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# Prominence

Health Plan

Return Mail Processing

PO Box 589

Claysburg, PA 16625-0589

June 21, 2021

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SAMPLE A. SAMPLE - L03 MA

APT ABC

123 ANY ST

ANYTOWN, ST 12345-6789



Re: Notice of Data Breach

Dear Sample A. Sample:

You are receiving this letter because you are a current or former member of Prominence Health Plan ("Prominence"), and we are providing notice of a recent security incident that may have involved your personal information. While we are unaware of any actual or attempted misuse of your information, this letter provides you with more information about what happened and what we are doing in response.

**What Happened?** On April 22, 2021, Prominence learned that its data system had been subject to an information security incident during which a third party gained unauthorized access to certain information. Prominence immediately took steps to change the credentials used to access its system, secure the impacted environment, conduct an investigation of what happened, and restore the impacted data from backups. The investigation determined that the incident occurred in November 2020. Importantly, Prominence's Membership Benefits and Services have not been interrupted.

**What Information Was Involved?** The data that was accessed included (1) audio recordings of calls made to or from the Prominence call center, and (2) electronic image (PDF) files containing certain healthcare provider claim forms, and letters to patients with claim approvals or denials. The audio recordings often included a patient's full name, data of birth and member ID number, and the PDF files typically included a patient's name, data of birth, sex, member ID number, mailing address and claim code. The incident did **not** include members' Social Security Numbers or financial information. Given the nature of the accessed data files, however, the personal information is not easy to obtain in a useable format. Prominence has conducted online monitoring for any indications of actual or attempted misuse of data accessed, and to date has not become aware of any such activities.

The incident only impacted information for a portion of Prominence plan members. However, in an abundance of caution and commitment to transparency, Prominence is providing notice to approximately 45,000 individuals representing all members of the Prominence Health Plan during the 2019-2020 timeframe.

**What Are We Doing To Protect Your Information?** Prominence is implementing additional security measures to enhance the continued security of information in its care, and reported the incident to the FBI as well as federal and state regulators.

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**What You Can Do.** Please review the enclosed “Steps You can take to Help Protect Your Information” for details about what you can do. The enclosed information describes the free credit monitoring and ID theft assistance services we are offering and how to activate them. We also encourage you to remain vigilant against the potential for identity theft and fraud and to monitor your credit reports for any potential suspicious activity.

We sincerely apologize for this incident and regret any inconvenience it may cause you. If you have questions, please contact the customer care team at **(888) 829-6550**.

Sincerely,

Philip Ramirez  
Chief Compliance Officer  
Prominence Health Plan

## Steps You can take to Help Protect Your Information

To help protect your identity, we are offering a complimentary two-year membership of Experian's® IdentityWorks<sup>SM</sup>, including both identity detection services and assistance in the event of identity theft. To activate your membership and start monitoring your personal information, please follow the steps below:

- Ensure that you **enroll by: September 30, 2021** (Your code will not work after this date.)
- **Visit** the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/credit>
- Provide your activation code: **ABCDEFGHI**

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at (888) 829-6550 by **September 30, 2021**. Be prepared to provide engagement number **ENGAGE#** as proof of eligibility for the identity restoration services by Experian.

**Additional details regarding your Experian IdentityWorks Membership:** A credit card is **not** required for enrollment in Experian IdentityWorks. You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Experian credit report at signup:** See what information is associated with your credit file. Daily credit reports are available for online members only.<sup>1</sup>
- **Credit Monitoring:** Actively monitors Experian file for indicators of fraud.
- **Identity Restoration:** Identity Restoration agents are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance<sup>2</sup>:** Provides coverage for certain costs and unauthorized electronic fund transfers.

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at **(888) 829-6550**. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition). Identity Restoration support is available to you for two years from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

**Additional resources for protect your personal information.** (1) *Getting a credit report.* Under U.S. law, individuals over the age of 18 are entitled to one free credit report annually from each of the three major credit bureaus. To order a free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call, toll-free, 1-877-322-8228. You may also contact the credit bureaus directly to request a free copy of their credit report.

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<sup>1</sup> Offline members will be eligible to call for additional reports quarterly after enrolling.

<sup>2</sup> The Identity Theft Insurance is underwritten and administered by American Bankers Insurance Company of Florida, an Assurant company. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.



(2) *Placing a fraud alert.* If you believe you are at risk of identity theft, you can have the credit bureaus place a "fraud alert" on their credit file that alerts creditors to take additional steps prior to granting credit in your name. Note, however, that this may delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms the fraud alert, the others are notified to place fraud alerts as well. To place a fraud alert or inquire about your credit report, here is their contact information:

Equifax  
P.O. Box 105069  
Atlanta, GA 30348  
800-525-6285  
[www.equifax.com](http://www.equifax.com)

Experian  
P.O. Box 2002  
Allen, TX 75013  
888-397-3742  
[www.experian.com](http://www.experian.com)

TransUnion  
P.O. Box 2000  
Chester, PA 19022  
800-680-7289  
[www.transunion.com](http://www.transunion.com)

(3) *Placing a security freeze.* You can also place a "security freeze" on your credit reports. This prohibits a credit reporting agency from releasing information from your credit report without your authorization. Please be aware that placing a security freeze on your credit report may delay, interfere with, or prevent the timely approval of any requests they make for new loans, credit mortgages, employment, housing, or other services. You cannot be charged to place or lift a security freeze on your credit report. A security freeze needs to be separately requested with each of the credit bureaus, and you may need to supply certain personal information in order to confirm your identify when making the request. To find out more about security freezes, you can contact the credit reporting agencies using the information below:

Equifax  
PO Box 105788  
Atlanta, GA 30348-5788  
1-800-685-1111  
[www.equifax.com/personal/credit-report-services](http://www.equifax.com/personal/credit-report-services)

Experian  
PO Box 9554  
Allen, TX 75013  
1-888-397-3742  
[www.experian.com/freeze/center.html](http://www.experian.com/freeze/center.html)

TransUnion  
P.O. Box 2000  
Chester, PA 19016  
1-888-909-8872  
[www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)

(4) *Learning more about identify theft.* You can learn more about identity theft, fraud alerts, and steps you can take to protect yourself by contacting the Federal Trade Commission (FTC) or state Attorney General. The FTC can be reached at: 600 Pennsylvania Avenue NW, Washington, D.C. 20580, [www.ftc.gov/idtheft/](http://www.ftc.gov/idtheft/), 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. The FTC also encourages those who discover that their information has been misused to file a complaint with them, and you can do so at [www.identifytheft.gov](http://www.identifytheft.gov). Identity theft should also be reported to your local law enforcement.

(5) *State-specific information.* **For Massachusetts residents,** you have the right to obtain a police report regarding this incident. You may request a security freeze as indicated above, but you may need to provide the following information: (1) Your full name (including middle initial as well as Jr., Sr., II, III, etc.); (2) Social Security number; (3) Date of birth; (4) If you have moved in the past 5 years, provide the addresses where you have lived over the prior 5 years; (5) Proof of current address, such as a current utility bill or telephone bill; (6) A legible photocopy of a government-issued identification card (state driver's license or ID card, military identification, etc.); and (7) If you are a victim of identity theft, include a copy of either the police report, investigative report, or complaint to a law enforcement agency concerning identity theft. Prominence Health Plan is a subsidiary of Universal Health Services, Inc.