MEN'S HEALTH BOSTON

Evan Appelbaum, MD, FACC
Peter Veneziano, PA-C
Nora Kurbaj, PA-C
James Bell, PA-C
Paul O'Connell, PA-C
Kevin Flinn, RN
Zach Wehmeyer, RD

200 Boylston Street, A309 | Chestnut Hill, MA 02467 | p. 617-277-5000 | f. 617-277-5444 | www.menshealthboston.com
1438 Main Street, Suite B | Tewksbury, MA 01876 | 978-640-4909

April 1, 2026

[redacted]

Dear [redacted],

We are writing to provide information regarding HealthBeat PLLC's ("HealthBeat") recent discovery of unauthorized activity affecting one (1) HealthBeat email account that potentially involved your personal information. This letter provides you with information about this incident, our response, and, if necessary, information on where to direct your questions. Although we are unaware of any identity theft or fraud in relation to the incident, we have also provided steps you can take to protect your information as a precaution, and an offer for twenty-four (24) months of cost-free credit monitoring and identity protection services.

What Happened?

On March 12, 2026, we became aware of a business email compromise relating to one (1) HealthBeat email account. Upon becoming aware of the incident, we promptly began an investigation and took action to contain and remediate the situation by changing passwords, resetting multifactor authentication, and retaining leading data security and privacy professionals to assist in our investigation. We have also reported this matter to the appropriate regulatory authorities.

Based on the findings from our investigation, the unauthorized actor(s) briefly gained access to one (1) account within our email environment between February 9, 2026, to March 12, 2026. Our analysis also determined that your information was present within the account and may have been accessed without authorization. We are unaware of any fraud or identity theft in relation to this incident.

What Information Was Involved?

The scope of your information that could have been accessed includes the following: name, address, Social Security number, date of birth, health insurance information, and email address.

What We Are Doing.

We take this incident and the security of information in our care seriously. Upon identifying this incident, we promptly changed passwords and secured the affected account. We also worked with a leading privacy and security firm to aid in our investigation and response, conducted a data review to determine the scope of information potentially impacted by the incident, and reported the matter to the appropriate regulatory authorities.

What Can You Do?

Although we are unaware of any fraud or identity theft in connection with this incident, it is always recommended that you remain vigilant, regularly monitor free credit reports, review account statements, and report any suspicious activity to financial institutions. Please also review the "Additional Resources" section included with this letter, which outlines other resources you can utilize to protect your information.

In addition, we are offering identity theft protection services through IDX for twenty-four (24) months, as well as CyberScan monitoring, a $1,000,000 insurance reimbursement policy, and fully managed ID theft recovery services. Your enrollment code is [redacted]. With this protection, IDX will help you resolve issues if your identity is compromised. We encourage you to contact IDX with any questions and to enroll in free identity protection services by calling [redacted], going to [redacted], and using the Enrollment Code provided. IDX representatives are available Monday through Friday from 9 am - 9 pm Eastern Time. Please note the deadline for enrolling is **December 1, 2026.**

For More Information.

If you have any questions, please call us at [redacted] Monday through Friday, from 8:00AM to 4:30PM Eastern (excluding some U.S. national holidays).

Sincerely,

[redacted]

Evan Appelbaum, MD Owner

Encl.

ADDITIONAL RESOURCES

Contact information for the three (3) nationwide credit reporting agencies: **Equifax**, PO Box 740241, Atlanta, GA 30374, www.equifax.com, 1-800-685-1111
Experian, PO Box 2104, Allen, TX 75013, www.experian.com, 1-888-397-3742
TransUnion, PO Box 2000, Chester, PA 19022, www.transunion.com, 1-800-888-4213

Free Credit Report. It is recommended that you remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring your credit report for unauthorized activity. You may obtain a copy of your credit report, free of charge, once every twelve (12) months from each of the three (3) nationwide credit reporting agencies.

To order your annual free credit report please visit **www.annualcreditreport.com** or call toll free at **1-877-322-8228**.

You can also order your annual free credit report by mailing a completed Annual Credit Report Request Form (available from the U.S. Federal Trade Commission's ("FTC") website at www.consumer.ftc.gov) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348-5281.

Fraud Alert. You may place a fraud alert in your file by calling one (1) of the three (3) nationwide credit reporting agencies above. A fraud alert tells creditors to follow certain procedures, including contacting you before they open any new accounts or change your existing accounts. For that reason, placing a fraud alert can protect you, but also may delay you when you seek to obtain credit.

Security Freeze. You may obtain a security freeze on your credit report, free of charge, to protect your privacy and confirm that credit is not granted in your name without your knowledge. You may also submit a declaration of removal to remove information placed in your credit report as a result of being a victim of identity theft. You have a right to place a security freeze on your credit report, free of charge, or submit a declaration of removal pursuant to the Fair Credit Reporting and Identity Security Act.

The security freeze will prohibit a consumer reporting agency from releasing any information in your credit report without your express authorization or approval. The security freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. When you place a security freeze on your credit report, you will be provided with a personal identification number, password, or similar device to use if you choose to remove the freeze on your credit report or to temporarily authorize the release of your credit report to a specific party or parties or for a specific period of time after the freeze is in place.

To place a security freeze on your credit report, you may be able to use an online process, an automated telephone line, or a written request to any of the three (3) credit reporting agencies listed above. The following information must be included when requesting a security freeze (note that if you are requesting a credit report for your spouse, this information must be provided for them as well): (1) full name, with middle initial, and any suffixes; (2) Social Security number; (3) date of birth; (4) current address and any previous addresses for the past five years; and (5) any applicable incident report or complaint with a law enforcement agency or the Registry of Motor Vehicles. The request must also include a copy of a government-issued identification card and a copy of a recent utility bill or bank or insurance statement. It is essential that each copy be legible, and display your name, current mailing address, and the date of issue.

Federal Trade Commission and State Attorneys General Offices. If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your home state. You may also contact these agencies for information on how to prevent or avoid identity theft.

You may contact the **Federal Trade Commission**, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, www.ftc.gov/bcp/edu/microsites/idtheft/, 1-877-IDTHEFT (438-4338).

Reporting of identity theft and obtaining a police report. You have the right to obtain any police report filed in the United States in regard to this incident. If you are the victim of fraud or identity theft, you also have the right to file a police report.

For Massachusetts Residents: You may contact the Office of the Massachusetts Attorney General, 1 Ashburton Place, Boston, MA 02108, 1-617-727-8400, www.mass.gov/ago/contact-us.html. You have the right to obtain a police report if you are a victim of identity theft.

Protecting Medical Information.

If you are concerned about protecting your medical information, the following practices can provide additional safeguards to protect against medical identity theft.

- Only share your health insurance cards with your health care providers and other family members who are covered under your insurance plan or who help you with your medical care.
- Review your "explanation of benefits statement" which you receive from your health insurance company. Follow up with your insurance company or care provider for any items you do not recognize. If necessary, contact the care provider on the explanation of benefits statement and ask for copies of medical records from the date of the potential access (noted above) to current date.
- Ask your insurance company for a current year-to-date report of all services paid for you as a beneficiary. Follow up with your insurance company or the care provider for any items you do not recognize.