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March 3, 2025

VIA EMAIL

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

Re: Notice of Data Security Event

To Whom It May Concern:

Fox Rothschild LLP ("Fox") represents Hillcrest Convalescent Center and Hillcrest Raleigh at Crabtree Valley (collectively "Hillcrest"), companies based in Durham and Raleigh North Carolina, in connection with the data security event described in greater detail below. The purpose of this letter is to notify you of the incident in accordance with Maryland's data breach notification statute.

1. Nature of the Security Event

On June 27, 2024, Hillcrest identified suspicious activity on its network and moved quickly to secure its environment. Hillcrest immediately launched an investigation with the assistance of third-party cybersecurity experts to determine the nature and scope of the incident. Through the investigation, Hillcrest discovered unauthorized access to its network that led to the unauthorized acquisition of some Hillcrest data. Hillcrest then conducted an extensive and detailed review of the data to identify the potentially affected individuals and information. This review was completed on February 13, 2025.

A Pennsylvania Limited Liability Partnership

California Nevada Colorado New Jersey Delaware New York District of Columbia North Carolina Florida Oklahoma Georgia **Pennsylvania** Illinois Massachusetts South Carolina Minnesota Texas Missouri Washington

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2. Number of Affected Maryland Residents & Information Involved

The incident involved the personal information for 574 Maryland residents. The information involved in the incident for those affected may have included: name, date of birth, Social Security number, patient data, medical information, treatment information, health insurance information, and Health Care Provider information.

3. Notification to Affected Individuals

On February 28, 2025, Hillcrest began mailing notification letters to affected individuals. The notification letter provides resources and steps individuals can take to help protect their information. The notification letter also offers the opportunity to enroll in twelve (12) months of complimentary identity protection services through Cyberscout, a TransUnion company, including credit monitoring, identity remediation services, and access to toll-free numbers, should individuals have questions about the incident or signing up for the services. A sample notification letter sent to impacted individuals is included with this correspondence.

4. Steps Taken Relating to the Incident

In response to the incident, Hillcrest retained outside experts and investigated the matter to determine the source and scope of the potential compromise. Hillcrest also implemented additional security measures to further harden their defenses in an effort to prevent a similar event from occurring in the future.

Finally, Hillcrest is notifying affected individuals and providing them with steps they can take to protect their personal information, as discussed above. Hillcrest has also established a toll-free call center through Cyberscout, a leader in identity protection services, to answer questions about signing up and using the complimentary services and for proactive fraud assistance.



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5. Contact Information

Hillcrest remains dedicated to protecting the personal information in its control. If you have any questions or need additional information, please do not hesitate to contact Susan Fradenburg at 336-378-5482 or sfradenburg@foxrothschild.com.

Sincerely,

/s/ Susan Fradenburg

Susan Fradenburg, Partner

AG

Sample Notification Letter



To Enroll, please visit:
<https://bfs.cyberscout.com/activate>
Enrollment Code: 



March 4, 2025

Re: Notice of Data Security Event

Dear ,

Hillcrest Convalescent Center and Hillcrest Raleigh at Crabtree Valley (collectively "Hillcrest") are writing to notify you of a data security event that may have affected your personal information. While we are unaware of any attempted or actual misuse of your personal information, we are providing you with information about the event, our response, and steps you may take to protect against any misuse of your personal information, should you feel it necessary to do so.

What Happened? On June 27, 2024, Hillcrest identified suspicious activity on its network and moved quickly to secure its environment. Hillcrest immediately launched an investigation with the assistance of third-party cybersecurity experts to determine the nature and scope of the incident. Through the investigation, Hillcrest discovered unauthorized access to its network that led to the unauthorized acquisition of some Hillcrest data. Hillcrest then conducted an extensive and detailed review of the data to identify the potentially affected individuals and information. This review was completed on February 13, 2025.

What Information was Involved? The potentially affected information included your Name, 


What We Are Doing. Protecting personal information in our care is one of our top priorities. Upon learning of this event, we promptly initiated an investigation to review and enhance our security systems. We also reported the incident to law enforcement in an effort to hold the perpetrators accountable.

Additionally, Hillcrest is offering affected individuals access to Single Bureau Credit Monitoring/Single Bureau Credit Report/Single Bureau Credit Score services at no charge. These services provide you with alerts for twelve (12) months from the date of enrollment when changes occur to your credit file. This notification is sent to you the same day that the change or update takes place with the bureau. Finally, we are providing you with proactive fraud assistance to help with any questions that you might have or in the event that you become a victim of fraud. These services will be provided by Cyberscout, a TransUnion company specializing in fraud assistance and remediation services. The deadline to enroll in these services is , 2025. Please note, you must visit the website to be enrolled in the services.

What You Can Do. Please review the enclosed "Steps You Can Take to Help Protect Your Personal Information," which provides information on what you can do to better safeguard against possible misuse of your personal information. We also encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your credit reports for suspicious activity. If you identify any suspicious activity on your accounts, please contact the institution the account is held with to speak with them directly about the activity.

For More Information. If you have additional questions or concerns that are not addressed in this notice, please call our toll-free dedicated assistance line at **1-833-████████**. This toll-free line is available from 8:00 am to 8:00 pm Eastern Time, Monday through Friday, excluding holidays.

We sincerely regret any inconvenience this event may cause you. We remain committed to ensuring the security of information in our care.

Sincerely,

Hillcrest Convalescent Center
Hillcrest Raleigh at Crabtree Valley

Steps You Can Take to Help Protect Your Personal Information

Enroll in Credit Monitoring: To enroll in Credit Monitoring services at no charge, please log on to <https://bfs.cyberscout.com/activate> and follow the instructions provided. When prompted please provide the following unique code to receive services: [REDACTED].

In order for you to receive the monitoring services described above, you must enroll within 90 days from the date of this letter. The enrollment requires an internet connection and e-mail account and may not be available to minors under the age of 18 years of age. Please note that when signing up for monitoring services, you may be asked to verify personal information for your own protection to confirm your identity. Please note the deadline to enroll is [REDACTED] 2025.

Monitor your accounts: We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity or errors. Please report any suspicious activity on your account to the institution.

Check credit reports: Under United States law, you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report at:

Equifax®
P.O. Box 740241
Atlanta, GA 30374
1-800-685-1111
www.equifax.com

Experian
P.O. Box 9701
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion®
P.O. Box 1000
Chester, PA 19016
1-800-888-4213
www.transunion.com

Place a security freeze: You may place a security freeze on your credit reports, free of charge. 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 security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. You will need to place a security freeze separately with each of the three major credit bureaus if you wish to place a freeze on all your credit files. To request a security freeze, you will need to supply your full name, address, date of birth, Social Security number, current address, all addresses for up to five previous years, email address, a copy of your state identification card or driver's license, and a copy of a utility bill, bank or insurance statement, or other statement proving residence. To find out more on how to place a security freeze, contact the credit reporting agencies at:

Equifax	P.O. Box 105788 Atlanta, GA 30348	1-800-685-1111	equifax.com/personal/credit-report-services
Experian	P.O. Box 9554 Allen, TX 75013	1-888-397-3742	experian.com/freeze/center.html
TransUnion	P.O. Box 2000 Chester, PA 19016	1-888-909-8872	transunion.com/credit-freeze

Place a fraud alert: At no charge, you can also have the three major credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact the credit reporting agencies.



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Equifax	P.O. Box 105788 Atlanta, GA 30348	1-888-766-0008	equifax.com/personal/credit-report-services
Experian	P.O. Box 9554 Allen, TX 75013	1-888-397-3742	experian.com/fraud/center.html
TransUnion	P.O. Box 2000 Chester, PA 19016	1-888-909-8872	transunion.com/fraud-victim-resource/place-fraud-alert

Review additional resources: You can further educate yourself regarding identity theft, security freezes, fraud alerts, and the steps you can take to protect yourself against identity theft and fraud by contacting the Federal Trade Commission or your state Attorney General, with some shown below. The Federal Trade Commission encourages those who discover that their information has been misused to file a complaint with them. Instances of known or suspected identity theft should be promptly reported to law enforcement, the Federal Trade Commission, and your state Attorney General. You have the right to file a police report if you ever experience identity theft or fraud. This notification was not delayed by law enforcement.

Federal Trade Commission (FTC)
600 Pennsylvania Ave, NW
Washington, DC 20580
consumer.ftc.gov and 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
ag.ny.gov
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
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/sites/default/files/articles/pdf/pdf-0096-fair-credit-reporting-act.pdf>