

NOTICE OF DATA INCIDENT

ABOUT THE DATA PRIVACY EVENT

Jewish Home Lifecare d/b/a The New Jewish Home is providing notice of an incident that may affect the privacy of some information relating to certain individuals associated with The New Jewish Home. Jewish Home Lifecare d/b/a The New Jewish Home is the parent organization of Jewish Home Lifecare, Manhattan d/b/a The New Jewish Home, Manhattan; Jewish Home Lifecare, Sarah Neuman Center, Westchester d/b/a The New Jewish Home, Sarah Neuman; Jewish Home Lifecare, Community Services d/b/a The New Jewish Home, Home Care; Jewish Home Lifecare, University Avenue Assisted living, Inc. d/b/a The New Jewish Home, University Avenue Assisted Living; Jewish Home Lifecare, Home Assistance Personnel, Inc. d/b/a The New Jewish Home, Home Assistance Personnel d/b/a Solutions at Home (collectively, “The New Jewish Home”).

FREQUENTLY ASKED QUESTIONS

What Happened? On or about July 15, 2020, The New Jewish Home discovered suspicious activity related to certain employee email accounts. The New Jewish Home immediately shut down the email accounts and launched an investigation to determine the nature and scope of this activity. On September 11, 2020, The New Jewish Home confirmed that an unknown actor accessed a limited number of employee email accounts from July 15, 2020 through July 28, 2020 as the result of a phishing email campaign, and that sensitive information may have been compromised. The New Jewish Home then conducted a thorough review of the affected accounts to determine what sensitive information may have existed in the accounts at the time of the event, and to whom that information relates. This review was completed on December 30, 2020.

What Information Was Involved? Although the evidence does not confirm whether specific information was actually accessed or acquired, The New Jewish Home is providing notice out of an abundance of caution because the following types of information were accessible in the impacted email accounts at the time of the incident: name and name and medical record number, patient account number, diagnosis or symptom information, treatment information, prescription or medication information, doctor name, billing/claims information, individual health insurance/subscriber number and other health insurance information, and date of birth. Social Security numbers for some individuals were also impacted. The information involved varies by individual and, to date, The New Jewish Home is unaware of any actual or attempted misuse of any personal information as a result of this incident.

What is The New Jewish Home Doing? We take the security of information entrusted to us very seriously and apologize for the inconvenience this incident has caused. As part of our ongoing commitment to the security of information in our care, The New Jewish Home worked to review existing policies and procedures and implemented additional safeguards, which included conducting additional training, changing passwords, and implementing multi-factor authentication. The New Jewish Home will be notifying state and federal regulators, where required. We sincerely apologize for the inconvenience this incident has caused.

What Can Impacted Individuals Do? The New Jewish Home encourages individuals to monitor their accounts. Please see the *Privacy Safeguards* section below for more information.

For More Information? Impacted individuals may write to The New Jewish Home at 120 West 106th Street, New York, NY 10025 or call The New Jewish Home's dedicated assistance line at 212-870-4754 with questions.

PRIVACY SAFEGUARDS

Monitor Your Accounts

Potentially affected individuals may also consider the information and resources outlined below.

The New Jewish Home encourages affected individuals to remain vigilant against incidents of identity theft and fraud, to review account statements, and to monitor credit reports for suspicious activity. Under U.S. 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.

You have the right to place a "security freeze" on your credit report, which will prohibit a consumer reporting agency from releasing information in your credit report without your express authorization. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a security freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a security freeze on your credit report. Should you wish to place a security freeze, please contact the major consumer reporting agencies listed below:

Experian

PO Box 9554
Allen, TX 75013
1-888-397-3742

www.experian.com/freeze/center.html

TransUnion

P.O. Box 160
Woodlyn, PA 19094
1-888-909-8872

www.transunion.com/credit-freeze

Equifax

PO Box 105788
Atlanta, GA 30348-5788
1-800-685-1111

www.equifax.com/personal/credit-report-services

In order to request a security freeze, you will need to provide the following information:

1. Your full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. If you have moved in the past five (5) years, provide the addresses where you have lived over the prior five years;
5. Proof of current address, such as a current utility bill or telephone bill;

6. A legible photocopy of a government-issued identification card (state driver's license or ID card, government identification, etc.);
7. If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft.

As an alternative to a security freeze, you have the right to place an initial or extended "fraud alert" on your file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer's credit file. Upon seeing a fraud alert display on a consumer's credit file, a business is required to take steps to verify the consumer's identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the agencies listed below:

Experian

P.O. Box 9554
Allen, TX 75013
1-888-397-3742
www.experian.com/fraud/center.html

TransUnion

P.O. Box 2000
Chester, PA 19016
1-800-680-7289
www.transunion.com/fraud-victim-resource/place-fraud-alert

Equifax

P.O. Box 105069
Atlanta, GA 30348
1-888-766-0008
www.equifax.com/personal/credit-report-services

Additional Information

You can further educate yourself regarding identity theft, fraud alerts, security freezes, and the steps you can take to protect yourself by contacting the consumer reporting agencies, the Federal Trade Commission, or your state Attorney General.

The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

For New York residents, the Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; <https://ag.ny.gov/>.