



October 6, 2008

Highmark Inc.
Privacy Department
1800 Center Street
Camp Hill, PA 17089

Office of the Attorney General
Attn: Security Breach Notification
200 St. Paul Place
Baltimore, MD 21202

Dear Mr. Attorney General:

Please accept this letter as the notification required under the Maryland Personal Information Protection Act (PIPA), MD Stat. Ann. § 14-3504.

On September 17, 2008, an encrypted Microsoft Excel file intended for a Highmark Inc. group account customer was mistakenly transmitted to the wrong group account customer. The unintended recipient of the file immediately notified Highmark Inc. of the error and was instructed to delete the file and destroy any paper copies of the same.

The file contained names, addresses, Social Security numbers, type of insurance contract, effective date, and group billing information for two (2) Maryland residents.

As this was a manual error, the employee responsible for sending the information has received additional training on the importance of appropriately handling confidential information. Further quality control measures have been implemented to ensure a similar incident will not reoccur.

While we strongly believe that misuse of the information is highly unlikely, we nonetheless determined that notification was in the best interest of the impacted Maryland residents. A sample copy of the notification letter is attached hereto.

Please direct any questions and comments to me at 717-302-3602.

Sincerely,

Kimberly S. Gray, Esq., CIPP
Chief Privacy Officer

Enc. Sample Notification Letter

Corporate Offices:

Camp Hill PA 17089
Fifth Avenue Place • 120 Fifth Avenue • Pittsburgh PA 15222-3099
www.highmark.com



October 6, 2008

Highmark Inc.
Privacy Department
1800 Center Street
Camp Hill, PA 17089

[name]
[address 1]
[address 2]

Dear [name]:

We regret to inform you that an incident has occurred which may have compromised some of your personal information.

A secure file containing enrollment information intended for your group, Reed Smith, was received by another Highmark Inc. group customer in error. The group customer immediately notified Highmark and was instructed to delete the file and destroy any paper copies. The secure file included your name, contract identification number (Social Security number), date of birth, type of contract, effective date, and group billing information.

As this was a manual error, the employee responsible for sending the file has received additional training to reinforce the importance of handling confidential information appropriately. Further quality control and review procedures are being implemented to ensure similar events do not reoccur.

While we have no evidence that your information has been misused and doubt that there is any reasonable risk of harm to you or your information, we believe it is prudent to notify you of the situation so that you can take steps to protect yourself. We recommend that you remain vigilant regarding your credit report and promptly report any incidents of suspected identity theft to us, the Federal Trade Commission, and to the proper law enforcement authorities.

Both the Federal Trade Commission and the Maryland Attorney General can provide information for consumers to help deter and defend against identity theft.

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- | | |
|---|---|
| <ul style="list-style-type: none">• Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, D.C. 20580
www.ftc.gov/idtheft
877-438-4338 | <ul style="list-style-type: none">• Office of the Attorney General
200 St. Paul Place
Baltimore, MD 21202
www.oag.state.md.us
888-743-0023 |
|---|---|

You may also consider contacting one of the three credit reporting agencies at the address or number below for more information about your credit file.

Corporate Offices:

Camp Hill PA 17089
Fifth Avenue Place • 120 Fifth Avenue • Pittsburgh PA 15222-3099
www.highmark.com

- Equifax
P.O. Box 740241
Atlanta, GA 30374
800-525-6285
- Experian
475 Anton Blvd.
Costa Mesa, CA 92626
888-397-3742
- Trans Union
P.O. Box 6790
Fullerton, CA 92834
800-680-7289

Because your Social Security number was part of the potential breach, we are offering you the opportunity to enroll, at no cost for a year, in a credit monitoring product intended to notify you of key changes to your credit report activity. If you take advantage of the product, you will have free access to your credit report so you can personally monitor your accounts. Please note that this offer will expire in sixty days from the date of this letter.

If you need additional information or wish to enroll in the credit monitoring service, please call us toll-free at 866-228-9424 or you can call me directly at 717-302-3602.

We at Highmark are committed to maintaining our members' privacy and we hope that these actions offer you some level of reassurance. We are truly sorry for the inconvenience this situation may have caused.

Sincerely,

Kimberly S. Gray, Esq., CIPP
Chief Privacy Officer