



Return Mail Processing Center  
P.O. Box 272540  
Chico, CA 95927-2540

March 27, 2023

J2010-L02-0000002 T00001 P001 \*\*\*\*\*SCH 5-DIGIT 12345

PARENT OR GUARDIAN OF  
SAMPLE A SAMPLE - L02 MINOR  
APT ABC  
123 ANY STREET  
ANYTOWN, ST 12345-6789



[Extra1]

Dear Parent or Guardian of Sample A. Sample,

I am the Chief Privacy Official for Blue Shield of California (Blue Shield). Blue Shield provides benefit administration services for your health benefit plan sponsored by [Extra2]. 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. I am writing to notify you about a privacy incident that may have impacted your dependent's protected health information.

### WHAT HAPPENED

On February 5, 2023, Blue Shield was informed by its provider, Brightline Medical Associates (Brightline), that its subcontractor, Fortra, LLC (Fortra), suffered a cyber security incident between the dates of January 28, 2023, and January 31, 2023. The forensic investigation being conducted by Fortra revealed that an unauthorized individual gained access to Fortra's GoAnywhere Managed File Transfer-as-a-service (MFTaaS) application and was able to download files that Brightline maintained on that system. Based on information provided to us by Fortra, the unauthorized individual potentially accessed and/or exfiltrated your dependent's personal information.

### WHAT INFORMATION WAS INVOLVED

The information involved may have included their name, address, date of birth, gender, Blue Shield subscriber ID number, phone number, e-mail address, Plan name, and Plan group number.

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

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blueshieldca.com

601 12th Street | Oakland, CA 94607

Blue Shield of California is an independent member of the Blue Shield Association L52000-W (1/20)

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## WHAT WE ARE DOING

Fortra immediately deactivated the unauthorized user's credentials, disabled the vulnerable application, and rebuilt the application and gateway. Additionally, Fortra removed all data we shared with Brightline from the GoAnywhere MFTaaS and notified law enforcement. Blue Shield does not own or operate the impacted systems and we are relying on Fortra for reports of forensic advice.

Blue Shield takes this incident very seriously. We are committed to maintaining your dependent's privacy. Upon learning of the incident, Blue Shield immediately began an investigation into the matter. We promptly locked communications between Blue Shield and our provider, Brightline.

## WHAT YOU CAN DO

Please review the enclosed Information about Identity Theft Protection for additional information on how to protect your dependent against identity theft and fraud. You may also take advantage of the complimentary identity protection services being offered to your dependent.

Blue Shield is offering your dependent complimentary access to Experian IdentityWorks<sup>SM</sup> for one year.

If you believe there was fraudulent use of your dependent's information as a result of this incident and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent. If, after discussing your situation with the agent, it is determined that identity restoration support is needed, an Experian Identity Restoration agent will be available to work with you to investigate and resolve each incident of fraud that occurred from the date of the incident (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your dependent's identity to its proper condition).

Please note that Identity Restoration is available to your dependent for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration).

While identity restoration assistance is immediately available to your dependent, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary one-year membership. This product provides you with superior identity detection and resolution of identity theft. To start monitoring your dependent's personal information, please follow the steps below:

- Ensure that you **enroll by** June 30, 2023 (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll:  
<https://www.experianidworks.com/RR1Bplus>
- Provide your **activation code: ABCDEFGHI**

If you have questions about this product, need assistance with Identity Restoration that arose as a result of this incident or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 1-800-910-5033 by June 30, 2023. Be prepared to provide engagement number **B086902** as proof of eligibility for the Identity Restoration services by Experian.

**ADDITIONAL DETAILS REGARDING YOUR ONE-YEAR EXPERIAN IDENTITYWORKS MEMBERSHIP:**

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks for your dependent:

- **Social Security Number Trace:** Monitoring to determine whether enrolled dependents in your household have an Experian credit report. Alerts of all names, aliases and addresses that become associated with your dependent's Social Security Number (SSN) on the Experian credit report.
- **Internet Surveillance:** Technology searches the web, chat rooms & bulletin boards 24/7 to identify trading or selling of your dependent's personal information on the Dark Web.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address your dependent's credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **\$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

In addition to enrolling your dependent in their free Experian IdentityWorks membership, Blue Shield suggests that you closely monitor your dependent's 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 dependent's credit report annually in these ways:

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

You may also obtain a copy of your dependent's 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 2002 Allen, TX 75013 1-888-397-3742 <a href="http://experian.com">experian.com</a>	<b>TransUnion</b> PO Box 1000 Chester, PA 19016 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 agencies, please contact the company at their website listed below:

<b>Equifax Security Freeze</b> <a href="https://www.equifax.com/personal/credit-report-services">https://www.equifax.com/personal/credit-report-services</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 your dependent 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 Consumer Response Center, 600 Pennsylvania Ave., NW, Washington, DC 20580.

**For residents of Illinois only**

Additionally, Blue Shield recommends you promptly change your dependent's username, password, and security questions and answers, or take other steps appropriate to protect online accounts using same or similar login information.

**For residents of Maryland only**

You may also contact the Maryland Office of the Attorney General, Division of Consumer Protection at the Division's website ([marylandattorneygeneral.gov/Pages/CPD](http://marylandattorneygeneral.gov/Pages/CPD)), by dialing 1 (888) 743-0023, or by writing to the Division Office that is nearest to you.

**For residents of New York only**

You may also contact the New York Department of State, Division of Consumer Protection at the Division's website (<https://ag.ny.gov/consumer-frauds-bureau/identity-theft>) or by dialing 1 (800) 771-7755.

**For residents of Oregon only**

You may also contact the Oregon Attorney General's Office at the Oregon Department of Justice, Consumer Protection website ([www.doj.state.or.us/consumer-protection](http://www.doj.state.or.us/consumer-protection)) or by dialing 1-877-877-9392.

**For residents of Rhode Island only**

You may also contact the Rhode Island Department of State, Division of Consumer Protection at the Division's website (<https://riag.ri.gov/forms/consumer-complaint>) or by dialing 1 (401) 274-4400 (prompt 1). Under Rhode Island law, you have the right to obtain any police report filed in regard to this incident. If you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

**FOR MORE INFORMATION**

Should you have questions regarding this matter and the protections available to you, please do not hesitate to call Blue Shield toll free at 1-800-910-5033 for assistance.

Sincerely,



David Keystone  
Chief Privacy Official

\* Offline members will be eligible to call for additional reports quarterly after enrolling

\*\* Identity theft insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.