



P.O. Box 989728
West Sacramento, CA 95798-9728

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

December 19, 2023

Notice of Data Breach

Dear <<First Name>> <<Last Name>>,

I am writing to inform you that RUSH discovered on October 25 that an electronic survey sent by email for research purposes was misdirected between patients so that an individual's first and last name may have been disclosed to another recipient of the email. This issue occurred when data in the source spreadsheet used for the mailing became misaligned due to an error in data sorting. In response to the issue, the manager has addressed the issue with the responsible employee and follow-up retraining and a review will be made with other staff regarding the proper handling of electronic data used for similar mailings.

Due to the fact that only your name would have been revealed in the misdirected survey, we believe that there is a low privacy risk to you. Of course, you should always be diligent in protecting yourself by being cautious if anyone contacts you asking for personal information. For example, if you receive an unsolicited phone call regarding this survey, please let us know immediately. We emphasize, however, that your contact information was not included in the erroneous transmission.

RUSH takes very seriously the privacy and security of our patients' personal information, and we regret that this incident happened. Although we believe the privacy risk to you is low, you can consider monitoring your credit report to be sure that no suspicious activity has occurred concerning your personal information. You may request a free annual credit report by visiting <http://AnnualCreditReport.com> or by calling (877) FACTACT. As a precautionary measure you may consider placing a fraud alert on your credit file by contacting any of the three major credit bureaus: Equifax – 800-525-6285, Experian – 888-397-3742, TransUnion Corp – 800-680-7289. You can also file a complaint with the Federal Trade Commission (FTC), Consumer Response Center at 877-FTC-HELP (382-4357) or by Internet at: <https://www.ftc.gov/ftc/complaint.htm> or with the Department of Health and Human Services, Office for Civil Rights at (866) 627-7748 or https://ocrportal.hhs.gov/ocr/cp/wizard_cp.jsf.

RUSH has partnered with IDX, A ZeroFox Company to assist us in this response and to provide you with informational services about this incident. Representatives from IDX have been fully versed in the incident and can answer questions or concerns you may have regarding the protection of your personal information. We encourage you to contact IDX with any questions by calling 1-888-817-6923. IDX representatives are available Monday through Friday from 8 am - 8 pm Central Time.

Sincerely,

Privacy Office, RUSH

