



Maria Efaplatmidis, Esq.
175 Pearl Street
Suite C 402
Brooklyn, NY 11201
mefaplatmidis@constangy.com
Tel: 917.414.8991

March 15, 2024

VIA EMAIL

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

Dear Attorney General Brown:

Constangy, Brooks, Smith and Prophete LLP (“Constangy”) represents Aveanna Healthcare (“Aveanna”) in connection with an incident described in greater detail below. The purpose of this letter is to notify you, in accordance with Maryland statute, that this incident may have affected the personal information of 393 Maryland residents. Aveanna hereby reserves all rights and defenses in connection herewith.

1. Nature of Incident

On September 22, 2023, Aveanna became aware of unusual activity associated with one of Aveanna’s email accounts. In response, Aveanna took immediate steps to secure its email environment and promptly launched an investigation. In so doing, Aveanna engaged independent digital forensics and incident response experts to determine what happened and to identify any information that may have been accessed or acquired without authorization as a result. Through that investigation, Aveanna learned of information suggesting that an unknown actor may have gained unauthorized access to our email environment on September 25, 2023 and potentially accessed certain files, some of which may have contained your personal information. On March 12, 2024, Aveanna learned that certain personal information may have been impacted in connection with the incident. Please note that Aveanna has no evidence of the misuse or attempted misuse of any potentially impacted information.

The impacted information varies by individual but may include individuals’ names along with their medical information and health insurance information.

2. Number of Maryland residents affected

Aveanna notified 393 Maryland residents of the incident via first class U.S. mail on March 15, 2024. A sample copy of the notification letter is included with this correspondence.

3. Steps taken relating to the incident

Aveanna is notifying the affected individuals and providing resources and steps individuals can take to help protect their information. The notification letter offers complimentary medical shield identity protection services, including 12 months of Health Insurance Plan Number Monitoring; Medical Record Number Monitoring; Medical Beneficiary Identifier Monitoring; National Provider Number Monitoring; International Classification of Diseases Monitoring; Health Savings Account Monitoring; Dark Web Monitoring; Victim Assistance; and \$1 Million of Identity Theft Insurance. These services are offered through CyEx. Epiq will also support a call center for at least 90 days to answer incident related questions.

4. Contact information

If you have any questions or need additional information, please do not hesitate to contact me at 917.414.8991 or mefaplatidis@constangy.com.

Very truly yours,

A handwritten signature in dark ink, appearing to read 'MEF', with a stylized flourish extending to the right.

Maria Efaplatidis, Esq. of
Constangy, Brooks, Smith & Prophete, LLP

Encl.: Sample Consumer Notification Letter



Secure Processing Center
P.O. Box 3826
Suwanee, GA 30024

<<First Name>> <<Last Name>>
<<Address1>>
<<Address2>>
<<City>>, <<State>> <<Zip>>

<<Date>>

Subject: Notice of Data <<Breach/Security Incident>>

Dear << First Name>> << Last Name>>:

The purpose of this communication is to notify you of a data security incident experienced by Aveanna Healthcare (“Aveanna”) which may have affected your personal information. At Aveanna, we take the privacy and security of all information within our possession very seriously. This is why we are notifying you of the incident, providing you with steps you can take to help protect your personal information, and offering you the opportunity to enroll in complimentary monitoring and identity protection services.

What Happened? On September 22, 2023, Aveanna became aware of unusual activity associated with one of Aveanna’s email accounts. In response, Aveanna took immediate steps to secure our email environment and promptly launched an investigation. In so doing, Aveanna engaged independent digital forensics and incident response experts to determine what happened and to identify any information that may have been accessed or acquired without authorization as a result. Through that investigation, we learned of information suggesting that an unknown actor may have gained unauthorized access to our email environment on September 25, 2023 and potentially accessed certain files, some of which may have contained your personal information. On March 12, 2024, Aveanna learned that your personal information may have been impacted in connection with the incident which is the reason for this notification. Please note that Aveanna has no evidence of the misuse or attempted misuse of any potentially impacted information.

What Information Was Involved? The information involved included your name along with your <<Data Elements>>.

What We Are Doing. As soon as we discovered this incident, we took the steps referenced above. We also implemented additional security features to reduce the risk of a similar incident occurring in the future.

Aveanna is also notifying you of this incident and offering you the opportunity to enroll in complimentary CyEx Medical Shield identity protection services through Epiq, the data breach and recovery services expert. These services include <<12/24>> months of Health Insurance Plan Number Monitoring; Medical Record Number Monitoring; Medical Beneficiary Identifier Monitoring; National Provider Number Monitoring; International Classification of Diseases Monitoring; Health Savings Account Monitoring; Dark Web Monitoring; Victim Assistance; and \$1 Million of Identity Theft Insurance.

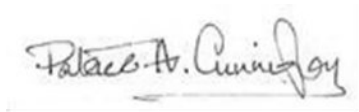
To enroll, please call CyEx at 1.866.622.9303 or go to <https://app.medicalshield.cyex.com/enrollment/activate/aveams> and use the Enrollment Code <<Activation Code>>. CyEx representatives are available for 90 days from the date of this letter to assist you with questions regarding enrollment between 9:00 am to 9:00 pm Eastern Time, Monday through Friday, excluding holidays. Please note the deadline to enroll is <<Enrollment Deadline>>.

What You Can Do. We encourage you to enroll in the complimentary medical identity protection services we are offering. With this protection, Epiq can help you resolve issues if your medical identity is compromised. Please also review the guidance at the end of this letter which includes additional resources you may utilize to help protect your information.

For More Information: Epiq Representatives are available for 90 days from the date of this letter, to assist you with questions regarding this incident, between the hours of 6:00 a.m. to 6:00 p.m. Pacific time, Monday through Friday, excluding holidays. Please call the help line at 1.844.707.4507 and supply the specialist with your unique code listed above.

On behalf of Aveanna, thank you for your understanding about this incident. Please accept our sincere apologies and know that we deeply regret any worry or inconvenience that this may cause you.

Very truly yours,

A handwritten signature in cursive script that reads "Patrick A. Cunningham". The signature is written in dark ink on a light-colored background.

Patrick Cunningham
Chief Compliance Officer
Aveanna Healthcare
400 Interstate North Parkway SE, Suite 1600
Atlanta, Georgia 30339
800.408.4442

STEPS YOU CAN TAKE TO HELP PROTECT YOUR 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 (888) 378-4329
www.equifax.com

Experian

P.O. Box 9532
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 1000
Chester, PA 19016
1-800-916-8800
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 for up to one year 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.

Federal Trade Commission

600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov, and
www.ftc.gov/idtheft
1-877-438-4338

Maryland Attorney General

200 St. Paul Place
Baltimore, MD 21202
oag.state.md.us
1-888-743-0023

New York Attorney General

Bureau of Internet and Technology
Resources
28 Liberty Street
New York, NY 10005
1-212-416-8433

North Carolina Attorney General

9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

Rhode Island Attorney General

150 South Main Street
Providence, RI 02903
<http://www.riag.ri.gov>
1-401-274-4400

Washington D.C. Attorney General

441 4th Street, NW
Washington, DC 20001
oag.dc.gov
1-202-727-3400

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-reporting-act.pdf>