

August 21, 2023

CONFIDENTIAL
Via Overnight Delivery

Attorney General Anthony G. Brown
Office of the Attorney General
200 St. Paul Place
Baltimore, MD 21202



Re: Notification of Data Incident
File No. 20210.7

Dear Attorney General Brown:

My firm represents LaHaye Center for Advanced Eye Care (the “Center”), an ophthalmology practice having two offices in Lafayette and Opelousas, Louisiana. I am writing to provide you notice of a data incident compromising the security of personal information affecting a resident of the State of Maryland. The incident involves 1 individual residing in your state.

On July 28, 2023, the Center was a victim of a ransomware attack that encrypted data stored on its computer network, including the Center’s employment records of past and current employees. Upon discovery of the attack, the Center initiated mitigating efforts, including working with computer professionals to restore the systems, assist in the investigation, and prevent further intrusions. The Center is also offering 1 year of free credit monitoring to affected persons.

The data involved in this incident is data that the Center holds on its employees in their employee files. The personal information accessible from the incident is: name, birthdate, Social Security Number, address, and salary information.

The Center placed notification to affected persons in USPS Mail on August 21, 2023. A sample notification of the kind sent to the affected person is enclosed with this letter. The Center is currently exploring additional technological mechanisms to further protect its system from future threats. The Center is also evaluating internal policies for additional opportunities to increase security.

I trust this letter provides all necessary information for your purposes and fully complies with Maryland law. However, if anything further is needed, please contact me.

Attorney General Anthony G. Brown
August 21, 2023
Page 2

Very truly yours,

KEAN MILLER LLP

Jessica C. Engler

Jessica C. Engler

Enclosure

*The LaHaye
Experience*

- Board-Certified Doctors
- Team-Approach Treatment
- State-of-the-Art
Technology
- Federally Approved
Surgical Suites

General Eye Care

- "Eye Physicals"
- Glaucoma Screenings
& Treatment
- Diabetic Retinopathy
- Pediatric Specialists

*LASIK Is Now
LaHayeSIK™*

- Fast & Painless Results
- Free Seminars
- Discounts & Flexible
Financing
- LaHayeSIK Alumni
Club Events

*LaHayeSIGHT
Cataract Surgery*

- Immediate Results
- No Needles
- No Hospitals
- In-Office
Surgery Suites
- Medicare Accepted

*Lunettes
de LaHaye*

- Contacts at Wholesale
Prices
- Match Price of Any Frames
& Lenses
- Quick Turnaround
- Designer Sunwear

*LaHaye Center
for Hearing*

- Clinical Audiologist on Staff
- Hearing Health Evaluations
- Digital Hearing Instruments
at every price point

800-892-EYES

www.lahavesight.com

201 Rue Iberville, Ste. 800
Lafayette, LA 70508
Ph 337-235-2149
Fax 337-231-4014

4313 I-49 S. Service Rd.
Opelousas, LA 70570
Ph 337-942-2024
Fax 337-948-6216



August 18, 2023



RE: Notice of Data Incident

Dear Current or Former Employee:

We are sending this letter to you as part of LaHaye Center for Advanced Eye Care's (the "Center") commitment to protecting the privacy and security of our employees' confidential information. We take information privacy very seriously, and it is important to us that you are made fully aware of any potential privacy issue. The purpose of this notice is to provide you with information about a recent data incident, our response to it, and additional steps you may take to better protect your personal information, should you feel it appropriate to do so.

I. What Happened

On July 28, 2023, the Center's computer systems and network were attacked by a malicious actor. A program was used to encrypt the Center's computer networks and data and information was downloaded from the Center's internal accounting and financial records.

II. What Information Was Involved

The information encrypted and downloaded by the malicious actor included employee payroll data and personal information. Our investigation determined that the following types of personal information were stored within impacted files and therefore may have been subject to unauthorized access: your name, birth date, Social Security Number, address, and salary information.

III. What We Are Doing

We take the confidentiality, privacy, and security of information in our care seriously. Upon discovery of the attack, we immediately retained a third-party computer forensics team and commenced an investigation to confirm the nature and scope of the incident. We took immediate steps to restore the encrypted data from backups and protect our information.

As part of this investigation, we have conducted thorough reviews and strengthening of our security systems. We are taking steps now to implement additional safeguards and review policies and procedures relating to data privacy and security. We

*The LaHaye
Experience*

- Board-Certified Doctors
- Team-Approach Treatment
- State-of-the-Art Technology
- Federally Approved Surgical Suites

General Eye Care

- "Eye Physicals"
- Glaucoma Screenings & Treatment
- Diabetic Retinopathy
- Pediatric Specialists

*LASIK Is Now
LaHayeSIR™*

- Fast & Painless Results
- Free Seminars
- Discounts & Flexible Financing
- LaHayeSIR Alumni Club Events

*LaHayeSIGHT
Cataract Surgery*

- Immediate Results
- No Needles
- No Hospitals
- In-Office Surgery Suites
- Medicare Accepted

*Lunettes
de LaHaye*

- Contacts at Wholesale Prices
- Match Price of Any Frames & Lenses
- Quick Turnaround
- Designer Sunwear

*LaHaye Center
for Hearing*

- Clinical Audiologist on Staff
- Hearing Health Evaluations
- Digital Hearing Instruments at every price point

800-892-EYES

www.lahayesight.com

201 Rue Iberville, Ste. 800

Lafayette, LA 70508

Ph 337-235-2149

Fax 337-231-4014

4313 I-49 S. Service Rd.

Opelousas, LA 70570

Ph 337-942-2024

Fax 337-948-6216



are sending you this notice so that you can, in addition to our efforts, act as you see fit to protect your identity.

As part of this effort, the Center is providing you with access to 12 months of credit monitoring and identity protection services through Equifax Credit Watch Gold credit monitoring and identity protection services at no cost to you. A description of services and information on how to enroll can be found within the enclosed "Steps You Can Take to Protect Personal Information" and Equifax instruction sheet. Please note that you must complete the enrollment process yourself, as the Center is not permitted to enroll you in these services on your behalf.

IV. For More Information

Should you have any questions or need additional information, please contact Brenda McCall at (337) 235-2149.

We take very seriously our role of protecting our employees' personal information. We are sorry that this incident occurred. Unfortunately, cyberattacks continue to increase at an alarming rate and no organization is completely immune from such nefarious activity despite the security initiatives taken to prevent such attacks. Please know that the security of your information remains a top priority of the Center. We have taken and will continue to take steps to maximize our security, minimize the impact of this attack, and prevent a reoccurrence in the future.

Please keep this notice for your records.

Sincerely,

A handwritten signature in dark ink that reads "Leon C LaHaye MD".

Dr. Leon LaHaye

*The LaHaye
Experience*

- Board-Certified Doctors
- Team-Approach Treatment
- State-of-the-Art Technology
- Federally Approved Surgical Suites

General Eye Care

- "Eye Physicals"
- Glaucoma Screenings & Treatment
- Diabetic Retinopathy
- Pediatric Specialists

*LASIK Is Now
LAHayeSIK™*

- Fast & Painless Results
- Free Seminars
- Discounts & Flexible Financing
- LAHayeSIK Alumni Club Events

*LaHayeSIGHT
Cataract Surgery*

- Immediate Results
- No Needles
- No Hospitals
- In-Office Surgery Suites
- Medicare Accepted

*Lunettes
de LaHaye*

- Contacts at Wholesale Prices
- Match Price of Any Frames & Lenses
- Quick Turnaround
- Designer Sunwear

*LaHaye Center
for Hearing*

- Clinical Audiologist on Staff
- Hearing Health Evaluations
- Digital Hearing Instruments at every price point

800-892-EYES

www.lahayeeyes.com

201 Rue Iberville, Ste. 800
Lafayette, LA 70508
Ph 337-235-2149
Fax 337-231-4014

4313 I-49 S. Service Rd.
Opelousas, LA 70570
Ph 337-942-2024
Fax 337-948-6216



Steps You Can Take to Protect Personal Information

Enrolling in Credit Monitoring Through Equifax

The Center is providing 12 months of free credit monitoring and identity protection services through Equifax Complete Premiere. Enclosed with this notice is an information sheet providing details of the included services, instructions for enrollment, and your unique authorization code to take advantage of this offer.

Additional Measures to Protect Your Information

Whether or not you elect to enroll in the credit monitoring product, we strongly recommend that you closely monitor your financial accounts, and, if you detect any unauthorized activity, promptly contact your financial institutions and your local law enforcement authority. The Federal Trade Commission also recommends that you contact one of the three United States credit reporting agencies (Equifax, Experian, and TransUnion) to obtain a free credit report. These agencies can be contacted by calling 1-877-322-8228 or by logging on to <http://www.annualcreditreport.com>. The Federal Trade Commission also recommends placing a fraud alert on your credit file, which can be done through these credit reporting agencies. A fraud alert lets creditors know to contact you before opening any new accounts or changing current accounts. These agencies can also provide information about placing a security freeze on your credit files. By placing a freeze, someone who fraudulently obtains your personal information will not be able to use that information to open new accounts or borrow money in your name. You may also contact the agencies individually using the following information:

TransUnion LLC
P.O. Box 2000
Chester, PA 19016
(800) 680-7289

Equifax
P.O. Box 740256
Atlanta, GA 30348
(800) 525-6285

Experian
P.O. Box 4500
Allen, TX 75013
(888) 397-3742

Even if no suspicious activity is found, the Federal Trade Commission ("FTC") recommends that you periodically check your credit reports. Personal information is not always used immediately. Rather, it can be held onto for later use or bundled with other persons' information for batch sale. Checking your credit reports periodically can help you spot and address problems quickly. For more information and more tips from the FTC about protecting your information, please visit IdentityTheft.gov or call 1-877-ID-THEFT (877-438-4338).