
State Farm Mutual Automobile Insurance Company, its affiliates and subsidiaries

One State Farm Plaza
Bloomington, IL 61710-0001

February 17, 2025

Name
Address
City, State Zip

RE: ISRR 01305798-2025

Dear [Name],

Notice of Data Breach

Your privacy is important to State Farm®, which is why we are writing about a data security incident that involves your personal information.

What Happened

On January 29, 2025, a police report containing your personal information was inadvertently emailed to a customer in error.

What Information Was Involved

The police report includes your name, address, date of birth, and driver's license number.

What We Are Doing

We asked the recipient to delete the email along with any attachments.

What You Can Do

While we have no reason to believe your personal information has been or will be misused, as a precaution, we are offering you a free 18-month subscription to *myTrueIdentity*, a credit monitoring and identity theft protection service provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies. This optional service will provide you with a copy of your credit report, monitor your credit files, notify you of certain suspicious activities that could indicate potential identity theft, and provide up to \$1,000,000 Identity Theft insurance for you and your covered family members if you are victims of identity theft.

- To learn more and enroll in an **online service**:
 - Go to www.mytrueidentity.com
 - In the "Enter Activation Code" space, enter the following 12-letter Activation Code:
<<Insert 12-letter Activation Code>>
 - Follow the steps to receive your online credit monitoring service.
- To enroll for a **service delivered via mail**:
 - Call the TransUnion Fraud Response Services toll-free hotline at 1-855-288-5422 (Available 24/7).
 - When prompted, enter the following 6-digit telephone pass code: **<<Insert 6-digit Telephone Pass Code>>**
 - Follow the steps to enroll in the offline credit monitoring service.

This offer will be available until **date (60 days from date on letter)**. For more information, please see the "Frequently Asked Questions" at the end of this letter.

- You should remain vigilant for the next 18 months by reviewing and monitoring your accounts and credit reports. If you do find suspicious activity on your accounts, call your local police or state Attorney General's office to file a report. You have a right to obtain a police report if you are a victim of identity theft. Information about identity theft, fraud alerts, and security freezes can be obtained from the sources listed below.
- You are entitled to receive a free credit report from each of the three credit reporting agencies below every 12 months, and you may ask for a fraud alert on your credit report. A fraud alert tells creditors to contact you before any credit is issued or changes to your accounts are made, and generally stays in place for 90 days. For more information, contact one of the credit reporting agencies below:
 - **Equifax:** 800-525-6285; www.equifax.com; P.O. Box 105069, Atlanta, GA 30348-5069
 - **Experian:** 888-397-3742; www.experian.com; P.O. Box 9554, Allen, TX 75013
 - **TransUnion:** 800-680-7289; www.transunion.com; P.O. Box 2000, Chester, PA 19016
- You may place a security freeze (also known as a credit freeze) on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit report at the three national credit agencies without your consent. You must separately place a security freeze on your credit file at each credit agency listed above. Because the instructions differ from state to state, please contact the three credit agencies below to find out more information.
 - **Equifax:** 888-298-0045; www.equifax.com; P.O. Box 105788, Atlanta, GA 30348-5788
 - **Experian:** 888-397-3742; www.experian.com; P.O. Box 9554, Allen, TX 75013
 - **TransUnion:** 888-909-8872; www.transunion.com; P.O. Box 2000, Chester, PA 19016
- Additional guidance on what identity theft is and how to report suspected fraudulent transactions can be obtained from the Federal Trade Commission (FTC):
 - **Phone:** 877-ID-THEFT (438-4338); or TTY: 866-653-4261
 - **Online:** www.ftc.gov/IDTheft and/or www.identitytheft.gov
 - **U.S. Mail:** Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580
- If you are a victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, temporarily lift, or remove a security freeze. In all other cases, a credit reporting agency may charge you up to \$5.00 each to place, temporarily lift, or permanently remove a security freeze. Generally, you will need to provide personal information, such as name, social security number, date of birth, photo ID, proof of address and possibly a copy of a police report or complaint.

For More Information

I regret the inconvenience and concern this situation may have caused you. If you have questions about this incident, please contact us at 844-351-8206.

Sincerely,

Kelley Bott
Office of Privacy, Manager
State Farm®

Frequently Asked Questions

1 – Should I place a fraud alert with one of the credit reporting agencies?

The person affected should make that decision. You should consider that for a while, a fraud alert could slow down the credit application process. An initial fraud alert stays in place for 90 days.

2 – Should I obtain a free copy of my credit report?

There is no apparent downside to doing so. Obtaining a free copy of your credit report every 12 months is something all consumers should consider. To obtain your free credit reports from Equifax, Experian, and TransUnion. Go to www.annualcreditreport.com or call 1-877-322-8228.

3 – If I choose to take advantage of the *myTrueIdentity* credit monitoring service, how do I enroll?

- To enroll in an online service:
 - Go to www.mytrueidentity.com
 - In the “Enter Activation Code” space, enter the following 12-letter Activation Code provided for you in this letter.
 - Follow the steps to receive your online credit monitoring service.
- To enroll for a service delivered via mail:
 - Call the TransUnion Fraud Response Services toll-free hotline at 1-855-288-5422 (Available 24/7).
 - When prompted, enter the following 6-digit telephone pass code provided for you in this letter.
 - Follow the steps to enroll.

4 – What if I have problems enrolling in the complimentary online *myTrueIdentity* credit monitoring service?

Contact TransUnion's *myTrueIdentity* toll-free customer service number at 844-787-4607. Their hours are: Monday-Thursday, 8:00 a.m.-midnight, and Friday-Sunday, 8:00 a.m.-8:00 p.m. (ET).

5 – What do I get with my TransUnion credit monitoring service enrollment?

- Unlimited access to your Credit Report, Credit Score and Credit Monitoring service for one year.
- Assistance if you become a victim of Identity Theft.
- Up to \$1,000,000 Identity Theft Insurance if you are a victim of Identity Theft (see www.mytrueidentity.com for details).