



Return Mail Processing
PO Box 589
Claysburg, PA 16625-0589

June 6, 2025



N4674-L01-0000001 P001 T00001 *****SCH 5-DIGIT 12345
SAMPLE A SAMPLE - L01 MEMBER ADULT
APT ABC
123 ANY STREET
ANYTOWN, ST 12345-6789
|||||||

RE: NOTICE OF DATA BREACH

Dear Sample A. Sample,

We are 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. Blue Shield takes this matter very seriously.

WHAT HAPPENED

On April 4, 2025, the Blue Shield of California (BSC) Digital Health Record team identified an incorrect data merge where some BSC members were able to potentially view another member's data in the Member Health Record feature on the member portal. The cause of the error is the identifying key was assigned to two or more different individuals, despite potentially having distinct names, dates of birth, and social security numbers. The data was potentially visible from June 27, 2024, when the Member Health Record feature was launched on the member portal, until the issue was identified on April 4, 2025, at which time the data was immediately suppressed.

Blue Shield immediately began an investigation into the matter. We do not have any evidence that the unauthorized user used, collected, transferred, or downloaded this information. However, 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 member visit information and dates, medications, immunization records, allergies, lab results and health conditions including diagnosis.

There was no access to other types of your protected health information, such as your name, date of birth, Subscriber identification number, address, phone number, email, which could have specifically identified you as the individual who was treated. Social Security Number, driver's license number, or credit card or any other credit information was also not involved.

Blue Shield of California is an independent member of the Blue Shield Association

ENGAGE#

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N4674-L01

WHAT WE ARE DOING

The Member Health Record feature was suppressed immediately upon discovery on April 4, 2025, and the recipients no longer have access to that feature on the member portal. There is continuing work on mitigating the error to prevent similar occurrences in the future. Blue Shield takes this incident very seriously and we are committed to maintaining your privacy.

To help protect your identity, Blue Shield is offering you complimentary access to Experian IdentityWorksSM for one year.

If you believe there was fraudulent use of your 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 granters 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 identity to its proper condition).

Please note that Identity Restoration is available to you 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.

While identity restoration assistance is immediately available to you, 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 personal information, please follow the steps below:

- Ensure that you **enroll by** August 19, 2025 (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/RRIBplus>
- 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 833-931-7577 by August 19, 2025. Be prepared to provide engagement number ENGAGE# 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:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.*
- **Credit Monitoring:** Actively monitors your Experian file for indicators of fraud.
- **Internet Surveillance:** Technology searches the web, chat rooms & bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web.

- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address 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.
- **Up to \$1 Million Identity Theft Insurance**:** Provides coverage for certain costs and unauthorized electronic fund transfers.
- **Lost Wallet:** Provides assistance with cancelling/replacing lost or stolen credit, debit, and medical cards.
- **Child Monitoring:** For 10 children up to 18 years old, Internet Surveillance and monitoring to determine whether enrolled minors in your household have an Experian credit report are available. Also included are Identity Restoration and up to \$1M Identity Theft Insurance**.

WHAT YOU CAN DO

In addition to enrolling in your free Experian IdentityWorks membership, 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
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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:

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
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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), 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 and the protections available to you, please do not hesitate to call Blue Shield, toll free, at (855) 568-2959, Monday through Friday, between the hours of 6am to 6pm Pacific Standard Time for assistance.

Respectfully,

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

* 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.



