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December 18, 2020

Attorney General Aaron Frey
Office of the Maine Attorney General
6 State House Station
Augusta, ME 04333

Dear Attorney General Frey:

On behalf of our client, BlueCross BlueShield of Tennessee, Inc. (“BlueCross”), and pursuant to 10 M.R.S. § 1348(5), we are writing to notify your office that BlueCross’s vendor, EyeMed Vision Care, LLC (“EyeMed”), was the victim of a cyberattack in which your state’s residents’ personal information may have been compromised. EyeMed is BlueCross’s business associate (as defined by the Health Insurance Portability and Accountability Act of 1996 and its implementing regulations (“HIPAA”)).

It is our understanding that EyeMed notified your office of the breach on September 28, 2020, and updated its notification on November 30, 2020. Copies of these notices are attached to this letter. BlueCross has made zero (0) breach notifications to the Office of the Maine Attorney General in the past twelve (12) months.

Total Number and number of Maine residents affected: A total of 1,340 BlueCross members may have been affected by the breach of EyeMed’s systems, of which three (3) BlueCross members reside in Maine.

Description of the breach: EyeMed notified BlueCross that on July 1, 2020, EyeMed discovered that an unauthorized individual gained access to one of EyeMed’s email mailboxes and sent phishing emails to email addresses contained in the mailbox’s address book. EyeMed further advised us that it took immediate steps to block the unauthorized individual’s access to the mailbox and secured the mailbox. EyeMed’s investigation showed that someone may have accessed personal information of some of BlueCross’s members.

Date and timeframe breach occurred; Date breach discovered: EyeMed reported to BlueCross that the individual gained access on June 24, 2020, and access was terminated on July 1, 2020. BlueCross learned the identities of its members that may have been impacted by this breach on November 9, 2020.

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New York, NY 10019

Remedial steps: EyeMed reported to us that it launched an investigation and hired a cybersecurity firm to assist in its efforts and that it took prompt action to mitigate any potential harmful effects of the incident, including:

- Changed password/strengthened password requirements
- Created a new/updated Security Rule Risk Management Plan
- Implemented new technical safeguards
- Implemented technical and nontechnical evaluations
- Mandatory security awareness training for its employees

Categories of personal information subject to the breach: EyeMed has reported that the personal information that may have been accessed includes full name, date of birth, physical address, phone number, social security number, health plan information, member ID, and treatment information.

Date of notification to Maine residents: BlueCross notified the Maine residents of EyeMed's cyberattack in a letter postmarked December 9, 2020. A copy of the notice letter is attached to this email.

Identity theft protection and credit monitoring services offered: BlueCross is offering the Maine residents affected by this cyberattack Experian's IdentityWorks Credit 1B service at no cost. The services include credit reports, credit monitoring, and identity restoration.

If you have any questions about this notification, please contact me at (312) 212-8676 or heidi@jayaramlaw.com.

Sincerely,



Heidi Yernberg

ATTACHMENTS



1 Cameron Hill Circle
Chattanooga, TN 37402
bcbst.com

<Date>

<First Name> <Last Name>
<Address 1>
<Address 2>
<City>, <State> <Zip>

Dear <First Name>,

We're serious about protecting your personal information. And we want to be open with you when there's a concern. That's why we're reaching out to let you know about a privacy issue. On November 9, 2020, our vendor, EyeMed, let us know it was the victim of a cyberattack. EyeMed provides vision care for our members, and that's why they had your information.

What information was involved?

Someone could have found one or more of these facts about you:

- Name
- Date of birth
- Physical address
- Phone number
- Social Security number
- Health plan information
- Member ID
- Treatment information

What happened?

On July 1, 2020, EyeMed found out someone illegally accessed its email mailbox and sent phishing emails to addresses within the company. After discovering this incident, EyeMed hired a cybersecurity firm to investigate. The investigation showed someone may have gotten some of your personal information. At this point, we're not aware of any fraud or misuse of any of your personal information as a result of this incident, but we still want to make sure you know about it.

What we're doing about it

We'll keep you up to date on this issue. EyeMed has taken immediate steps to enhance protections for the information it has, including mandatory security awareness training for its employees.

To help protect you even more, we want to encourage you to use Experian's IdentityWorks Credit 1B service at no extra cost to you. Your member code to sign up is <Member Code>.

Other tips to help you protect your information

The Federal Trade Commission's website, consumer.ftc.gov, lists steps you can take to help protect your information and your privacy. You may also contact the credit reporting companies listed below to order your free annual credit reports, place a 90-day fraud alert on your credit file or place a security freeze on your credit file:

- Equifax: 1-800-525-6285
- Experian: 1- 888-397-3742
- TransUnion: 1-800-680-7289
-

We're here to help. If you have any questions about this letter, please call us at **1-888-455-3824** between 8:30 a.m. and 4:30 p.m. ET, Monday through Friday, or email us at Privacy_Office@BCBST.com.

Best of Health,

Sharon Saville
Privacy Analyst
BlueCross BlueShield of Tennessee Privacy Office

Activate IdentityWorks Credit 1B Now in Two Easy Steps:

1. Go to experianidworks.com/creditbcbst and enroll by January 31, 2021. Your code won't work after this date.
2. Enter the following information:
Engagement Code DB005315
Plan Name: BlueCross BlueShield of Tennessee
Activation Code: <member code>

If you have questions or you'd like to enroll by phone, please call Experian at 1-866-926-9803 and mention the information above.

You don't need a credit card to enroll. Here's some more information about IdentityWorks Credit 1B:

- Experian credit report at signup: See what information is on your Experian credit file. On-demand reports are available for online members and quarterly for offline members.
- Credit Monitoring: Actively monitors your Experian credit file for changes to your credit file.
- Identity Restoration: Identity Restoration agents are 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*: Provides reimbursement for stolen funds linked to unauthorized electronic funds transfers, lost wages, and expenses for third party assistance for CPAs, legal defense, and more.

Once you've enrolled, you should review your credit report for anything that looks inaccurate or suspicious. If you have any questions about IdentityWorks Credit 1B, or if you need help understanding something on your credit report, or if you think an item on your credit report may be fraudulent, please contact Experian at 1-866-926-9803.

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions. View Summary of Benefits.

BlueCross BlueShield of Tennessee (BlueCross) complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex.

BlueCross:

- Provides free aids and services to people with disabilities to communicate effectively with us, such as: (1) qualified interpreters and (2) written information in other formats, such as large print, audio and accessible electronic formats.
Provides free language services to people whose primary language is not English, such as: (1) qualified interpreters and (2) written information in other languages.

If you need these services, contact a consumer advisor at the number on the back of your Member ID card or call 1-800-565-9140 (TTY: 1-800-848-0298 or 711).

If you believe that BlueCross has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability or sex, you can file a grievance ("Nondiscrimination Grievance"). For help with preparing and submitting your Nondiscrimination Grievance, contact a consumer advisor at the number on the back of your Member ID card or call 1-800-565-9140 (TTY: 1-800-848-0298 or 711).

You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, electronically through the Office for Civil Rights Complaint Portal, available at https://ocrportal.hhs.gov/ocr/portal/lobby.jsf, or by mail or phone at: U.S. Department of Health and Human Services, 200 Independence Avenue SW., Room 509F, HHH Building, Washington, DC 20201, 1-800-368-1019, 800-537-7697 (TDD). Complaint forms are available at http://www.hhs.gov/ocr/office/file/index.html.

BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association.

BlueCross BlueShield of Tennessee is a Qualified Health Plan Issuer in the Health Insurance Marketplace.

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Si usted es miembro, llame al número de Servicio de atención a miembros que figura al reverso de su tarjeta de identificación de Miembro o al 1-800-565-9140 (TTY: 1-800-848-0298).

ملحوظة: إذا كنت تتحدث انكر اللغة، فإن خدمات المساعدة اللغوية تتوفر لك بالامكان. إذا كنت عضواً، فتصل برقم خدمة الأعضاء الموجود على ظهر بطاقة هوية العضو أو بالرقم 1-800-565-9140 (ال هاتف النصي: 1-800-848-0298).

注意: 如果您使用繁體中文, 您可以免費獲得語言援助服務。若您是會員, 請撥打會員 ID 卡背面的會員服務部號碼或 1-800-565-9140 (聽障專線 (TTY): 1-800-848-0298)。

CHÚ Ý: Nếu bạn nói Tiếng Việt, có các dịch vụ hỗ trợ ngôn ngữ miễn phí dành cho bạn. Nếu quý vị là hội viên, hãy gọi đến số Dịch vụ Hội viên ở mặt sau thẻ ID Hội viên của quý vị hoặc 1-800-565-9140 (TTY: 1-800-848-0298).

주의: 한국어를 사용하시는 경우, 언어 지원 서비스를 무료로 이용하실 수 있습니다. 가입자의 경우, 가입자 ID 카드 뒷면의 가입자 서비스 전화번호 또는 1-800-565-9140(TTY: 1-800-848-0298) 번으로 전화하시기 바랍니다.

ATTENTION : Si vous parlez français, des services d'aide linguistique vous sont proposés gratuitement. Si vous êtes adhérent, appelez le numéro du Service adhérents indiqué au dos de votre carte d'assuré adhérent ou appelez le 1-800-565-9140 (TTY/ATS : 1-800-848-0298).

ໂປດຊາຍ: ຖ້າວ່າ ທ່ານເວົ້າພາສາ ລາວ ການບໍລິການຊ່ວຍເຫຼືອດ້ານພາສາ, ໂດຍບໍ່ເສັຽຄ່າ, ແມ່ນມີພ້ອມໃຫ້ທ່ານ. ຖ້າທ່ານເປັນສະມາຊິກ, ໃຫ້ໂທຫາເບີຂອງບ່ອນບໍລິການສະມາຊິກທີ່ມີຢູ່ດ້ານຫຼັງບັດ ID ສະມາຊິກຂອງທ່ານ ຫຼື 1-800-565-9140 (TTY: 1-800-848-0298).

ආහ්වාය: ආයුර්වේද ආරක්ෂා කිරීමේ සේවාවක් ලෙසින්, අපගේ සේවාවන් සඳහා නොමිලේ ආධාර සැපයීමට සූදානම්ව සිටිමු. සාමාජිකයන් සඳහා, සාමාජිකයන්ගේ ID කාඩ්පතේ පිටුපස ඇති සේවාවන්ගේ අංකයට හෝ 1-800-565-9140 (TTY: 1-800-848-0298) ට දුරකථන කථනා කරන්න.

ACHTUNG: Wenn Sie Deutsch sprechen, stehen Ihnen kostenlos sprachliche Hilfsdienstleistungen zur Verfügung. Falls Sie ein Mitglied sind, rufen Sie die Nummer des Mitgliederdienstes auf der Rückseite Ihrer Mitglieds-ID-Karte oder 1-800-565-9140 (TTY: 1-800-848-0298) an.

සුඛවා: ඉතිරි ජන ජනප්‍රිය බොහෝ දෙනා, ඔබ සඳහා නොමිලේ ආධාර සේවාවන් සැපයීමට සූදානම්ව සිටිමු. ඉතිරි ජන සඳහා, ඔබගේ සාමාජිකයන්ගේ ID කාඩ්පතේ පිටුපස ඇති සේවාවන්ගේ අංකයට හෝ 1-800-565-9140 (TTY: 1-800-848-0298) ට දුරකථන කථනා කරන්න.

注意事項: 日本語を話される場合、無料の言語支援をご利用いただけます。 会員のお客様は、会員IDカードの裏面に記載の会員サービス番号あるいは1-800-565-9140 (TTY: 1-800-848-0298)まで、お電話にてご連絡ください。

PAUNAWA: Kung nagsasalita ka ng Tagalog, maaari kang gumamit ng mga serbisyo ng tulong sa wika nang walang bayad. Kung ikaw ay isang miyembro, tawagan ang numero ng Serbisyo sa Miyembro na nasa likod ng iyong Kard ng ID ng Miyembro o sa 1-800-565-9140 (TTY: 1-800-848-0298).

ध्यान दें: यदि आप हिंदी बोलते हैं तो आपके लिए मुफ्त में भाषा सहायता सेवाएं उपलब्ध हैं। अगर आप सदस्य हैं तो अपने सदस्य आईडी कार्ड के पीछे दिए गए नंबर या 1-800-565-9140 (TTY: 1-800-848-0298) पर सदस्य सेवा नंबर पर फोन करें।

ВНИМАНИЕ: Если вы говорите на русском языке, то вам доступны бесплатные услуги перевода. Если Вы являетесь участником, позвоните в отдел обслуживания участников по номеру, указанному на обратной стороне Вашей идентификационной карты участника, или по номеру 1-800-565-9140 (TTY: 1-800-848-0298).

ترجمه: اگر یہ زبان فارسی گفتار می کنید، تسهیلات زبانی بصورت رایگان برای شما فراهم می باشد. در صورتیکه عضو هستید، با شماره خدمات اعضا در پشت کارت شناسایی عضو خود یا 1-800-565-9140 (TTY: 1-800-848-0298) تماس بگیرید.

ATANSYON: Si w pale Kreyòl Ayisyen, gen sèvis èd pou lang ki disponib gratis pou ou. Si ou se yon manm, rele nimewo Sèvis Manm ki sou do kat ID Manm ou an oswa 1-800-565-9140 (TTY: 1-800-848-0298).

UWAGA: Jeżeli mówisz po polsku, możesz skorzystać z bezpłatnej pomocy językowej. Członkowie mogą dzwonić pod numer działu Member Service podany na odwrocie karty identyfikacyjnej członka lub numer 1-800-565-9140 (TTY: 1-800-848-0298).

ATENÇÃO: Se fala português, encontram-se disponíveis serviços linguísticos, grátis. Caso seja membro, ligue para o telefone do serviço de Atendimento ao Membro informado no verso de seu cartão de identificação de membro ou para 1-800-565-9140 (TTY: 1-800-848-0298).

ATTENZIONE: In caso la lingua parlata sia l'italiano, sono disponibili servizi di assistenza linguistica gratuiti. Se è un membro, chiami il numero del Servizio per i membri riportato sul retro della Sua scheda identificativa del membro oppure il numero 1-800-565-9140 (TTY: 1-800-848-0298).

Díí baa akóo nínizín: Díí saad bee yánilti'go Diné Bizaad, saad bee áká'ánída'áwo'déé', t'áá jiiik'eh, éí ná hóloq. Naaltsos bee ná ha'dít'éego, Naaltsos Bá, Hada'dít'éhígíí ninaaltsos nit'ízi bee nééhozinígíí bine'déé' Naaltsos Bá Hada'dít'éhígíí Bee Aka'anída'áwo'í bibéesh bee hane'í biká'ígíí bee hodlílnih doodago 1-800-565-9140 (Doo Adinits'agóógo q TTY: 1-800-848-0298) bee hodlílnih.

Maine Security Breach Reporting Form

Thank you for submitting the breach details through this reporting form. The information you have provided has been submitted to the agency.

Please close this browser window.

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Maine Security Breach Reporting Form - Review

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Type of Organization (Please select one)	Other Commercial
Entity Name	EyeMed Vision Care LLC
Street Address	4000 Luxottica PI
City	Mason
State, or Country if outside the US	Ohio
Zip Code	45040-8114
Name	Jason Groppe
Title	Chief Privacy Officer (NA.)
Telephone Number	513-630-7600
Email Address	jgroppe@luxotticaretail.com
Relationship to entity whose information was compromised	Chief Privacy Officer (NA.)
Total number of persons affected (including Maine residents)	██████
Total number of Maine residents affected	██
Date(s) Breach Occurred	06/24/2020-07/01/2020
Date Breach Discovered	07/01/2020
Description of the Breach (please check all that apply)	Other
If other, please specify	Unauthorized access
Information Acquired - Name or other personal identifier in combination with (please check all that apply)	Social Security Number
Type of notification	Written
Date(s) of consumer notification	09/28/2020
List dates of any previous (within 12 months) breach notifications	None
Were identity theft protection services offered?	Yes
If yes, please provide the duration, the provider of the service and a brief description of the service	EyeMed is providing complimentary identity monitoring to affected individuals for two years through Kroll. The identity monitoring services include Credit Monitoring, Fraud Consultation, Identity Theft Restoration, and SSN Trace for minors. EyeMed is continuing to investigate the incident to determine which other HIPAA covered entities were potentially affected by the incident. EyeMed will keep the Attorney General's Office updated.

< PREVIOUS CONTINUE TO SUBMIT FORM >

Maine Security Breach Reporting Form - Review

EDIT

Type of Organization (Please select one)	Other Commercial
Entity Name	EyeMed Vision Care LLC
Street Address	4000 Luxottica Pl
City	Mason
State, or Country if outside the US	Ohio
Zip Code	45040-8114
Name	Jason Groppe
Title	Chief Privacy Officer (N.A.)
Telephone Number	513-630-7600
Email Address	jgroppe@luxotticaretail.com
Relationship to entity whose information was compromised	Chief Privacy Officer (N.A.)
Total number of persons affected (including Maine residents)	2,329,942
Total number of Maine residents affected	23,057
If the number of Maine residents exceeds 1,000, have the consumer reporting agencies been notified?	Yes
Date(s) Breach Occurred	06/24/2020-07/01/2020
Date Breach Discovered	07/01/2020
Description of the Breach (please check all that apply)	Other
If other, please specify	Unauthorized access
Information Acquired - Name or other personal identifier in combination with (please check all that apply)	Social Security Number
Type of notification	Written
Date(s) of consumer notification	09/28/2020
List dates of any previous (within 12 months) breach notifications	The initial notification of this incident was filed on September 28, 2020.
Were identity theft protection services offered?	Yes
If yes, please provide the duration, the provider of the service and a brief description of the service	This response was previously provided in the report filed on September 28, 2020.

< PREVIOUS

CONTINUE TO SUBMIT FORM >

Maine Security Breach Reporting Form

Thank you for submitting the breach details through this reporting form. The information you have provided has been submitted to the agency.

Please close this browser window.

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FINISH >

