



Return Mail Processing
PO Box 999
Suwanee, GA 30024

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SAMPLE A. SAMPLE - L01



APT ABC

123 ANY ST

ANYTOWN, US 12345-6789



July 19, 2024

Re: Notice of Data Breach. Please read this entire letter.

Dear Sample A. Sample:

Qualtrics, LLC facilitates customer surveys and provides other services for Blue Cross and Blue Shield of North Carolina (“Blue Cross NC”). We are writing to provide you with information about a cybersecurity incident involving your personal information that occurred on our platform. We wanted to share some details and offer you some resources that you may find helpful. Please note the section titled “What You Can Do” below.

What Happened? On or around May 7, 2024, we discovered that an unauthorized party had used compromised credentials to access the Qualtrics customer account for Blue Cross NC, and we initiated our incident response procedures. Through our investigation, we subsequently determined on May 23, 2024, that the unauthorized party was able to export a contact list belonging to Blue Cross NC and that contained personal information about you.

What Information is Involved? The incident impacted certain personal information, which included your name, email address, demographic information, and health insurance information (such as member identification number and group number). No financial information or claims data was included.

What Are We Doing? In response to this incident, we immediately initiated our incident response procedures, and deployed immediate containment efforts including locking down and disabling the account, closing all active sessions, and resetting the password and credentials on the impacted account. We also notified federal law enforcement.

What You Can Do. It is always good practice to be vigilant by regularly reviewing your account statements and monitoring any available credit reports for suspicious activity. We also generally encourage you to take care in identifying calls, emails or SMS texts that appear to be spam or fraudulent (e.g., phishing), and to avoid opening links or attachments sent from untrusted sources.

For More Information. For further information, please call our dedicated assistance line at 1-866-736-9866, Monday through Friday from 8 am – 8 pm Central Time (excluding major U.S. holidays). If you do reach out, please be prepared to provide the following engagement number B127591.

Sincerely,

Qualtrics, LLC

Steps You Can Take to Help Protect Your Information

Monitor Your Accounts

Under U.S. law, a consumer is entitled to one free credit report annually from each of the three major credit reporting bureaus, Equifax, Experian, and TransUnion. To order your free credit report, visit www.annualcreditreport.com or call toll-free 1-877-322-8228. You may also directly contact the three major credit reporting bureaus listed below to request a free copy of your credit report.

Consumers have the right to place an initial or extended “fraud alert” on a credit file at no cost. An initial fraud alert is a 1-year alert that is placed on a consumer’s credit file with the credit reporting bureau. Upon seeing a fraud alert display on a consumer’s credit file, a business is required to take steps to verify the consumer’s identity before extending new credit. If you are a victim of identity theft, you are entitled to an extended fraud alert, which is a fraud alert lasting seven years. Should you wish to place a fraud alert, please contact any one of the three major credit reporting bureaus listed below.

As an alternative to a fraud alert, consumers have the right to place a “credit freeze” on a credit report free of charge, which will prohibit a credit bureau from releasing information in the credit report without the consumer’s express authorization. The credit freeze is designed to prevent credit, loans, and services from being approved in your name without your consent. However, you should be aware that using a credit freeze to take control over who gets access to the personal and financial information in your credit report may delay, interfere with, or prohibit the timely approval of any subsequent request or application you make regarding a new loan, credit, mortgage, or any other account involving the extension of credit. Pursuant to federal law, you cannot be charged to place or lift a credit freeze on your credit report.

Should you wish to place a fraud alert or credit freeze, please contact the three major credit reporting bureaus listed below:

Equifax	Experian	TransUnion
https://www.equifax.com/personal/credit-report-services/	https://www.experian.com/help/	https://www.transunion.com/credit-help
1-888-298-0045	1-888-397-3742	833-395-6938
Equifax Fraud Alert P.O. Box 105069 Atlanta, GA 30348-5069	Experian Fraud Alert P.O. Box 9554 Allen, TX 75013	TransUnion Fraud Alert P.O. Box 2000 Chester, PA 19016
Equifax Credit Freeze P.O. Box 105788 Atlanta, GA 30348-5788	Experian Credit Freeze P.O. Box 9554 Allen, TX 75013	TransUnion Credit Freeze P.O. Box 160 Woodlyn, PA 19094

Additional Information

You may further educate yourself regarding identity theft, fraud alerts, credit freezes, and the steps you can take to protect your personal information by contacting the consumer reporting bureaus, the Federal Trade Commission, or your state Attorney General. The Federal Trade Commission may be reached at: 600 Pennsylvania Avenue NW, Washington, DC 20580; www.identitytheft.gov; 1-877-ID-THEFT (1-877-438-4338); and TTY: 1-866-653-4261. The Federal Trade Commission also encourages those who discover their information has been misused to file a complaint. You can obtain further information on how to file such a complaint using the contact information listed above. You have the right to file a police report if you ever experience identity theft or fraud (this letter alone does not suggest that you are a victim of or at risk of identity theft or fraud). Please note that in order for you to file a police report for identity theft, you will likely need to provide some proof that you have been a victim. Instances of known or suspected identity theft should also be reported to law enforcement and your state Attorney General. This notice has not been delayed by law enforcement.

For California residents, the California Office of Privacy Protection (www.oag.ca.gov/privacy) can be contacted for additional information on protection against identity theft. The California Attorney General can be contacted at 1300 I Street, Sacramento, CA 95814, www.oag.ca.gov, 800-952-5225.

For District of Columbia residents, the District of Columbia Attorney General can be contacted at 400 6th Street NW, Washington, DC 20001, www.oag.dc.gov, 202-727-3400.

For Florida residents, the Florida Attorney General can be contacted at PL-01, The Capitol, Tallahassee, FL 32399-1050, www.myfloridalegal.com, 850-414-3300.

For Georgia residents, the Georgia Attorney General can be contacted at 47 Trinity Street, SW Atlanta, Georgia 30334, www.law.georgia.gov, 404-458-3600.

For Illinois residents, the Illinois Attorney General can be contacted at 500 South Second Street, Springfield, IL 62701, www.illinoisattorneygeneral.gov, 866-999-5630.

For Kansas residents, the Kansas Attorney General can be contacted at 120 SW 10th Ave., 2nd Floor, Topeka, KS 66612, www.ag.ks.gov, 800-432-2310.

For Kentucky residents, the Kentucky Attorney General can be contacted at 700 Capitol Avenue Suite 118. Frankfort, KY 40601, www.ag.ky.gov, 502-696-5389.

For Massachusetts residents, you have the right to obtain a police report regarding 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. The Massachusetts Attorney General can be contacted at 1 Ashburton Place, 20th Floor, Boston, MA 02108, www.mass.gov/orgs/office-of-the-attorney-general, 617-727-8400.

For Montana residents, the Montana Attorney General can be contacted at 215 North Sanders, P.O. Box 201401 Helena, MT 59620-1401, www.dojmt.gov/agooffice, 406-444-2026.

For North Carolina residents, the North Carolina Attorney General can be contacted at Mail Service Center 9001, Raleigh, NC 27699, www.ncdoj.gov, 877-566-7226.

For Nevada residents, the Nevada Attorney General can be contacted at 100 North Carson Street, Carson City, NV 89701, www.ag.nv.gov, 775-684-1100.

For New York residents, the New York Attorney General can be contacted at the Capital, Albany, NY 12224, www.ag.ny.gov, 800-771-7755.

For Rhode Island residents, the Rhode Island Attorney General can be contacted at 150 South Main Street, Providence RI 02903, <https://riag.ri.gov/consumerprotection>, 401-274-4400.

For South Carolina residents, the South Carolina Department of Consumer Affairs can be contacted at 293 Greystone Blvd., Ste. 400, Columbia, SC 29210, www.consumer.sc.gov, 800-922-1594.

For Tennessee residents, the Tennessee Attorney General can be contacted at P.O. Box 20207, Nashville, TN 37202-0207, www.tn.gov/attorneygeneral, 615-741-3491.

For Virginia residents, the Virginia Attorney General can be contacted at 202 North Ninth Street, Richmond, VA 23219, www.virginia.gov/agencies/office-of-the-attorney-general, 804-786-2071.

For Vermont residents, the Vermont Attorney General can be contacted at 109 State St., Montpelier, VT 05609, www.ago.vermont.gov, 800-649-2424.

For Washington residents, the Washington Attorney General can be contacted at 1125 Washington Street SE PO Box 40100, Olympia, WA 98504-0100, www.atg.wa.gov, 360-753-6200.

For Wyoming residents, the Wyoming Attorney General can be contacted at 109 State Capitol, Cheyenne, WY 82002, attorneygeneral.wyo.gov, 307-777-7841.