

Notification of Data Security Incident

January 13, 2024

On November 5, 2023, Eye Physicians of Central Florida, PLLC (“Eye Physicians”) discovered a potentially suspicious network activity. Upon discovery, Eye Physicians immediately took steps to secure our systems and swiftly engaged a third-party team of forensic investigators to determine the full nature and scope of the incident. As part of the investigation, Eye Physicians confirmed that a limited amount of information may have been accessed in connection with this incident. Eye Physicians subsequently identified those individuals potentially affected and confirmed contact information to provide individuals with notice of the incident.

The type of information contained within the affected data may have included a combination of patient names, address, date of birth, medical diagnosis and treatment information, provider name, patient ID number, procedure code, date of service, treatment cost information, financial account information, state ID, health insurance information, and/or prescription information.

In response to this incident, we have taken steps to secure our network and facilities and are reviewing our current policies and procedures related to data security. Although Eye Physicians has no evidence of actual or attempted misuse of information as a result of this incident, individuals are nonetheless encouraged to monitor their account statements and explanation of benefits forms for suspicious activity and to detect errors. As an added precaution, Eye Physicians is making credit monitoring services available to individuals potentially affected by this incident. Patients may also wish to contact the three major credit agencies to place a fraud alert or credit freeze on their credit report – the credit agencies’ contact information is: Equifax (800-525-6285); TransUnion (800-680-7289); and Experian (888-397-3742).

Eye Physicians has established a dedicated assistance line to answer questions about the incident and to address related concerns. Eye Physicians’ dedicated call center can be reached by phone at 1-888-799-1326 from Monday through Friday during the hours of 9:00 am and 9:00 pm Eastern Standard Time. Eye Physicians may also be contacted by email at icomply@floridapediatrics.com, or by writing to 1800 Dr. Martin Luther King Jr. Street North, St. Petersburg, FL 33704, Attn: Privacy Officer.

The privacy and protection of information is a top priority for Eye Physicians, and we deeply regret any inconvenience or concern this incident may cause.