

Notice of Data Security Incident

Rise Interactive Media & Analytics, LLC (“Rise”) is reporting a data security incident that may have impacted certain patient information of RGH Enterprises, Inc. d/b/a Edgepark Medical Supplies (“Edgepark”). Edgepark is a leading supplier of medical products and services. Rise provides digital marketing services to Edgepark.

On November 14, 2022, Rise identified a data security incident that impacted part of its systems. Upon learning of this incident, Rise reported it to law enforcement and began an investigation with outside cybersecurity professionals. Although the investigation is ongoing, Rise learned that certain files may have been accessed or acquired as a result of this incident. On December 2, 2022, Rise identified that one of those files included Edgepark’s patient information, which Edgepark provided to Rise. On December 5, 2022, Rise informed Edgepark of this discovery.

The file potentially involved included certain Edgepark patients’ names, email addresses, phone numbers, provider information, diagnoses, expected delivery dates and health insurance information. Social Security numbers, financial account information, and payment card information were **not** involved in this incident.

There are no reports of improper use of information as a direct result of this incident.

Commencing on February 3, 2023, Edgepark is mailing letters to those individuals whose information was contained in the potentially accessed file. Edgepark has also set up a dedicated, toll-free call center for affected patients to call with questions, available at **(855) 504-7614**, Monday through Friday from 9 a.m. to 6:30 p.m. EST. As a precaution, affected patients are encouraged to review statements from their health insurers and to contact them immediately if they see any services they did not receive.

The privacy and security of personal information is of the utmost importance to Rise and Edgepark. Rise continually evaluates and modifies its practices and internal controls to safeguard the security and privacy of personal information.

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