



Return Mail Processing Center  
PO Box 6336  
Portland, OR 97228-6336

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<<Date>>

Re: Notice of Data Breach

Dear <<Name 1>>:

I would like to introduce myself. 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’ personal information and to investigate any incidents where a member’s personal 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 data security incident that impacted your personal information. Please accept our sincere apologies for any concern and inconvenience this may cause you.

**WHAT HAPPENED**

Sharecare Health Data Services (“Sharecare”), formerly known as “BACTES”, provides medical records management services to one or more of your doctors or other health care professionals. At times, Blue Shield needs to obtain information contained in your medical records to pay claims related to your treatment or for other healthcare operations purposes. Your doctor requires that Blue Shield obtain copies of these medical records from Sharecare.

On December 31, 2018, Sharecare notified Blue Shield that between May 21, 2018 and June 26, 2018, an unknown third party was able to access its servers which contained your personal information and transfer that data to locations outside of the United States. Sharecare discovered the problem on June 26, 2018 and took immediate steps to prevent further access to your information and increase the security of its servers.

**WHAT INFORMATION WAS INVOLVED**

The personal information that was accessed and/or transferred outside of Sharecare’s network may have included your name, address, date of birth, Blue Shield subscriber number, name and address of a clinic or facility that provided your health services and in some instances the name of your health care provider, your medical record number and internal Sharecare processing notes.

There is no evidence based on Sharecare’s investigation that your social security number, driver’s license number, clinical medical information, or banking and credit card information was accessed.

**WHAT WE ARE DOING**

Both Blue Shield and Sharecare take this incident very seriously. We are committed to maintaining your privacy.

Immediately after Sharecare’s discovery of this incident, it engaged Mandiant, a leading global forensic firm, to support its investigation of the breach. Sharecare also notified the FBI and has been cooperating with its investigation.

Sharecare has taken steps to improve its security measures and processes. It has retained a third party to implement 24/7 monitoring of its data systems, refined its data retention policies and improved its maintenance communications and protocols to ensure continuity across its network.

Since Blue Shield first learned of the incident on December 31, Blue Shield has been working with Sharecare to verify that Sharecare’s increased cybersecurity protections meet Blue Shield’s strict cybersecurity requirements in order to reduce the likelihood of such an incident occurring again in the future.

Blue Shield is also providing you with the following resources, free of charge, to monitor your credit history and repair problems related to identity theft in the unlikely event that should occur:

- **AllClear Credit Monitoring:** This service offers credit monitoring, identity theft insurance, and ChildScan services for minors. You can enroll in this free service at <https://blueshieldca.allclearid.com>. When you enroll in AllClear Credit Monitoring, you will be covered for one year, and may continue to renew your coverage annually for as long as you are a Blue Shield member.
- **AllClear Identity Repair:** If you discover you are a victim of identity theft, call **855-904-5733** and an AllClear representative will help repair the damage. You can use this service free of charge when you need it while you are a Blue Shield member. No enrollment is required.
- **Report Irregularities in Your Account to AllClear ID:** Regardless of whether you have taken advantage of either service above, if you notice any irregularities on your bank statements, credit card statements, financial accounts or items such as your explanation of benefit (EOB) letters or medical records, we ask that you call AllClear ID at **855-260-2766** Monday - Saturday, 9 a.m. - 9 p.m. Eastern time to report the matter.

Information you give AllClear ID to sign up for their services is only used to create your AllClear ID account. Blue Shield will never ask AllClear ID for this information. Furthermore, Blue Shield does not use credit information to determine healthcare plan eligibility or rates.

### WHAT YOU CAN DO

In addition to enrolling in AllClear ID’s free credit monitoring and identity repair services, 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 [annualcreditreport.com](http://annualcreditreport.com)
- Call toll-free 1-877-322-8228
- Mail an Annual Credit Report Request Form (forms are on the website at [annualcreditreport.com](http://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:

<b>Equifax</b> PO Box 740241 Atlanta, GA 30374-0241 1-800-685-1111 <a href="http://equifax.com">equifax.com</a>	<b>Experian</b> PO Box 9532 Allen, TX 75013 1-888-397-3742 <a href="http://experian.com">experian.com</a>	<b>TransUnion</b> PO Box 2000 Chester, PA 19022 800-916-8800 <a href="http://transunion.com">transunion.com</a>
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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:

<b>Equifax Security Freeze</b> <a href="https://www.freeze.equifax.com">https://www.freeze.equifax.com</a>	<b>Experian Security Freeze</b> <a href="https://www.experian.com/freeze/center.html">https://www.experian.com/freeze/center.html</a>	<b>TransUnion Security Freeze</b> <a href="https://freeze.transunion.com">https://freeze.transunion.com</a>
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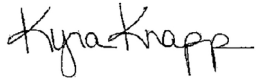
To learn more about how to take proactive steps to protect yourself against identity theft, you may contact the Federal Trade Commission (FTC) at the FTC website ([www.ftc.gov](http://www.ftc.gov)), by dialing 1-877-ID-Theft (1-877-438-4338), or by writing to the FTC at the following address:

FTC Consumer Response Center  
 600 Pennsylvania Ave., NW, H-130  
 Washington, DC 20580

**FOR MORE INFORMATION**

Should you have questions regarding this matter and the protections available to you, please do not hesitate to call our toll-free number at 877-449-1715 for assistance.

Sincerely,

A handwritten signature in black ink that reads "Kyra Knapp". The signature is written in a cursive style with a horizontal line at the end.

Kyra Knapp  
Chief Privacy Official