<Date>

Contact: *<Covered entity name, address, telephone number, website and contact individual>.*

FOR IMMEDIATE RELEASE

<Name of Covered Entity> NOTIFIES Individuals OF BREACH OF UNSECURED PERSONAL INFORMATION

<Name of Covered Entity> notified affected individuals of a recent breach of personal information that occurred at Salt Lake County on *<Date of Breach>.*

<Describe what happened in general terms:
- *what type of information was involved in the breach*
- *date of the discovery of the breach*
- *what you are doing to investigate the breach, mitigate harm to individuals, and to protect against any further breaches.*
    - *Example: A back up disk containing names, addresses, account numbers, diagnosis and procedure codes, and charges for patients seen between January 11 and January 15, 2010 was lost. We have notified local police and the data storage company and have instituted a process that will encrypt all data on back up disks we create in the future.>*

<Name of Covered Entity> is working to notify those individuals affected by the data breach. As a result of this breach, steps are underway to further improve the security of its operations and eliminate future risk. In a notification letter sent <when sent; this week, specific date>, *<Name of Covered Entity>* provided credit bureau contact information and encouraged them to contact them immediately.   In addition, *<Name of Covered Entity>* has trained staff available to responde to questions and concerns related to the data breach. *<Name of Covered Entity>* regrets this recent breach of personal information and is taking appropriate action to correct the situation and improve security measures.

Please direct all questions to *<Covered entity name, address, telephone number, website and contact individual>.*