Credit Reporting Act related to your consumer credit. For more information, please see <https://www.consumer.ftc.gov/sites/default/files/articles/pdf/pdf-0096-fair-credit-reporting-act.pdf>.

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credithelp
1-888-298-0045	1-888-397-3742	1-833-395-6938
Equifax Fraud Alert, P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert, P.O. Box 9554, Allen, TX 75013	TransUnion Fraud Alert, P.O. Box 2000, Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261.

Iowa residents, we recommend that you report any suspected incidents of identity theft to law enforcement or to the Attorney General, Consumer Protection Division. <https://www.iowaattorneygeneral.gov/for-consumers/general-consumer-information/identity-theft>

Maryland residents, you may contact the Maryland Office of the Attorney General, Consumer Protection Division: 200 St. Paul Place, 16th Flr., Baltimore, MD 21202, www.oag.state.md.us/Consumer, and toll-free at (888) 743-0023 or (410) 528-8662.

New York residents, you may contact the New York Office of Attorney General, Consumer Frauds & Protection: The Capitol, Albany, NY 12224; toll-free at 1-800-771-7755; <https://ag.ny.gov/consumer-frauds/identity-theft>.

North Carolina residents, the North Carolina Attorney General may be contacted for more information about identity theft prevention at: 9001 Mail Service Center, Raleigh, NC 27699-9001; 1-877-566-7226 or 1-919-716-6000; and www.ncdoj.gov.

Oregon residents, state law advises you to report any suspected identity theft to law enforcement, including the Attorney General, and the Federal Trade Commission.