

<Date>

<Sally Sampleperson #####>

<Suite 2100 #####>

<1215 4th Avenue #####>

<Seattle, WA 98161 #####>



Dear <Member Name>,

We know how important it is that your personal information stays personal. That's why Highmark has a number of protections in place to guard your health and other private information we maintain for you.

Now we're taking another step to protect more of your personal information.

Highmark and other "Blue" companies across the country are making identity protection services available to eligible members — **at no cost to you.**

We've worked with AllClear ID, a leader in identity protection services, to provide all of our eligible members with AllClear Identity Repair service. It offers you a number of advantages:

- **There's no need to sign up for this protection.** As a Highmark member, you automatically have access to identity repair.
- **You're protected everywhere.** That includes when you're shopping, banking or handling other tasks online.
- **If you become a victim of identity theft, AllClear ID will help fix it.** If a problem arises, simply call AllClear ID toll-free at 1-855-229-0079. A dedicated investigator will work with you from start to finish. They'll help recover any financial losses, restore your credit and make sure that your identity is returned to its pre-fraud state.
- **You pay nothing for this protection.** It's provided to you free of charge because you are an eligible Highmark member.

### **You can also get more protection – all at no cost to you.**

We want our members to get as much identity protection as they want. So we've worked with AllClear ID to give you the option of **increasing** your protection. If you want more protection, you may enroll in AllClear Credit Monitoring service at any time during 2016 — **also at no cost to you.**

This service helps you stay informed of your credit activity. AllClear ID sends alerts when banks and creditors use your identity to open new accounts. The alerts contain detailed information so that, if there is fraudulent activity, you can take action. This service also offers additional layers of protection, including a \$1 million identity theft insurance policy and child identity protection for eligible members under 18 years old.



**You now have identity protection from an industry leader — at no cost to you.**

### **Enroll Today**

For additional information or to enroll in AllClear Credit Monitoring, simply visit [highmark.allclearid.com](http://highmark.allclearid.com) or call AllClear ID toll-free at 1-855-229-0079.

Enrollment is easy, and AllClear ID takes every step to keep your information safe.

*Cont. on back ...*

For additional information or to enroll in AllClear Credit Monitoring, simply visit [highmark.allclearid.com](http://highmark.allclearid.com) or call AllClear ID toll free at 1-855-229-0079. Enrollment is easy, and AllClear ID takes every step to keep your information safe.

*NOTE: Please type the URL exactly as it appears above. Do not include "www." This is a special website set up by AllClear ID for Highmark members. It does not require the "www" letters.*

### It's up to you! And there's never any cost to you.

Highmark wants to protect your personal information. That's why we're providing all eligible members with automatic access to AllClear Identity Repair service at no cost. In fact, your protection started on Jan. 1, 2016. The team at AllClear ID is ready and standing by to help you should a problem arise.

If you want more protection, you may enroll in to AllClear Credit Monitoring service at any time during 2016 — **also at no cost to you**. More details are available at [highmark.allclearid.com](http://highmark.allclearid.com).

We're pleased to provide this important protection to you. We encourage you to learn more now by visiting the AllClear ID website or by calling their toll-free number. And, as always, we thank you for allowing Highmark to provide your health care coverage.

Sincerely,



Lisa A. Martinelli  
Vice President, Chief Privacy Officer

**Enrollment is easy, and AllClear ID takes every step to keep your information safe.**

Highmark Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association.

AllClear ID is an independent company that does not provide Blue Cross and/or Blue Shield products or services. AllClear ID is solely responsible for its products and services.