



P.O. Box 272540  
Chico, CA 95927-2540

[Insert Recipient's Name]  
[Insert Address]  
[Insert City, State, Zip]

[Date]

### **Notice of Data Breach**

Dear [First Name Last Name]:

Blue Shield of California (Blue Shield) takes the privacy and confidentiality of your information very seriously. We are writing to inform you of a data incident that involved some of your personal data.

### **What Happened**

On October 20, 2020, Blue Shield discovered that an error occurred when it updated its Medicare Advantage HMO provider directories. This error caused your Tax Identification Number to display as your provider identification number in the provider directories. Directories were displayed in PDF format on Blue Shield's website, and that of its printing vendor, Arvato, between October 16-20, 2020. The directories were viewed, and in some cases, downloaded by brokers, members and prospects. A number of printed directories were also mailed to Blue Shield brokers and members during this time.

Upon discovering this error, Blue Shield immediately took action to remove these directories from both websites and was able to retrieve and destroy the majority of the downloaded and mailed copies. Blue Shield is not aware of any misuse of your information. However, out of an abundance of caution, Blue Shield is notifying you of this incident.

### **What Information Was Involved**

The information displayed in the directories included your Tax Identification Number.

### **What Are We Doing**

Blue Shield is committed to safeguarding your personal information and took immediate steps to mitigate and remediate the issue. Blue Shield immediately removed the incorrect directories from its and Arvato's websites and stopped the delivery of the majority of printed copies of the directories before they were delivered to brokers, members and prospects. Blue Shield was also able to ensure the return or destruction of the majority of the directories that were downloaded or delivered.

Blue Shield has also taken steps to improve its processes to ensure that events like this do not occur in the future. Blue Shield has made policy and process changes to limit its disclosure of this type of information to vendors and to ensure that there are additional quality assurance checks before directories are published and mailed.

Blue Shield is also offering you complimentary access to an Experian IdentityWorks<sup>SM</sup> Membership for one year. To sign up for this membership, please contact Experian's customer care team at 877.890.9332. Be prepared to provide engagement number DB23635 as proof of eligibility for these services. For more information and instructions on how to activate your free 12-month membership, please see the enclosed document about your Experian IdentityWorks Membership.

### **What Can You Do**

In addition to enrolling in your free Experian IdentityWorks Membership, Blue Shield recommends that you remain vigilant to the possibility of fraud and identity theft by reviewing your credit card, bank, and other financial statements for any unauthorized activity.

You may obtain a copy of your credit report, free of charge, directly from each of the three nationwide credit reporting agencies once every 12 months. To order your credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll-free at 877-322-8228. Contact information for the three nationwide credit reporting agencies is as follows:

#### **Equifax**

P.O. Box 740256  
Atlanta, GA 30374  
[www.equifax.com](http://www.equifax.com)  
(866) 349-5191

#### **Experian**

P.O. Box 4500  
Allen, TX 75013  
[www.experian.com](http://www.experian.com)  
(888) 509-8495

#### **TransUnion**

P.O. Box 2000  
Chester, PA 19016  
[www.transunion.com](http://www.transunion.com)  
(800) 916-8800

### **Other Important Information**

If you believe that you are the victim of identity theft or have reason to believe that your personal information has been misused, you should immediately contact the Federal Trade Commission (FTC) by visiting the FTC website ([www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)), by dialing 877-438-4338, or by writing to the FTC Consumer Response Center at 600 Pennsylvania Avenue, NW, Washington, DC 20580. You should also contact the Attorney General in the state in which you reside and/or your local law enforcement authorities to file a police report.

### **For More Information**

We sincerely apologize for this incident and regret any inconvenience it may cause you. Should you have questions or concerns regarding this matter, please do not hesitate to contact us toll-free at 888-373-2779.

Sincerely,



Kyra Knapp  
Chief Privacy Officer  
Blue Shield of California

## **Experian IdentityWorks Membership**

To help protect your identity, we are offering complimentary access to Experian IdentityWorks<sup>SM</sup> for 12 months.

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 an agent, it is determined that identity restoration support is needed then an Experian Identity Restoration agent is 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 identity to its proper condition).

Please note that Identity Restoration is available to you for 12 months 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 you, we also encourage you to activate the fraud detection tools available through Experian IdentityWorks as a complimentary 12-month 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** 01.31.2021 (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll:  
<https://www.experianidworks.com/RR1Bplus>
- Provide your **activation code**: [activation code]

If you have questions about the 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 877.890.9332 by 01.31.2021. Be prepared to provide engagement number: DB23635 as proof of eligibility for the Identity Restoration services by Experian.

### **ADDITIONAL DETAILS REGARDING YOUR 12 MONTH 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.
- **\$1 Million Identity Theft Insurance\*\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.
- **Lost Wallet:** Provides assistance with canceling/replacing lost or stolen credit, debit, and medical cards.

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

\*\* The 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.