

Hello,

This incident resulted in the inadvertent disclosure of personal information, including the impacted individual's full name, personal health information, date of birth, address, email address, policy information, and banking details. Attached is a sample copy of the notice to be sent to the impacted individual.

Should you have any questions regarding this matter please do not hesitate to contact me.

GeoBlue.  
Cover Your World

GeoBlue, 933 First Avenue, King of Prussia, PA 19406
1.855.682.7965 | 1.610.254.5300 | fax 1.610.482.9953

Via Email and Certified Mail

February 7, 2023

[REDACTED]
[REDACTED]
[REDACTED]

Re: Notice of Data Breach

Dear [REDACTED]

My name is Nichole Hargrove and I am the Privacy Officer at GeoBlue. I am writing to inform you of a security incident at GeoBlue (GeoBlue is a business associate that administers your international health insurance on behalf of CareFirst BlueCross BlueShield), and the steps you can take to protect yourself.

WHAT HAPPENED

GeoBlue was informed on December 14, 2022, that a Global Core Workflow specialist inadvertently attached your claim form to another Blue Cross Blue Shield member's claim form which was mailed to an unauthorized recipient. GeoBlue was alerted of the disclosure by this unauthorized recipient via letter sent U.S. mail. GeoBlue is unable to identify the unauthorized recipient as the sender did not provide any identifying information.

WHAT INFORMATION WAS INVOLVED

This incident resulted in the inadvertent disclosure of your personal information, including your full name, personal health information, date of birth, address, email address, policy information, and banking details.

WHAT WE ARE DOING

GeoBlue takes member privacy seriously, and we sincerely apologize for this error and any impact on you. Internally, we are evaluating and revising our Global Core claim workflow processes to ensure member information is not released to unauthorized recipients. In accordance with our privacy policy, the entire Global Core workflow team and Global Core quality assurance workflow team is currently being retrained on standard operating protocols which includes multiple levels of crosschecks to verify attachments with member personal data when sending postal mail correspondence. The workflow teams will also undergo additional HIPAA (Health Insurance Portability and Accountability Act of 1996) training to ensure the protection and security of protected health information.

When such unauthorized disclosures occur, we are required to send a notification to you. In light of this event, we encourage you to review your personal data activity and explanations of insurance benefits to ensure they are accurate. If such a review identifies any suspicious activity, please contact GeoBlue to discuss.

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As an additional measure to assist you in the protection of your personal data going forward, we will provide credit monitoring to you for twelve months, free of charge which you can access by visiting <https://www.experianidworks.com/3bcredit> or calling (877) 288-8057 by May 4, 2023, 5:59 p.m. (Central Time). Please include Engagement #B085075 when enrolling. These services include credit monitoring at no cost to you.

Experian is a global leader in risk mitigation and response of unintentional exposure of confidential data.

FOR MORE INFORMATION

GeoBlue is committed to helping you protect your protected health information and identity and ensuring that your information is secure and safe. Again, I must reiterate GeoBlue's most sincere regrets.

If you have further questions regarding this matter, please do not hesitate to call me at (267) 355-2132 from 8:30 a.m. – 5:00 p.m. Eastern Standard Time, Monday – Friday.

Sincerely,

Nichole Hargrove
Associate General Counsel/Privacy Officer

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To obtain information about fraud alerts, no-charge security freezes, and preventing identity theft you may contact the Federal Trade Commission, credit reporting agencies, or your state consumer protection agency. Federal law allows you to get a free copy of your credit report every 12 months from each credit reporting company via www.annualcreditreport.com.

You can obtain information from the following sources about steps to avoid identity theft:

Credit Reporting Bureaus Contact Information

- **Equifax** P.O. Box 740241, Atlanta, GA 30374-0241; 866-349-5191; <https://www.equifax.com/>
- **Experian** 475 Anton Blvd., Costa Mesa, CA 92626; 714-830-7000; <https://www.experian.com/>
- **TransUnion** P.O. Box 2000 Chester, PA 19106-2000; 888-909-8872; <https://www.transunion.com/>

Federal Agency Contact Information

- **Federal Trade Commission** 600 Pennsylvania Avenue, NW, Washington, DC 20580; 202-326-2222; <https://www.consumer.gov/>

State Agency Contact Information

- **Maryland** Maryland Office of the Attorney General; 888-743-0023; <http://www.marylandattorneygeneral.gov/>