

## Notice of Privacy Incident

October 7, 2024

On February 22, 2024, Smile Design Management (“Smile Design”) discovered unusual network activity related to certain third-party software. Upon discovery, we immediately took action to address and investigate the incident, which included engaging third-party specialists to assist with determining the nature and scope of the incident. A thorough investigation determined that certain files contained on the Smile Design network were subject to unauthorized access for a limited period of time between February 22, 2024, and February 23, 2024. We then began a comprehensive manual review of the contents of the potentially impacted files in order to determine the type(s) of information they contain and to whom that information related. Once this review was completed, we worked to obtain up-to-date address information in order to provide you with this notice. That process was completed on August 15, 2024, and we worked to provide potentially impacted individuals with notification as soon as possible.

Immediately upon learning of this incident, Smile Design took steps to secure our environment and undertook a thorough investigation. Smile Design also implemented additional technical safeguards to further enhance the security of information in our possession and to prevent similar incidents from happening in the future. Additionally, Smile Design is offering impacted individuals complimentary one-year membership in credit monitoring and identity protection services through IDX.

If individuals have questions about this incident, they may contact a dedicated assistance line at (877) 225-2114, from 8:00 a.m. to 8:00 p.m. Central Time, from Monday through Friday (excluding major U.S. holidays).

Additionally, it is always prudent to review health care statements for accuracy and report any services or charges that were not incurred to the provider or insurance carrier. As a best practice, individuals are encouraged to remain vigilant against incidents of identity theft by reviewing credit reports, account statements, and explanation of benefits forms for suspicious activity and to detect errors.

Individuals may also place a fraud alert or credit freeze by contacting the credit reporting agencies: TransUnion 1-800-680-7289, P.O. Box 2000 Chester, PA 19016, [transunion.com](https://www.transunion.com); Experian 1-888-397-3742, P.O. Box 9554 Allen, TX 75013, [experian.com](https://www.experian.com); Equifax 1-888-298-0045, P.O. Box 105069 Atlanta, GA 30348, [equifax.com](https://www.equifax.com). Individuals can further educate themselves regarding identity theft, fraud alerts, credit freezes, and steps to protect their personal information by contacting the credit reporting bureaus, the Federal Trade Commission (“FTC”), or their state attorney general. The FTC may be reached at 600 Pennsylvania Ave. NW, Washington, D.C. 20580; [www.identitytheft.gov](https://www.identitytheft.gov); 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. Instances of known or suspected identity theft should also be reported to law enforcement, your state attorney general, and the FTC.