

# Update on Anthem Cyber Attack – General Information for Clients and Brokers

February 20, 2015



## What happened?

Anthem, Inc. was the victim of a cyber attack. Anthem discovered that one of its database warehouses was experiencing a suspicious data query. We immediately stopped the query and launched an internal investigation. Anthem took immediate action to secure its data and contacted federal investigators as soon as it made that discovery.

## When and how did you discover the attack?

On January 27, 2015, an Anthem associate, a database administrator, discovered suspicious activity — a data query running using the associate's log-in information. He had not initiated the query and immediately stopped the query and alerted Anthem's Information Security department. It was discovered that log-in information for additional database administrators had been compromised.

On January 29, 2015, we determined that we were the victim of a sophisticated cyber attack. We notified federal law enforcement officials and shared the indicators of compromise with the HITRUST C3 (Cyber Threat Intelligence and Incident Coordination Center).

## How many people are impacted?

Anthem is currently conducting an extensive IT Forensic Investigation to determine what members are impacted. We will provide additional details to our ASO clients as soon as it is available. Initial analysis indicates the attacker had access to information on tens of millions of consumers. This includes Anthem's affiliated health plan members and other consumers within the Blue Cross Blue Shield system. Social Security numbers were included in only a subset of the universe of consumers that were impacted.

## Is there information Anthem clients and customers can provide to members who ask about the Anthem cyber attack?

Anthem encourages anyone with questions to go to **AnthemFacts.com** or call the toll-free number **1-877-263-7995**.

## What information has been compromised?

Initial investigation indicates that the member data accessed included names, member ID numbers, dates of birth, Social Security numbers, addresses, phone numbers, email addresses and employment information including income data.

## Was there any diagnosis or treatment data exposed?

No, we do not believe any diagnosis or treatment data was exposed.

## Why should I trust you with my employee's data in the future?

Safeguarding our members' personal, financial and medical information is one of our top priorities, and because of that, we have a state-of-the-art information security system to protect the data.

Anthem has contracted with Mandiant — a global company specializing in the investigation and resolution of cyber attacks. Anthem will work with Mandiant to ensure there are no further vulnerabilities and work to strengthen security.

## What measures have you taken to protect against further cyber attacks?

Anthem Information Security has been working to eliminate any further vulnerability and secure all its data. Cyber attacks are continually evolving and cyber attackers are becoming increasingly sophisticated. We are also working with federal law enforcement to attempt to ensure our environment is as secure as possible. Anthem's team of nearly 200 professionals has extensive technical and cyber security experience, and our Security Operations Center is staffed with a Detection Analysis and Response Team (DART) and a forensics lab that enables us to evaluate and thwart potential threats.

Security threats continue to evolve, raising the bar on the levels of security needed to respond to those threats. We continually assess our capabilities with third parties. We are HiTrust certified and have been considered an industry leader in many aspects of our security program.

As a result of the recent incident we are accelerating our efforts to introduce even more stringent security measures in 2015 to help ensure the security of our members' data. Our initiatives span several areas including:

- Implementing a complex, three tier multi-factor authentication process for all network and database administrator accounts.
- Enhancing and expanding our event logging capabilities for security and system logs.
- Enhancing security for end user convenience system access (Calendars, Contact Lists, Email) so that all access now requires two-factor authentication using a token.

- Enhancing our security monitoring capabilities by adding additional sensors and monitoring agents.
- Adding resources to our existing staff of 200.
- Investigating the use of encryption of data-at-rest for our existing databases.
- Expansion of existing DLP (Data Loss Prevention) technology.

#### What are your security protocols? Why didn't they work?

The attack that occurred was highly sophisticated in nature. The attacker had a proficient understanding of the data platforms. The attacker utilized very sophisticated tools and methods in which to carry out the attack and took care to cover tracks by moving from server to server within the environment, often using a different compromised user ID each time they connected to a different server.

The Anthem associate who discovered the suspicious query activity followed appropriate protocol and immediately notified Information Security. Anthem immediately launched an investigation. Once Anthem determined it was a cyber attack, Anthem contacted federal investigators.

Anthem has changed passwords and secured the compromised database warehouse.

#### Do you recommend members change their password on the secure member site?

While there is no evidence in our investigation to date to suggest that member information or credentials were compromised related to any of our Anthem websites, we always encourage our members and associates to frequently change personal passwords that are used to access sensitive data.

#### How will members be notified that their information was in the database?

We are working around the clock to identify the members whose information was accessed. This work takes time, and while we are working as fast as we can, we also want to ensure we correctly identify everyone who is impacted by this attack. This work is being conducted simultaneously with the FBI and Mandiant investigations into the cyber attack.

#### Will members receive a letter in the mail from Anthem?

Yes, Anthem will begin to mail letters to all impacted current and former members in the coming weeks. Those letters will provide information on free identity repair services and credit monitoring. However, members can access these services now — they do not have to wait until they receive notification from Anthem. A copy of the letter is posted on **AnthemFacts.com**.

#### Will Anthem send me an email with this information?

Members who have provided e-mail addresses to Anthem and have opted in to receiving communications may receive an e-mail directing them to visit **AnthemFacts.com** to sign up for credit protection services. This e-mail is scheduled to be distributed the week of February 16. The email will contain the exact same language of the mailed letter and is available on **AnthemFacts.com**.

This email is being sent due to state notification requirements. It will not ask for personal information and will not contain a link to any websites other than **AnthemFacts.com**.

If members receive any emails regarding the Anthem Cyber Attack asking for personal information, or asking them to click on an unfamiliar link:

- DO NOT click on any links in email.
- DO NOT reply to the email or reach out to the senders in any way.
- DO NOT supply any information on the website that may open, if you have clicked on a link in an email.
- DO NOT open any attachments that arrive with email.

For more guidance on recognizing scam email, please visit the FTC website:

<http://www.consumer.ftc.gov/articles/0003-phishing>.

#### Is Anthem providing credit protection services?

Yes, Anthem is providing credit protection services, free of charge, for two years.

#### How can I enroll in credit protection services?

Identity theft repair services are available to Anthem members who feel they have experienced fraud. **For members who have been impacted by the cyber attack, these services are automatically available and do not require enrollment.**

Please visit **AnthemFacts.com** to learn how to access these services. Members may also access identity repair services by calling **1-877-263-7995**.

Credit monitoring services require a member to actively enroll because the member must provide their personal information and consent to have their credit monitored. Members can enroll at any time during the 24 month coverage period, and can learn how to sign up at **AnthemFacts.com**. Members who do not have access to the Internet may call **1-877-263-7995** for assistance.

### What times can I call to enroll in credit protection services?

Phone lines will be open from 2pm to 9 p.m. ET on Friday, February 13, and will be open 9 a.m. to 9 p.m. ET Monday to Saturday.

Spanish-speaking members may access information at **AnthemInforma.com**, or receive assistance in Spanish at **1-877-263-7995**.

### What credit protection services is Anthem offering?

The free identity protection services provided by Anthem include two years of:

- **Identity Theft Repair Assistance:** Should a member experience fraud, an investigator will do the work to recover financial losses, restore the member's credit, and ensure the member's identity is returned to its proper condition. This assistance will cover any fraud that has occurred since the incident first began.
- **Credit Monitoring:** At no cost, members may also enroll in additional protections, including credit monitoring. Credit monitoring alerts consumers when banks and creditors use their identity to open new credit accounts.
- **Child Identity Protection:** Child-specific identity protection services will also be offered to any members with children insured through their Anthem plan.
- **Identity theft insurance:** For individuals who enroll, the company has arranged for \$1,000,000 in identity theft insurance, where allowed by law.
- **Identity theft monitoring/fraud detection:** For members who enroll, data such as credit card numbers, Social Security numbers and emails will be scanned against aggregated data sources maintained by top security researchers that contain stolen and compromised individual data, in order to look for any indication that the members' data has been compromised.
- **Phone Alerts:** Individuals who register for this service and provide their contact information will receive an alert when there is a notification from a credit bureau, or when it appears from identity theft monitoring activities that the individual's identity may be compromised.

### Why do members have to enroll in credit monitoring services?

Credit monitoring services require a member to actively enroll because the member must provide their personal information and consent to have their credit monitored. Members can enroll at any time during the 24 month coverage period, and can learn how to sign up at **AnthemFacts.com**. Members who do not have access to the Internet may call **1-877-263-7995** for assistance.

### Are members at risk for identity theft?

Anthem is currently conducting an extensive IT Forensic Investigation to determine which members are impacted. We are not aware of any fraud that has occurred as a result of this incident against our members, but all impacted members will be eligible to receive identity repair assistance. Identity repair services provide affected customers with a dedicated investigator to assist them with fraud-related issues arising from this incident.

### Do members need a new member ID card and number?

No, their current member ID card and number are valid and will provide them access to care.

### Have all Anthem outbound calls stopped? People are very concerned all calls are fraud. Clinical, vendors, robo calls, etc.

No, we will continue to make outbound calls that are vital for our normal course of business, such as calls from our clinical staff to members who are enrolled in care management programs.

However, Anthem will not make outbound calls to members about the cyber attack, and will not ask members for their Social Security numbers, credit card or banking numbers with regard to the cyber attack.

Anthem will contact current and former members via mail delivered by the U.S. Postal Service about the cyber attack with specific information on how to enroll in credit monitoring. Affected members will receive free credit monitoring and identity protection services.

For more guidance on recognizing scam email, please visit the FTC website:

<http://www.consumer.ftc.gov/articles/0003-phishing>.

# ANTHEM RESPONSE PROGRAM

Keep Your Members  
Secure in a World that Isn't

The logo consists of a blue chevron pointing to the right, containing the text "AllClear ID" in white. The background of the slide features a large, stylized blue chevron pointing to the right, composed of several overlapping, semi-transparent layers.

**AllClear ID**

ALLCLEAR HAS BEEN  
PERFECTING BREACH  
RESPONSE FOR MORE  
THAN A DECADE.

**160M+**

CONSUMERS  
NOTIFIED



**97%**

CUSTOMER  
SATISFACTION RATING

# HOW ANTHEM IS PROTECTING MEMBERS

ID PROTECTION  
PLAN ACTIVATED ON  
2.13.2015



24 MONTH  
COVERAGE  
PERIOD



- 100% of Affected Members Are Automatically Protected With Identity Repair Services – **No Enrollment Required**
- Additional Protections Available **Online** At Any Time During The Coverage Period
- Direct Members to [AnthemFacts.com](https://AnthemFacts.com) to Learn More

# AVOID MISTAKES THAT ANGER CUSTOMERS

## Requiring Enrollment

CREATES MORE RESENTMENT





# THE ALLCLEAR PLAN

## INDUSTRY STANDARD RESPONSE

In order to receive identity protection, you must sign up by the deadline.

Note that sign up requires you to share your personal information with a third party.

Results In 90% of Members Receiving  
**NO** Help And **NO** Services.\*

## ALLCLEAR RESPONSE

Experts are standing by to resolve any problems with your identity for the next 24 months.

In addition, you may also sign up for more protection at any time during your coverage period.

**ALL** Members Can Access **ALL** Services At  
**ANY** Time During The Coverage Period.

\* Less than 10% of customers are willing to enroll and give out their sensitive personal information after a data breach.

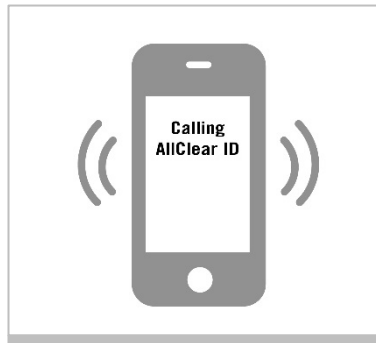


# AUTOMATIC IDENTITY REPAIR COVERAGE

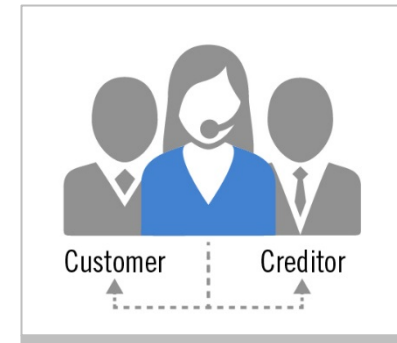
## --- ***NO ENROLLMENT REQUIRED*** ---



ALL AFFECTED MEMBERS  
have automatic access to  
identity repair



MEMBER CALLS  
ALLCLEAR  
if they suspect identity theft



WE DO THE WORK  
to restore customer's identity  
and credit report

### HOW ALLCLEAR RESTORES A MEMBER'S IDENTITY:



- Perform a 360 degree identity scan to detect undiscovered fraud
- Contact banks, creditors, credit bureaus & others to clear fraud from records
- Recommend appropriate preventative measures

# ALL PROTECTIONS ARE AVAILABLE ONLINE AT ANY TIME DURING THE COVERAGE PERIOD

<b>Identity Repair</b>		Licensed fraud investigators work to fully resolve any harm that comes to affected individuals.
<b>Identity Theft Monitoring</b>	*	Alerts consumers when stolen identity information is detected and reported to AllClear ID via partnership with the National Cyber-Forensics & Training Alliance (NCFTA) and IFA.
<b>Credit Monitoring</b>	*	Alerts consumers of important changes to their credit file via single bureau monitoring.
<b>Secure Alerts</b>	*	Secure and actionable alerts when suspicious activity is detected.
<b>Lost Wallet Protection</b>	*	Licensed fraud investigators expedite cancelling and replacing credit and debit cards if a customer's wallet is lost or stolen.
<b>\$1M Theft Insurance</b>	*	Zero deductible policy provides reimbursement of certain fees, lost wages, and fraud losses related to recovering their identity.
<b>Child Identity Protection</b>	*	Scans databases to find out if thieves are using a child's Social Security number and fully repairs the child's identity if any issues discovered.

\*Members must provide personal information and consent to use these services.

# MEMBERS CAN ACCESS ADDITIONAL PROTECTIONS ONLINE AT ANTHEMFACTS.COM\*



## HOW ANTHEM IS PROTECTING YOU

Anthem is truly sorry for any inconvenience caused by this incident and we are taking steps to help ensure your protection.

Starting on February 13, 2015, the team at AllClear ID is ready and standing by to assist you if you need identity repair assistance during the next 24 months. This service is automatically available to you with no enrollment required. If a problem arises, simply call 1-877-263-7995 and a dedicated investigator will do the work to recover financial losses, restore your credit, and make sure your identity is returned to its proper condition.

For additional protection, and at no cost, affected U.S. individuals may also enroll in the AllClear PRO service at any time during your coverage period. This service includes credit monitoring and an identity theft insurance policy. Please follow the enrollment instructions below.

You are eligible to receive these protection services if you are a current or former member (from 2004 on) of one of Anthem's plans. For additional information regarding your protections, please visit: <https://anthem.allclearid.com/fags>.

For additional details or questions regarding this incident, please visit: <http://www.anthemfacts.com>



### How to Request Additional Protection

- Verify that you are a current or former member (from 2004 on) of an affected Anthem plan or other independent Blue Cross and Blue Shield plan.
- Enter your name and email address.
- Click Submit.
- Watch for a confirmation email within 72 hours.
- To enroll multiple family members, create a new submission for each individual and assign to the primary member's email address.

☐ I verify that I am a current or former member (from 2004 on) of an affected Anthem plan or other independent Blue Cross and Blue Shield plan.

Full Name:

Email Address:



## FREQUENTLY ASKED QUESTIONS

The following will answer questions you have about how Anthem is protecting your identity with services from AllClear ID. For the latest information from Anthem about the cyber attack, please visit: <http://www.anthemfacts.com>.

Anthem is providing you with 24 months of identity protection services. If you need identity repair assistance, the team at AllClear ID is ready and standing by to assist you. You are automatically eligible to receive this service. No action is required on your part to enroll in these services. If a problem arises, simply call 1-877-263-7995 and a dedicated investigator will do the work to recover financial losses, restore your credit, and make sure your identity is returned to its proper condition.

For additional protection, and at no cost, affected U.S. individuals may also enroll in the AllClear PRO service at any time during your coverage period. This service includes credit monitoring and an identity theft insurance policy. To request a redemption code to enroll in these services visit: <https://anthem.allclearid.com>

### 1. About AllClear ID

### 2. How Anthem is Protecting You

### 3. Additional Protection Services

### 4. Enrolling in AllClear PRO

### 5. Privacy

### 6. More Questions & Answers

#### ABOUT ALLCLEAR ID

##### Who is AllClear ID?

AllClear ID is the leader in customer security and identity protection. We back our products and services with the best support in the industry, which is reflected in our 97% customer satisfaction rating and 15 international awards. Our innovative approach puts you first and ensures that you have easy access to identity repair services. Our clients included world-renowned brands and large government organizations who trust AllClear ID to take extra care of their customers after a data breach.

\*Members with no Internet access may call the hotline and request a call back from an enrollment specialist

# JUST AS IMPORTANT: WHAT WE **DON'T** DO



## SELL YOUR CUSTOMER LIST

Many breach response vendors are primarily data brokers.

## NO UPSELLING

Many breach response vendors aggressively upsell to those affected.