



BlueCross BlueShield of Tennessee

Secure Processing Center | 600 Satellite Blvd | Suwanee, GA 30024

URGENT — Please Open Immediately.

<<FirstName>> <<MiddleName>> <<LastName>> <<Suffix>>
<<Address1>>
<<Address2>>
<<City>>, <<StateProvince>> <<PostalCode>>
<POSTNET BARCODE>

ID TheftSmart™

<<FirstName>> <<MiddleName>> <<LastName>>
Membership Number: <<MembershipNumber>>

Member Services: 1-866-779-0487
8:00 a.m. to 7:00 p.m. (Central Time), Monday through Friday
If you have questions or feel you may have an identity theft issue,
please call ID TheftSmart member services.

<<Date (Month Day, Year)>>

Dear Member:

On Monday, October 5, 2009 at 10:00 a.m., BlueCross BlueShield of Tennessee, Inc. employees discovered a theft of computer equipment at a network closet located in our Eastgate Town Center office location in Chattanooga, TN. The theft occurred Friday, October 2, 2009 at approximately 6:13 p.m. BlueCross BlueShield of Tennessee has established that the items taken include 57 hard drives, containing data which was encoded but not encrypted.

The hard drives contained encoded audio and video recordings of member and provider eligibility and coordination of benefits calls to BlueCross BlueShield of Tennessee's Eastgate call center. As a current or former member, BlueCross BlueShield of Tennessee has identified that some of your information was stored on the hard drives and potentially could be accessed. <ClientDef1(Breach Details Variable Text)>(This field should be able to contain two lines of copy the same width of the body copy of the letter.)

Upon learning of the theft, BlueCross BlueShield of Tennessee immediately investigated the crime and strengthened the existing security measures at the Eastgate Town Center where space was being leased. BlueCross BlueShield of Tennessee is obtaining an independent assessment of system-wide data and facility security.

BlueCross BlueShield of Tennessee and its consultant, Kroll, a global leader in data security, have been working tirelessly since discovery of the theft to review the back up tapes of the audio and video files, and to identify potentially impacted members. Hundreds of people have been working on multiple shifts, six days a week, to inventory the data contained on the files in order to notify members. Even with the large number of people reviewing the back up tapes, due to the sheer volume of the data, the process is taking time. BlueCross BlueShield of Tennessee and its consultant are working as quickly as possible to notify all members at issue.

While BlueCross BlueShield of Tennessee believes there is a low risk this information could be used inappropriately, we understand you could be concerned about unauthorized use of your personal information. BlueCross BlueShield of Tennessee suggests that you closely monitor your claim activities by carefully reviewing your explanation of benefits (EOB) statements from BlueCross BlueShield of Tennessee.

To mitigate the possibility of misuse of your information, BlueCross BlueShield of Tennessee has engaged Kroll, a global leader in data security, to provide its ID TheftSmart™ program for one year from the date of this notification. This program includes access to Kroll's Solution Support Center for questions about the event or identity theft concerns, as well as Enhanced Identity Theft Consultation and Restoration described below. Kroll's team has extensive experience when it comes to helping people who have experienced the unintentional exposure or potential exposure of confidential data. BlueCross BlueShield of Tennessee is providing you FREE access to:

- › **Enhanced Identity Theft Consultation and Restoration.** Kroll's Licensed Investigators, who truly understand the problems surrounding data breaches and identity theft, are available to listen, to answer your questions, and to offer their expertise regarding any concerns you may have. In the unlikely event that you were a

victim of identity theft as a result of this incident, BCBST will further provide identity theft restoration services through which Kroll's Licensed Investigators will help restore your identity to pre-theft status. The investigators do most of the work.

You may call 1-866-779-0487, 8:00 a.m. to 7:00 p.m. (Central Time), Monday through Friday, if you have any questions or feel you may have an identity theft issue.

BlueCross BlueShield of Tennessee has also placed information on its Web site, www.bcbst.com, to provide its members with information regarding this theft. The Federal Trade Commission (FTC) has also released detailed information on steps you can take to protect against identity theft. You can find information on the FTC Web site at www.ftc.gov, or you can call 1-877-IDTHEFT (1-877-438-4338; TTY 1-866-653-4261).

BlueCross BlueShield of Tennessee's internal investigators are continuing to work with local and federal authorities on the investigation of the breach. BlueCross BlueShield of Tennessee is also obtaining an independent assessment of BlueCross BlueShield of Tennessee's system-wide data and facility security to continue to provide the best security possible.

We will continue to work with our members to address all concerns and provide information and assistance to ensure our members' needs are being met. If you have any questions or would like more information, please contact us at 1-888-422-2786 or Privacy_Questions_GM@bcbst.com.

BlueCross BlueShield of Tennessee deeply regrets this situation. BlueCross BlueShield of Tennessee has always been committed to taking measures to safeguard your information and we take privacy concerns very seriously.

Sincerely,



Brenda G. Wynkoop
Manager, Legal Compliance
Privacy Office

SAMPLE