

Dear YP Team Members:

Anthem has shared the following update with its corporate clients this week:

In light of the recent security breach, Anthem wants to keep you informed about their actions in response to the cyber-attack. If you have given Anthem your email address, you will get an email this week about identity protection and credit monitoring services. Anthem is **required** to send this email due to state laws around breach notifications. The subject line of the email will be "Important Message From Anthem, Inc." and it will direct you to visit AnthemFacts.com to sign up for credit protection services. All members whose information was in the impacted data warehouse will automatically receive free credit protection services for two years. The email will not ask for personal information and will not reference any other web site. We encourage you to read the email and visit AnthemFacts.com to sign up for the services provided by Anthem.

---

## **Member Notification Email FAQ — For Internal Use Only**

### **Is Anthem required to provide email notifications?**

Yes, Anthem is required to send emails to members due to state breach notification requirements. Members who have provided e-mails to Anthem and have opted in to receiving communications may receive an email directing them to visit AnthemFacts.com to sign up for credit protection services. The email will not ask for personal information and will not link to any websites other than AnthemFacts.com.

### **When will member emails be sent?**

Emails are planned to begin deploying to over 8 million Anthem current and former members the morning of Wednesday, Feb. 18. We will send 86,000 an hour for the first 2-3 days up to 1 million emails per day. We will then send 1 million a day in one send until complete.

### **Where will the email come from and what will the subject line be?**

The email will be sent from Anthem, Inc. The subject line will be "Important Message From Anthem, Inc."

### **Can we see a copy of the final email?**

A copy of the email will be posted on AnthemFacts.com, and is the exact information in the letters members will receive via U.S. Postal Service. We will also include a link to the email design in the FAQ and group communications so groups can ensure employees know what to look for.

### **What about Spanish-speaking members?**

The email and letter will include a line in Spanish direction members to [antheminforma.com](http://antheminforma.com).  
***Si necesita información en español, ingrese en [antheminforma.com](http://antheminforma.com).***

### **How will the email be branded?**

It will be branded Anthem Inc.

**Will the email include links?**

No links will be coded into the email but there is the possibility that some phones and web platforms will automatically convert the copy into links. We included a sentence to remind members they can key in the web addresses versus clicking directly in the email.

**Will those on the Do Not Contact list receive the email?**

Yes, since the email is a substitute notice under state breach notification requirements, the Do Not Contact restrictions do not apply. Information regarding this notice was shared with groups on Feb. 13. The only members NOT receiving this email would be those on National DNC registry and those who have unsubscribed.

**Can we tell which groups will get the emails on which day?**

No, the lists are random and will include all segments (ANA, LG, SG, IND, Medicare, Medicaid), beginning tomorrow night.

**Will members of other Blue plans receive a different version?**

No, there will be a single version for both Anthem members and members of other blue plans. They will be included toward the back-half of sends. (The approach is being vetted with other Blue plans.)

-- Distributed by YP Benefits. For internal use only. Not to be distributed outside of YP.