

To: Marilyn Teo
From: John Tan
Subject: Draft email to affected patients
Date: 4th November 2021

*Tone: Not very sincere
overall, lack of empathy*

Ratings: 3/6

Dear Marilyn ,

Please find below the email that I have drafted with regards to notice for data breach to affected patients.

Please let me know if there are any further changes to be made. Thank you.

Best Regards,
John Tan
Executive
Thomas Bingley Medical Group

Subject: Security Incident *Poor Subject Line, too general*

Dear Mr/ Mrs: *Names of the patients*

We are writing to inform you of a data breach involving certain personal information and medical data that you provided to us. As a precaution, we are providing this notice and outlining some measures you may take to help protect yourself. We sincerely apologize for any inconvenience or concern this may cause you.

*No
intro of
who is
writing*

*Direct approach with apology, keep them simple
and to the point. Do not repeat them*

*Good:
Headers
were
included*

What Happened?

We recently found out that our IT system had been hacked over this past weekend. Our advanced monitoring system had detected the leakage of confidential patient info which may include your personal data such as names, identity card and passport numbers, addresses, contact details and other personal info as well as your medical data. The attackers may also have gained access to customer information including payment card numbers with expiration dates and patients' financial records. As we are still confirming about the information being stolen, we are notifying you about this security incident.

What are we doing?

Besides making a police report, we have promptly engaged an external digital forensics and security firm to assist us with the internal investigation. Meanwhile, we also take steps to review our system and procedures to prevent this from happening in the future.

What you should do?

To protect yourself from the possibility of identity theft, we recommend you to contact your credit or debit card company immediately and inform them that your information may have been compromised. You should also review your bank account statement to check if there is any unusual or suspicious transaction. Meanwhile, we would like to alert you of possible phone scams. We have received an email that two of our former patients had received phone calls yesterday supposedly from our call centre asking for personal info. For clarification, we did not and would not make such a

phone call to our former patients. You should be extra conscience and do not give your personal info to such parties.

For More Information

*Don't need to repeat
apology!*

*Discount code is not v
appropriate. High net
worth individuals, tacky
gimick*

We take the protection of your information very seriously and we sincerely regret any inconvenience that may cause to you. As a goodwill gesture, we will provide you with a 10-percent discount off any future consultations or treatment. If you have any queries, please contact us at 8908 8909 weekdays between 9am to 5pm. *No goodwill or forward
looking message*

Sincerely,

Marilyn Teo Su Lin
Director for Commercial Affairs
Thomas Bingley Medical Group *Signing off should be from
the CEO*