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June 29, 2026

**VIA EMAIL**

John M. Formella  
New Hampshire Attorney General  
New Hampshire Department of Justice  
1 Granite Place South  
Concord, NH 03301  
Email: doj-cpb@doh.nh.gov

**Re: Notice of Data Security Event**

Dear Attorney General Formella:

Fox Rothschild LLP (“Fox”) represents Women’s Wellness of Southern Delaware (“WWSD”), a healthcare provider based in Lewes, Delaware, in connection with the data security event described in greater detail below. The purpose of this letter is to notify you of the incident in accordance with New Hampshire’s data breach notification statute.

**1. Nature of the Security Event**

On April 28, 2026, WWSD learned that a provider who rendered aesthetics services under WWSD retained patient contact and other patient-related information after the provider’s engagement with WWSD ended. The information affected relates to aesthetics service patients and limited clinical service transactions. We believe some WWSD patients were contacted using this information to offer similar aesthetic services with a new practice.

A Pennsylvania Limited Liability Partnership

California Nevada Colorado New Jersey Delaware New York District of Columbia North Carolina Florida Oklahoma Georgia **Pennsylvania** Illinois Massachusetts South Carolina Minnesota Texas Missouri Washington

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VIA EMAIL



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## **2. Number of Affected New Hampshire Residents & Information Involved**

The incident involved the personal information of one (1) New Hampshire resident. The affected information may have included their name, email, birthdate, gender, address, phone number, medications and supplements, allergies, and the following information relating to aesthetic services they received: photographs, intake records, aesthetics-related medical history, face maps, dates of services and purchases, and description of services or items purchased.

## **3. Notification to Affected Individuals**

On June 26, 2026, a notification letter was sent to the affected individual. The notification letter explains the incident and provides resources and steps individuals can take to help protect their information. A sample notification letter sent to impacted individuals is included with this correspondence.

## **4. Steps Taken Relating to the Incident**

In response to the incident, WWSD retained outside counsel and engaged in communications and negotiations with the former provider and provider's counsel to secure the return or destruction of personal information belonging to WWSD's patients. WWSD also implemented additional security measures in an effort to prevent a similar event from occurring in the future.

As discussed above, WWSD issued notification letters to the affected individuals regarding the incident. WWSD has also established a toll-free call center through IDX, a leader in identity protection services, to answer questions about the incident.

**VIA EMAIL**



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## **5. Contact Information**

WWSD remains dedicated to protecting the personal information in its control. If you have any questions or need additional information, please do not hesitate to contact me, Amir Goodarzi, at 215-299-2020.

Sincerely,

*/s/ Amir Goodarzi*

Amir Goodarzi

AG

Sample Notification Letter

Women's Wellness of Southern Delaware  
P.O. Box 989728  
West Sacramento, CA 95798-9728

<<FirstName>> <<LastName>>  
<<Addr1>> <<Addr2>>  
<<City>>, <<State>> <<ZipCode>>

June 26, 2026

## Re: Notice of Data Security Incident

Dear <<FirstName>> <<LastName>>,

Women's Wellness of Southern Delaware ("WWSD") is writing to notify you of a data security incident that may have affected your personal information. While we are unaware of any attempted or actual misuse of your personal information, we are providing you with information about the event, our response, and steps you may take to protect against any misuse of your personal information, should you feel it necessary to do so.

**What Happened?** On April 28, 2026, WWSD learned that a provider who rendered aesthetics services under WWSD retained patient contact and other patient-related information after the provider's engagement with WWSD ended. The information affected relates to aesthetics service patients and limited clinical service transactions. We believe some WWSD patients were contacted using this information to offer similar aesthetic services with a new practice.

**What Information Was Involved?** The potentially affected information may have included your name, email, birthdate, gender, address, phone number, medications and supplements, allergies, and the following information relating to aesthetic services you received: photographs, intake records, aesthetics-related medical history, face maps, dates of services and purchases, and description of services or items purchased. For each person affected, only some of these data elements may apply and the specific information impacted varies by individual. The former provider did not have access to the electronic medical records systems used by WWSD for our clinical service line; accordingly, those systems were not compromised during this incident.

**What We Are Doing:** We have taken steps to mitigate the risk of a similar incident occurring in the future, including, without limitation, enhancing our comprehensive data privacy and security measures. We are in communication with the former provider to attain assurances that your information affected is appropriately returned or destroyed.

**What You Can Do:** Please review the enclosed "Steps You Can Take to Help Protect Your Personal Information," which provides information on what you can do to better safeguard against possible misuse of your personal information.

**For More Information:** If you have questions or concerns that are not addressed in this notice, please call our toll-free dedicated assistance line at 1-833-788-9712. This toll-free line is available from 9:00 AM – 9:00 PM Eastern Time, Monday through Friday, excluding U.S. Holidays.

We sincerely regret any inconvenience this event may cause you. We remain committed to ensuring the security of information in our care.

Sincerely,  
Women's Wellness of Southern Delaware

## Steps You Can Take to Help Protect Your Personal Information

**Monitor your accounts:** We encourage you to remain vigilant against incidents of identity theft and fraud by reviewing your account statements and monitoring your free credit reports for suspicious activity or errors. Please report any suspicious activity on your account to the institution.

**Check credit reports:** Under United States 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](http://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 at:

**Equifax®**  
P.O. Box 740241  
Atlanta, GA 30374  
1-800-685-1111  
[www.equifax.com](http://www.equifax.com)

**Experian**  
P.O. Box 9701  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion®**  
P.O. Box 1000  
Chester, PA 19016  
1-800-888-4213  
[www.transunion.com](http://www.transunion.com)

**Place a security freeze:** You may place a security freeze on your credit reports, free of charge. A security freeze prohibits a credit reporting agency from releasing any information from a consumer's credit report without written authorization. However, please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests you make for new loans, credit mortgages, employment, housing, or other services. You will need to place a security freeze separately with each of the three major credit bureaus if you wish to place a freeze on all your credit files. To request a security freeze, you will need to supply your full name, address, date of birth, Social Security number, current address, all addresses for up to five previous years, email address, a copy of your state identification card or driver's license, and a copy of a utility bill, bank or insurance statement, or other statement proving residence. To find out more on how to place a security freeze, contact the credit reporting agencies at:

<b>Equifax</b>	P.O. Box 105788 Atlanta, GA 30348	1-800-685-1111	<a href="http://equifax.com/personal/credit-report-services">equifax.com/personal/credit-report-services</a>
<b>Experian</b>	P.O. Box 9554 Allen, TX 75013	1-888-397-3742	<a href="http://experian.com/freeze/center.html">experian.com/freeze/center.html</a>
<b>TransUnion</b>	P.O. Box 2000 Chester, PA 19016	1-888-909-8872	<a href="http://transunion.com/credit-freeze">transunion.com/credit-freeze</a>

**Place a fraud alert:** At no charge, you can also have the three major credit bureaus place a "fraud alert" on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. Usually, as soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file; however, you should confirm the fraud alerts with each bureau. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact the credit reporting agencies.

<b>Equifax</b>	P.O. Box 105788 Atlanta, GA 30348	1-888-766-0008	<a href="http://equifax.com/personal/credit-report-services">equifax.com/personal/credit-report-services</a>
<b>Experian</b>	P.O. Box 9554 Allen, TX 75013	1-888-397-3742	<a href="http://experian.com/fraud/center.html">experian.com/fraud/center.html</a>
<b>TransUnion</b>	P.O. Box 2000 Chester, PA 19016	1-888-909-8872	<a href="http://transunion.com/fraud-victim-resource/place-fraud-alert">transunion.com/fraud-victim-resource/place-fraud-alert</a>

**Review additional resources:** You can further educate yourself regarding identity theft, security freezes, fraud alerts, and the steps you can take to protect yourself against identity theft and fraud, by contacting the Federal Trade Commission or your state Attorney General with some shown below. The Federal Trade Commission encourages those who discover that their information has been misused to file a complaint with them. Instances of known or suspected identity theft should be promptly reported to law enforcement, the Federal Trade Commission, and your state Attorney General. You have the right to file a police report if you ever experience identity theft or fraud. This notification was not delayed by law enforcement.

**Federal Trade Commission (FTC)**  
600 Pennsylvania Ave, NW  
Washington, DC 20580  
[consumer.ftc.gov](http://consumer.ftc.gov) and [ftc.gov/idtheft](http://ftc.gov/idtheft)  
1-877-438-4338

**Maryland Attorney General**  
200 St. Paul Place  
Baltimore, MD 21202  
[oag.state.md.us](http://oag.state.md.us)  
1-888-743-0023

**New York Attorney General**  
Bureau of Internet and Technology  
Resources  
28 Liberty Street  
New York, NY 10005  
[ag.ny.gov](http://ag.ny.gov)  
1-212-416-8433

**North Carolina Attorney General**  
9001 Mail Service Center  
Raleigh, NC 27699  
[ncdoj.gov](http://ncdoj.gov)  
1-877-566-7226

**Rhode Island Attorney General**  
150 South Main Street  
Providence, RI 02903  
[riag.ri.gov](http://riag.ri.gov)  
1-401-274-4400

**Washington, D.C. Attorney General**  
441 4<sup>th</sup> Street, NW  
Washington, DC 20001  
[oag.dc.gov](http://oag.dc.gov)  
1-202-727-3400

**You also have certain rights under the Fair Credit Reporting Act (FCRA):** These rights include, without limitation, the right to know what is in your file; the right to dispute incomplete or inaccurate information in your file; and the right to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA and your rights pursuant to the FCRA, please visit <https://www.consumer.ftc.gov/sites/default/files/articles/pdf/pdf-0096-fair-credit-reporting-act.pdf>.