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**From:** Blue Shield of California <BlueShieldofCA\_Notice@mail.csid.com>  
**Sent:**  
**To:**  
**Subject:** [EXTERNAL] Blue Shield of California Privacy Notification



April 04, 2025

### **Notice of Data Breach**

Dear ,

We are writing to inform you about a potential data breach. It is reasonably believed that certain elements of your protected health information may have been accessed, acquired, used, or disclosed to a third party. Due to the complexity and scope, we are unable to confirm whether your specific information was affected but are sending this notice out of an abundance of caution. Blue Shield assures you that we take this matter very seriously. We have taken measures to safeguard against similar future disclosures.

#### **What Happened**

Like other health plans, Blue Shield historically used the third-party vendor service, Google Analytics, to internally track website usage of members who entered certain Blue Shield sites. We were doing this to improve the services we provide to our members.

On February 11, 2025, Blue Shield discovered that, between April 2021 and January 2024, Google Analytics was configured in a way that allowed certain member data to be shared with Google's advertising product, Google Ads, that likely included protected health information. Google may have used this data to conduct focused ad campaigns targeted back to you. We want to reassure you no bad actor was involved, and, to our knowledge, Google has not used your information for any purpose other than these ads or shared your protected information with anyone.

Blue Shield severed the connection between Google Analytics and Google Ads on its websites in January 2024. We have no reason to believe that any member data has been shared from Blue Shield's websites with Google after the connection was severed. Upon discovering the issue, Blue Shield immediately initiated a review of its websites and security

protocols to ensure that no other analytics tracking software is impermissibly sharing members' protected health information.

### **What Information Was Involved**

The information that may have been impacted includes the following:

Insurance plan name, type and group number; city; zip code; gender; family size; Blue Shield assigned identifiers for your online account; medical claim service date and service provider, patient name, and patient financial responsibility; and "Find a Doctor" search criteria and results (location, plan name and type, provider name and type).

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

### **What We Are Doing**

We understand receiving a notice such as this can create concern, and we regret that your personal information may have been shared without your authorization. Blue Shield takes the security of your information very seriously, and we are committed to maintaining your privacy.

### **What You Can Do**

Please review the below information regarding the Steps You Can Take to Protect Your Information for guidance on further protecting your personal data.

### **For More Information**

Should you have questions regarding this matter, please do not hesitate to call Blue Shield, toll free, at 1-833-918-5064, Monday through Friday, between the hours of 6am to 6pm Pacific Standard Time for assistance. Be prepared to provide engagement number B142309.

Respectfully,

Blue Shield of California  
601 12th Street  
Oakland, CA 94607

### **Steps You Can Take to Protect Your Information**

***Review Your Account Statements and Notify Law Enforcement of Suspicious Activity***

As a precautionary measure, we recommend that you remain vigilant by closely reviewing your account statements and credit reports. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained.

Additionally, you should report any fraudulent activity or suspected incidence of identity theft to proper law enforcement authorities, including local law enforcement to file a police report, the Attorney General, or the FTC. To file a complaint with the FTC, go to [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft) or call 1-877-ID-THEFT (877-438-4338). Complaints filed with the FTC will be added to the FTC's Identity Theft Data Clearinghouse, which is a database made available to law enforcement agencies. A copy of Take Charge: Fighting Back Against Identity Theft, a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the following website:

<https://www.ojp.gov/ncjrs/virtual-library/abstracts/take-charge-fighting-back-against-identity-theft> [[click1.marketing.csid.com](http://click1.marketing.csid.com)]

### ***Copy of Credit Report***

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com> or calling 877-322-8228. Or you can elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies is provided below.

### ***Fraud Alert***

You may also consider placing a fraud alert on your credit report. An initial fraud alert is free and will remain on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies using the information below:

#### **Equifax**

1-800-525-6285

[www.equifax.com](http://www.equifax.com)

P.O. Box 740241

Atlanta, GA 30374

#### **Experian**

888) 397-3742

[www.experian.com](http://www.experian.com)

[[experian.com](http://experian.com)]

P.O. Box 9532

Allen, TX 75013

#### **TransUnion**

(800) 680-7289

[www.transunion.com](http://www.transunion.com)

P.O. Box 2000

Chester, PA 19022