

Planned Parenthood of the Heartland

BREACH NOTICE

July 1, 2016

Dear PPHeartland Patient,

On May 6, 2016, Planned Parenthood of the Heartland discovered a potential breach of your personal health information. Hard copy patient records from August 1, 2008 – April 30, 2014 may have been accessed by unauthorized parties during the April 2016 closure and subsequent sale of our Dubuque health center.

As a result of this incident, the privacy of the following information may have been compromised: **your full name, date of birth, mailing address, insurance information, social security number, medical record number, diagnosis, treatment, and lab results.** However, we have not received any indication that the information has been accessed or used by unauthorized individuals.

We recommend that you take the following step to protect yourself from potential impact from this incident. Visit the Federal Trade Commission website on identity theft:

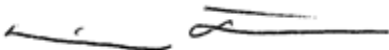
<http://www.ftc.gov/bcp/edu/microsites/idtheft/>

We are investigating this incident to discover how it occurred.

We sincerely regret that this incident occurred and want to assure you we are doing everything we can to prevent it from happening again. This incident is not representative of PPHeartland's stringent privacy standards.

Should you have any questions or wish to obtain further information, please contact Karla Bromwell, Compliance Analyst, at (515) 235-0421 or 1-877-811-7526. You can also learn further information by visiting our website at <https://www.plannedparenthood.org/planned-parenthood-heartland/hipaa>.

Sincerely,



Mike Falkstrom
HIPAA Privacy Officer