KAISER PERMANENTE®

NOTICE OF DATA BREACH

[DATE]

[First Name] [Last Name]
[Address One] [Address Two]
[City], [State] [Zip]

[Dear] [Salutation] [Last Name],

I am writing to inform you of a health information privacy matter.

What Happened?

For approximately two hours during the evening of October 12th into the early morning of October 13th, 2016, some of your protected health information that you viewed after signing in to kp.org may have been mistakenly viewable by other visitors to the website during that time frame. We take privacy very seriously and sincerely apologize that this occurred.

The error happened during an upgrade to kp.org that occurred at 11:26 p.m. Pacific time on October 12th, 2016. We took immediate action to repair the error, preventing any further exposure of member information after 1:43 a.m. Pacific time on October 13th, 2016. The upgrade changed how the website stored data to make loading website pages quicker. However, the upgrade mistakenly allowed confidential data viewed by members who signed in to kp.org to potentially be seen by other visitors.

What Information Was Involved?

We have confirmed that no Social Security numbers or banking information were disclosed, but based on the pages you visited, the following information may have been mistakenly displayed to other kp.org visitors:

> **[This space is reserved to display the specific data elements that were exposed for the member]**

What We Are Doing:

We promptly corrected the error and reviewed our website information to identify what protected health information may have been viewed by others. We are also reviewing and updating our processes and procedures for testing website updates to help prevent any similar incident in the future**.**

What You Can Do:

We believe the risk to your information is limited because this was an accidental disclosure, the error was promptly detected and repaired, and the information did not include your Social Security number or banking information.

Even though we believe that the risk of any financial or health care related fraud is minimal, for your protection we urge you to carefully review any explanation of benefits letters you receive and contact us immediately at the number on the back of your card if you spot any suspicious activity. Additionally, you may want to contact one of the national credit reporting agencies to place a fraud alert in your file and to receive a free copy of your credit report. We are informed that the agency you contact will notify the other two agencies.

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Here are the names of the credit reporting agencies and their contact information:

Equifax 1-800-525-6285; www.equifax.com
Experian 1-888-397-3742; www.experian.com
TransUnion 1-800-680-7289; www.transunion.com

You may also seek additional information on the prevention of identity theft by going to the Federal Trade Commission's website, www.ftc.gov. Take time to read the FTC's guide, "Take Charge: Fighting Back Against Identity Theft" at http://www.consumer.ftc.gov/features/feature-0014-identity-theft or call the identity theft hotline at the FTC at (877) IDTHEFT (877-438-4338).

As described in our Notice of Privacy Practices, you have privacy rights under a federal law that protects your health information. We must follow this law to protect your privacy rights. These rights are important for you to know. You can exercise these rights, ask questions about them, and file a complaint if you think your rights are being denied or your health information has not been protected. You may find out more about your privacy rights by reading our Notice at: www.kp.org/privacy. If you have any questions, concerns or wish to file a complaint with us, please contact us at (800) 556-7677 (TTY:711) Monday through Friday between 8:00 a.m. and 5:00 p.m. Pacific time.

For More Information:

On behalf of Kaiser Permanente, we offer our sincerest apology that this unfortunate incident occurred. We assure you that safeguarding your information is one of our highest priorities. If you have any questions with regard to this matter, please call (800) 556-7677 (TTY:711) Monday through Friday between 8:00 a.m. and 5:00 p.m. Pacific time.

Sincerely,

Wendy L. Lee
Senior Vice President, Corporate Services & Digital Technologies