



PO Box 272540
Chico, CA 95927

MEMBER NAME
STREET ADDRESS
CITY STATE ZIP

Date

RE: Notice of Data Breach

Dear Member Name,

I am the Chief Privacy Official for Blue Shield of California (Blue Shield). It is my job to help protect the privacy of our members' protected health information and to investigate any incident where a member's protected health information may have been improperly accessed, used, or disclosed in violation of the Health Insurance Portability and Accountability Act (HIPAA) and other privacy laws. I am writing to notify you about a privacy incident that may have impacted your protected health information. Please accept our sincere apologies for any concern this may cause you.

WHAT HAPPENED

On November 8, 2024, it was identified by a health information exchange that there was a data mismatch error which may have allowed your family member(s) on your same plan the ability to view your health records in their Member Health Record feature on the Blue Shield Member Portal.

Following a thorough investigation, it was identified that the issue occurred because Blue Shield provided the health information exchange with data that included multiple names under one subscriber ID. We do not have confirmation that the information was viewed, but out of an abundance of caution, Blue Shield is notifying you of this incident.

WHAT INFORMATION WAS INVOLVED

Your protected health information that may have been accessed included your medical visit type, dates of service, provider and pharmacy demographics, treating facility's name, and medication information. There was no demographic information included, which would have specifically identified you as the individual who was treated.

There was no access to other types of your information, such as your Social Security number, driver's license number, or banking or credit card information.

WHAT WE ARE DOING

Blue Shield takes this incident very seriously. We are committed to maintaining your privacy. The health information exchange data feed in the Member Health Record was terminated on November 11, 2024.

WHAT YOU CAN DO

Blue Shield suggests that you closely monitor your bank and credit card accounts and routinely obtain your credit report from one or more of the national credit reporting companies. You may get a free copy of your credit report annually in these ways:

- Online at www.annualcreditreport.com
- Call toll-free 1-877-322-8228
- Mail an Annual Credit Report Request Form (forms are located at www.annualcreditreport.com) to Annual Credit Report Request Service, PO Box 105281, Atlanta, GA 30348-5281.

You may also obtain a copy of your credit report from one or more of these three national credit reporting companies:

Equifax PO Box 740241 Atlanta, GA 30374-0241 1-800-685-1111 equifax.com	Experian PO Box 2002 Allen, TX 75013 1-888-397-3742 experian.com	TransUnion PO Box 1000 Chester, PA 19016 800-916-8800 transunion.com
---	---	---

To place a credit freeze with one or more of the three national credit reporting companies, please contact the company at their website listed below:

Equifax Security Freeze https://www.equifax.com/personal/credit-report-services	Experian Security Freeze https://www.experian.com/freeze/center.html	TransUnion Security Freeze https://freeze.transunion.com
---	--	--

To learn more about how to take proactive steps to protect yourself against identity theft, you may contact the Federal Trade Commission (FTC) at the FTC website (www.ftc.gov), by dialing 1-877-ID-Theft (1-877-438-4338), or by writing to the FTC Consumer Response Center, 600 Pennsylvania Ave., NW, Washington, DC 20580.

FOR MORE INFORMATION

Should you have questions regarding this matter, please do not hesitate to call toll free at (XXX) XXX-XXXX Monday – Friday, 6:00am to 6:00pm PST.

Sincerely,



David Keystone
Chief Privacy Official