



**Sample Media Notification Statement/Release – Review and customize this press release based on your specific breach incident. Mandated content and timelines can be found in the Breach Notification for Unsecured Protected Health Information: Interim Final Rule, 164.404 and 164.406.**

This sample media notification may be used for the following 2 circumstances:

1. Breach notification must be made through the media when 500 or more individuals are involved for one covered entity.
2. If less than 500 individuals are involved but the covered entity has insufficient or out of date information for 10 or more of them, then a substitute notice may be placed on the covered entity's website **OR** through the media.

[Insert Date]

**Contact:** [Insert Contact Information Including Phone Number/E-Mail Address]

**IMMEDIATE RELEASE**

## **[INSERT NAME OF COVERED ENTITY (CE)] NOTIFIES RESIDENTS OF BREACH OF UNSECURED PERSONAL INFORMATION**

[Insert Name of CE] notified [Insert Number] residents of a breach of unsecured resident medical and/or financial information after discovering the following event:

Describe event and include the following information as communicated to the victims:

- A. A brief description of what happened, including the date of the breach and the date of the discovery of the breach, if known.
- B. A description of the types of unsecured protected health information that were involved in the breach (such as whether full name, Social Security number, date of birth, home address, account number, diagnosis, disability code or other types of information were involved).

In conjunction with local law enforcement and security experts, [Name of CE] is working to notify impacted residents to mitigate the potential damages of the breach. [Name of CE] has safeguards in place to protect the privacy and security of resident health information. As a result of this breach, steps are underway to further improve the security of its operations.

In a notification to residents, [Name of CE] has offered their resources as well as informed the individual of steps they should take to protect themselves from potential harm resulting from the breach. [OPTIONAL: [Name of CE] also has encouraged its residents to contact their financial institutions to prevent unauthorized access to personal accounts.]

[Name of CE] has trained staff available for residents to call with questions related to the data breach. Residents may call [Insert Phone Number Here] from [Insert Hours] with questions or for residents to determine whether their information has been identified as being involved in the breach. [OPTIONAL: In addition, residents may visit [Name of CE's] Web site at [Insert Web Address] for further information.]

[Name of CE] understands the importance of safeguarding our residents' personal information and takes that responsibility very seriously," said [Insert Name], President and CEO. "We will continue to work with our residents whose personal information may have been compromised and help them work through the process. We regret that this incident has occurred, and we are committed to safeguarding resident information from future unauthorized access. We appreciate our residents' support during this time.

Please direct all questions to [Enter Contact Information].