



**River Hills Village
20 Village Circle
Keokuk, IA 52632**

Notice of Data Security Incident

We are posting this notice to provide important information regarding a recent security incident involving personal information maintained by R.F.M.S. Inc. (“RFMS”) on behalf of (UDI Keokuk Village Drive, LLC DBA RIVER HILLS VILLAGE), including Protected Health Information as defined by the Health Insurance Portability and Accountability Act. We want to provide patients with details about the incident and let patients know that we continue to take significant measures to protect their information.

On or around March 17, 2025, RFMS observed suspicious activity within its network environment. Immediately upon detecting this activity, we took steps to mitigate the threat, including taking certain systems offline. We also quickly engaged professionals experienced in handling these types of incidents to assist us with an investigation and to assess the full scope of information impacted. On or about April 30, 2025, the investigation revealed that limited personal information, including protected health information of some patients, was accessed and acquired by an unauthorized party as early as March 13, 2025.

The investigation is ongoing, including with respect to identifying specific persons impacted and the type of patient data that was impacted. We will notify all known impacted individuals as quickly as possible, and in accordance with applicable laws.

Out of an abundance of caution, all UDI Keokuk Village Drive, LLC DBA RIVER HILLS VILLAGE patients and personnel are encouraged to take steps to protect themselves. This includes protecting themselves against identity fraud, including placing a fraud alert/security freeze on their credit files, obtaining free credit reports, and remaining vigilant in reviewing financial account statements and credit reports for fraudulent or irregular activity on a regular basis.

UDI Keokuk Village Drive, LLC DBA RIVER HILLS VILLAGE and RFMS are committed to maintaining the privacy of personal information in its possession and has taken many precautions to safeguard it. We continually evaluate and modify our practices and internal controls to enhance the security and privacy of the information we maintain, and we are taking significant steps to mitigate the risk to persons impacted by this incident.

If you have any questions regarding this incident, please call our dedicated and confidential toll-free response line at 877-354-3780. This response line is staffed with professionals familiar with

this incident and knowledgeable on what you can do to protect against misuse of your information. The response line is available Monday through Friday, 8am – 5pm Central Standard Time.

1. Protecting Your Medical Information.

As a general matter, the following practices can help to protect you from medical identity theft.

1. 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.
2. 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.
3. 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.

2. Obtain and Monitor Your Credit Report

Under federal law, you are entitled to one free credit report every 12 months from each of the three major nationwide credit reporting companies. You can obtain a free copy of your credit report by calling **1-877-322-8228**, visiting **www.annualcreditreport.com**, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can access the request form at <https://www.annualcreditreport.com/index.action>. Alternatively, you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. The three nationwide credit reporting agencies' contact information are provided below.

Equifax

P.O. Box 105069
Atlanta, GA 30348-5069
<https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/>
(800) 525-6285

Experian

P.O. Box 9554
Allen, TX 75013
<https://www.experian.com/fraud/center.html>
(888) 397-3742

TransUnion

Fraud Victim Assistance Department
P.O. Box 2000
Chester, PA 19016-2000
<https://www.transunion.com/fraud-alerts>
(800) 680-7289

Once you receive your credit reports, review them for discrepancies. Identify any accounts you did not open or inquiries from creditors that you did not authorize. Verify all information is correct. If you have questions or notice incorrect information, contact the credit reporting company.

3. Placing a Fraud Alert on Your Credit File.

We recommend that you place an initial 1-year “fraud alert” on your credit files, at no charge. An initial fraud alert is free and will stay on your credit file for at least twelve months. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you before establishing any accounts in your name. To place a fraud alert, call any one of the three major credit bureaus at the numbers listed below. As soon as one credit bureau confirms your fraud alert, they will notify the others. Additional information is available at <https://www.equifax.com/personal/credit-report-services/credit-fraud-alerts/>.

Equifax

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Atlanta, GA 30348-5069
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(800) 680-7289

4. Placing a Security Freeze on Your Credit File.

If you are very concerned about becoming a victim of fraud or identity theft, you may request a “security freeze” be placed on your credit file, at no charge. A security freeze prohibits, with certain specific exceptions, the consumer reporting agencies from releasing your credit report or any information from it without your express authorization. You may place a security freeze on your credit report by contacting all three nationwide credit reporting companies at the numbers below and following the stated directions or by sending a request in writing, by mail, to all three credit reporting companies:

Equifax Security Freeze

P.O. Box 105788
Atlanta, GA 30348-5788
<https://www.equifax.com/personal/credit-report-services/credit-freeze/>
(888)-298-0045

Experian Security Freeze

P.O. Box 9554
Allen, TX 75013
<http://experian.com/freeze>
(888) 397-3742

TransUnion Security Freeze

P.O. Box 160
Woodlyn, PA 19094
<https://www.transunion.com/credit-freeze>
(888) 909-8872

In order to place the security freeze, you will need to supply your name, address, date of birth, Social Security number and other personal information. After receiving your freeze request, each credit reporting company will send you a confirmation letter containing a unique PIN (personal identification number) or password. Keep the PIN or password in a safe place. You will need it if you choose to lift the freeze.

If your personal information has been used to file a false tax return, to open an account or to attempt to open an account in your name or to commit fraud or other crimes against you, you may file a police report in the City in which you currently reside.

5. Additional Helpful Resources.

Even if you do not find any suspicious activity on your initial credit reports, the Federal Trade Commission (FTC) recommends that you check your credit reports periodically. Checking your credit report periodically can help you spot problems and address them quickly.

If you find suspicious activity on your credit reports or have reason to believe your information is being misused, call your local law enforcement agency and file a police report. Be sure to obtain a copy of the police report, as many creditors will want the information it contains to absolve you of the fraudulent debts. You may also file a complaint with the FTC by contacting them on the web at www.ftc.gov/idtheft, by phone at 1-877-IDTHEFT (1-877-438-4338), or by mail at Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580. Your complaint will be added to the FTC's Identity Theft Data Clearinghouse, where it will be accessible to law enforcement for their investigations. In addition, you may obtain information from the FTC about fraud alerts and security freezes.