

Notice of Privacy Event

Mark J. Bronsky, DMD, MS, P.C., d/b/a Bronsky Orthodontics (“Bronsky Ortho” or “we”) is providing notice of an event that may involve certain patients’ information. We are providing you with information about the event, our response to it, and steps you can take to protect against the possibility of identity theft and fraud, should you feel it is appropriate to do so.

On October 16, 2025, we detected unusual activity within an employee email account. We immediately took steps to secure our email system and launched an investigation into the activity with the assistance of cybersecurity specialists. The investigation determined a limited number of email accounts were subject to unauthorized access by an unknown actor between approximately August 18 and October 16, 2025. We then conducted a thorough and time-intensive review of the email accounts to identify the information within the accounts and the individuals associated with this information. On March 11, 2026, the investigation revealed that data containing patients’ information was contained within the potentially impacted emails and attachments. This information may have included names, dates of birth, contact information, dental and orthodontic treatment information, insurance information, and in limited cases financial account information and/or government-issued identification numbers (such as Social Security numbers and driver’s licenses). The incident did not involve Bronsky Ortho’s electronic medical records system.

The privacy of patient information is one of our top priorities. As part of our ongoing commitment to data privacy, we are working to review existing policies and procedures. We are also reporting this incident to appropriate regulators, including the U.S. Department of Health and Human Services.

Potentially impacted individuals are encouraged to remain vigilant against incidents of identity theft by reviewing account statements and explanations of benefits for unusual activity and to report any suspicious activity promptly to your insurance company, health care provider, or financial institution. Additional detail can be found below in the *Steps You Can Take to Help Protect Your Information*.

If you have questions about this incident that are not addressed in this notice, please call our toll-free dedicated assistance line at 844-603-5203, Monday through Friday, 8:00 a.m. to 8:00 p.m. EST.

Steps You Can Take to Help Protect Your Information

Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a one-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 three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit 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 credit 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 credit freeze on your credit report. To request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;

4. Addresses for the prior two to 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, military identification, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a fraud alert or credit freeze, please contact the three major credit reporting bureaus listed below:

Additional Information

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may 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 New York Attorney General may be contacted at: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; 1-800-771-7755; or <https://ag.ny.gov>.