



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

<<mail id>>
<<Name1>>
<<Name2>>
<<Address1>>
<<Address2>>
<<City>><<State>><<Zip>>

<<Date>>

Dear <<Name>>,

In December of 2015, Blue Shield was notified by our vendor that data about you may have been accessed by an unauthorized user who gained access to the vendor's data systems without permission. We believe that the unauthorized access happened between September and December of 2015 and was the result of log-in credentials for certain Blue Shield customer service representatives being misused. No data systems at Blue Shield were impacted. We take this issue seriously and regret the concern it may cause.

Our investigation determined that information about you, which may have been accessed, included your name, address, date of birth, and Social Security number.

I'm writing to provide you information on the steps we are taking to protect you and your information moving forward. We are working internally and with our vendor to improve our overall security procedures in order to provide additional protections for your personal information.

In addition, and to help protect your identity, we are offering a **complimentary** one-year membership in Experian's® ProtectMyID® Alert. While we have no indication that specific personal information about you has been misused, this product helps detect possible misuse of your personal information and provides you with superior identity protection support focused on immediate identification and resolution of identity theft.

Activate ProtectMyID Now in Three Easy Steps:

1. ENSURE That You Enroll By: April 17, 2016 (Your code will not work after this date.)
2. Visit the ProtectMyID Website to enroll: www.protectmyid.com/redeem
3. PROVIDE Your Activation Code: <<code>>

If you have questions or need an alternative to enrolling online, please call 877-288-8057 (Monday through Friday from 6 a.m. to 6 p.m. Pacific Time/Saturday and Sunday from 8 a.m. to 8 p.m. Pacific Time) and provide engagement #: **PC98561**.

Additional details regarding your 12-MONTH ProtectMyID Membership:

A credit card is not required for enrollment.

Once your ProtectMyID membership is activated, you will receive the following features:

- **Free copy of your Experian credit report**
- **Surveillance Alerts for:**
 - **Daily Bureau Credit Monitoring:** Alerts of key changes and suspicious activity found on your Experian, Equifax®, and TransUnion® credit reports.
- **Identity Theft Resolution and ProtectMyID ExtendCARE™:** Toll-free access to U.S.-based customer care and a dedicated Identify Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts, including credit, debit, and medical insurance cards; assist with freezing credit files; and contact government agencies.
 - It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high level of Fraud Resolution support even after your ProtectMyID membership has expired.
- **\$1 Million Identity Theft Insurance** (subject to availability): Immediately covers certain costs, including lost wages, private investigator fees, and unauthorized electronic fund transfers.

Activate your membership today at www.protectmyid.com/redeem or call 877-288-8057 to register with the activation code above.

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report, or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-288-8057.

You should always remain vigilant by regularly reviewing account information. Check the Explanation of Benefits (EOB) statements sent to you by Blue Shield. If you identify medical services listed on your EOB that you did not receive, please contact us immediately at the customer service number on the back of your ID card. You should also regularly review your account statements and monitor your free credit reports. If you see any suspicious or unusual activity on your accounts or suspect fraud, be sure to report it immediately to your financial institutions.

You may periodically obtain credit reports from each nationwide credit reporting agency. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. In addition, under federal law, you are entitled to one free copy of your credit report every twelve months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to www.AnnualCreditReport.com or by calling 877-322-8228. You may contact the nationwide credit reporting agencies at:

Equifax 800-525-6285
P.O. Box 740241
Atlanta, GA 30374-0241
www.equifax.com

Experian 888-397-3742
P.O. Box 2002
Allen, TX 75013
www.experian.com

TransUnion 800-680-7289
Fraud Victim Assistance Division
P.O. Box 6790
Fullerton, CA 92834-6790
www.transunion.com

We sincerely apologize and regret any inconvenience this may cause you. Should you have questions regarding this matter and/or the protections available to you, please do not hesitate to contact us. We're available Monday through Friday between 6 a.m. and 6 p.m. Pacific Time at 877-803-7684.

Sincerely,



Molly McCoy Esq., CIPP/US
Chief Privacy Official
Blue Shield of California

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of Chartis, Inc. The description herein is a summary, intended for informational purposes only, and does not include all terms, conditions, and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.