

## **ALZHEIMER'S ASSOCIATION NOTICE OF THIRD-PARTY BLACKBAUD DATA INCIDENT**

Dear Alzheimer's Association Constituents:

The Alzheimer's Association is deeply dedicated to all constituents we serve and appreciates the generosity of our donors. In an effort to share information and foster relationships that support the important mission of the Alzheimer's Association, we partner with Blackbaud, an external vendor, for nonprofit software support. Regrettably, Blackbaud had a data incident that may have included some of your personal information.

### **What Happened**

According to Blackbaud, in May 2020 they discovered and stopped a ransomware security incident. With support of forensic specialists and law enforcement, Blackbaud represented that it successfully blocked the cyber-attack, preventing access to much of its network and computer environment. Unfortunately, the company reported that information contained on certain Blackbaud systems was exposed between May 14, 2020, and May 20, 2020. Blackbaud notified the Alzheimer's Association on July 16, 2020, two months later.

After being informed of Blackbaud's data event, we immediately sought to determine the nature and scope of any impact to our data. This investigation included working diligently to gather additional information from Blackbaud.

On December 3, 2020, we completed the comprehensive review and identified the individuals and their data that was maintained in the potentially impacted databases.

### **What Information Was Involved**

Based on our ongoing independent investigation and information provided by Blackbaud, the information maintained on the impacted portion of Blackbaud's network varied by individual but may have consisted of first and last names and the following data elements: date of birth, health information, financial account information, and Social Security numbers for less than twenty individuals.

### **What We Are Doing**

Once notified by Blackbaud, we immediately initiated an independent investigation. As part of our ongoing commitment to the security of personal information in our care, we are holding Blackbaud accountable to evaluate additional measures and safeguards to protect against this type of incident in the future.

We are also working to understand why Blackbaud did not notify us sooner and why Blackbaud did not provide the full scope of potentially impacted data in its initial notification. We are also reviewing our policies and procedures for third-party vendors to ensure all safeguards for privacy and security of all information are in place.

Additionally, we are notifying potentially impacted individuals and providing guidance as to steps individuals may take to protect their information.

### **What Individuals Can Do**

Included below is "Steps Individuals Can Take to Protect Their Personal Information," which describe steps that can be taken to help protect personal information, including recommendations by the Federal Trade Commission regarding identity theft protection and details on how to place a fraud alert or a security freeze on their credit file.

### **For More Information**

We sincerely regret any inconvenience or concern this incident may cause and understand individuals may have questions, including who specifically is affected. We've established a dedicated call center to assist with answering those questions. The call center may be reached at 800-923-5048 (toll free), Monday through Friday from 9 AM to 9 PM Eastern Time (excluding U.S. holidays). You may also write to the Alzheimer's Association at 225 N. Michigan Ave, Fl. 17, Chicago, IL 60601.

Thank you for your commitment to the mission of the Alzheimer's Association.

Sincerely,

Richard H. Hovland  
Chief Operating Officer  
Alzheimer's Association

## STEPS INDIVIDUALS CAN TAKE TO PROTECT THEIR PERSONAL INFORMATION

**Free Credit Report.** It is recommended that individuals remain vigilant for incidents of fraud and identity theft by reviewing account statements and monitoring their credit reports for unauthorized activity over the next twenty-four months, and immediately report incidents of suspected identity theft to both their financial provider and law enforcement.

You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting agencies. You may also seek to have information relating to fraudulent transactions removed from your credit report. To order your annual free credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228.

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

**For Colorado, Georgia, Maine, Maryland, New Jersey, Puerto Rico, and Vermont residents:** Individuals may obtain one or more (depending on the state) additional copies of their credit report, free of charge. Individuals must contact each of the credit reporting agencies directly to obtain such additional report(s).

**Fraud Alert.** At no cost, individuals may place a fraud alert in their file by contacting one of the three nationwide credit reporting agencies below. A fraud alert tells creditors to follow certain procedures, including contacting individuals before they open any new accounts or change individuals' existing accounts. For that reason, placing a fraud alert can protect individuals, but also may delay individuals when they seek to obtain credit. If individuals are a victim of identity theft, they are entitled to an extended fraud alert, which is a fraud alert lasting seven years.

### **Equifax**

P.O. Box 105069  
Atlanta, GA 30348  
1-888-766-0008  
[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

### **Experian**

P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com/fraud/center.html](http://www.experian.com/fraud/center.html)

### **TransUnion**

P.O. Box 2000  
Chester, PA 19106  
1-800-680-7289  
<https://www.transunion.com/fraud-alerts>

**Security Freeze.** Individuals have the right place a security freeze on their credit report free of charge.

A security freeze is intended to prevent credit, loans, and services from being approved in their name without their consent. To place a security freeze on a credit report, individuals may be able to use an online process, an automated telephone line, or a written request to any of the three credit reporting agencies listed below. The following information must be included when requesting a security freeze (note that if individuals are requesting a credit report for their spouse, this information must be provided for him/her 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; (5) legible copy of a government issued identification card; (6) legible copy of a recent utility bill or bank or insurance statement that displays the individual's name and current mailing address, and the date of issue; and (7) any applicable incident report or complaint filed with a law enforcement agency.

### **Equifax**

P.O. Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111  
[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

### **Experian**

P.O. Box 9554  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com/freeze/center.html](http://www.experian.com/freeze/center.html)

### **TransUnion**

P.O. Box 160  
Woodlyn, PA 19094  
1-888-909-8872  
[www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)

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

Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580, [www.identitytheft.gov](http://www.identitytheft.gov), 1-877-IDTHEFT (438-4338), and TTY: 1-866-653-4261.

**For Maryland residents**, individuals may contact the Attorney General by mail, phone, or website. They may also obtain information from the Attorney General or the Federal Trade Commission about preventing identity theft. Mail: 200 St. Paul Place, 16th Floor, Baltimore, MD 21202; Phone: 1-410-528-8662; Website: [www.oag.state.md.us](http://www.oag.state.md.us).

**For New Mexico residents**, individuals have rights pursuant to the Fair Credit Reporting Act (“FCRA”). Those rights include but are not limited to 1) the right to be told if information in their credit file has been used against them; 2) the right to know what is in their credit file 3) the right to ask for their credit score; and 4) and the right to dispute incomplete or inaccurate information. Further, pursuant to the FCRA, the consumer reporting agencies must 1) correct or delete inaccurate, incomplete, or unverifiable information; and 2) limit access to individuals’ files; and 3) get their consent for credit reports to be provided to employers. Additionally, consumer reporting agencies may 1) not report outdated negative information; and 2) limit “prescreened” offers of credit and insurance individuals receive based on information in their credit report. Individuals may also seek damages from violators. Individuals may have additional rights under the Fair Credit Reporting Act not summarized here. Identity theft victims and active duty military personnel have specific additional rights pursuant to the Fair Credit Reporting Act. We encourage individuals to review their rights pursuant to the Fair Credit Reporting Act by visiting <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>, or by writing Consumer Response Center, Room 130-A, Federal Trade Commission, 600 Pennsylvania Ave. N.W., Washington, D.C. 20580.

**For New York residents**, individuals may contact the Attorney General by mail, phone, or website. They may also obtain information from the Attorney General or the Federal Trade Commission about preventing identity theft. Mail: Office of the Attorney General, The Capitol, Albany, NY 12224-0341; Phone: 1-800-771-7755; Website: <https://ag.ny.gov/>.

**For District of Columbia residents**, individuals may contact the Attorney General by mail, phone, or email. They may also obtain information from the Attorney General or the Federal Trade Commission about preventing identity theft. Mail: 441 4th St. NW #1100 Washington, D.C. 20001; Phone: 1-202-727-3400; Email: [oag@dc.gov](mailto:oag@dc.gov).