



LA CROSSE COUNTY, WISCONSIN – NOTICE OF DATA EVENT
5/22/2024

The privacy and security of the personal information we maintain is of the utmost importance to La Crosse County (“La Crosse”). We are writing to provide notice an incident that may affect the privacy of some individuals’ personal information. The individuals potentially impacted include some individuals who received services under our Comprehensive Community Services (CCS) program. We take this incident very seriously and are providing details of the incident and the resources available to help individuals protect their information from possible misuse, should they feel it is appropriate to do so.

What Happened? On or around November 15, 2023, La Crosse discovered suspicious activity related to employee email accounts. We immediately launched an investigation and worked with forensic specialists to determine the full nature and scope of the event. Our investigation determined that an employee email account was subject to unauthorized access by an unknown person on November 15, 2023. On or around March 25, 2024, we determined that information related to certain individuals was within the impacted account.

What Information Was Involved? The type of information related that is potentially affected by this incident includes name, address, social security number, and medical information for some individuals who received services under our CCS program.

What We Are Doing. We take the confidentiality, privacy, and security of information in our case seriously. Upon discovery, we secured our systems and launched an investigation with third party specialists to determine the nature and scope of the potentially affected data. We also notified federal law enforcement of this incident. We are providing written notification to individuals who are impacted to the extent we have address information available.

What You Can Do. Impacted individuals should remain vigilant against incidents of identity theft and fraud by reviewing account statements, enrolling in the credit monitoring provided in their letters, and monitoring free credit reports for suspicious activity and to detect errors over the next 12 to 24 months. Individuals may also review the information contained in the attached *Steps You Can Take to Help Protect Your Personal Information* below.

Whom Should Individuals Contact for More Information? If you have questions, or feel you may be impacted but did not receive a letter, you can call our dedicated assistance line at (866) 989-1703 which is available Monday through Friday between the hours of 8:00 a.m. and 5:30 p.m. Central Time, excluding major U.S. holidays.

STEPS YOU CAN TAKE TO HELP PROTECT PERSONAL INFORMATION

Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer’s credit file. Upon seeing a fraud alert display on a consumer’s credit file, a business is required to take steps to verify the consumer’s identity before



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extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report. To request a security freeze, you will need to provide the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social Security number;
3. Date of birth;
4. Addresses for the prior two to five years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver’s license or ID card, etc.); and
7. A copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft if you are a victim of identity theft.

Should you wish to place a credit freeze, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
1-888-298-0045	1-888-397-3742	1-800-916-8800
Equifax Fraud Alert P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert P.O. Box 9554 Allen, TX 75013	TransUnion Fraud Alert P.O. Box 2000 Chester, PA 19016
Equifax Credit Freeze, P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze, P.O. Box 9554, Allen, TX 75013	TransUnion Credit Freeze, P.O. Box 160, Woodlyn, PA 19094

Additional Information

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. You can obtain further information on how to file such a complaint by way of the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud. Please note that in order to file a report with law enforcement for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.