

February 5, 2018



Re: Notification of Data Breach Involving Personal Information of Blink Health Users

Dear RECIPIENT:

Blink Health greatly values the relationship we have with our users and understands the importance of protecting your personal information. Although we have no evidence that your personal information has been misused in any way, we are writing to make you aware of a security incident so that you may take any necessary precautions, including resetting your Blink Health password.

What Happened?

On January 18, 2018, we discovered a systems error that caused the username and password of a very small number of our users to be inadvertently shared with a Blink Health vendor that assists us in analyzing our website data to improve our customer experience. It is possible that the vendor shared your username and password with other third parties that it partners with. We promptly corrected the error and disabled potentially compromised passwords. While we have no evidence that your username, password or other personal information have been misused, we have reset your password out of an abundance of caution.

What Information Was Involved?

The personal information disclosed was limited to your username and password. However, we understand that your username and password may be used to access the personal information in your Blink Health account, including your prescription information (if any is contained in your account). We have no reason to believe that your medical information has been accessed. This incident did not involve your Social Security number or financial information.

What We Are Doing

Blink Health takes the protection of your personal and medical information very seriously. We regularly review our systems and privacy and security practices to enhance those protections. In response to this incident, Blink Health is taking steps to prevent recurrence of similar incidents, and is continuing to investigate this matter and work with the vendor involved to prevent use of your personal information.

What You Can Do

Although we have no evidence that your information has been misused, we want to make you aware of resources you may access to help safeguard your personal information, as outlined below.

As noted, we have reset your Blink Health password as a precautionary measure. To continue using Blink Health to get affordable prescription drugs, we ask that you create a new password by clicking here [\[INSERT LINK\]](#). If you use your Blink Health password to access other websites, we also recommend changing those passwords.

Even though we have no indication that your personal information has been used to commit fraud, we recommend that you consider taking steps to protect yourself from medical identity theft. Medical identity theft occurs when someone uses an individual's name, and sometimes other identifying information, without the individual's knowledge to obtain medical services or products, or to fraudulently bill for medical services that have not been provided. We suggest that you regularly review the explanation of benefits statements that you receive from your health plan. If you see any service that you did not receive, contact the health plan at the number on the statement.

Additionally, we recommend that you monitor your financial accounts and, if you see any unauthorized activity, promptly contact your financial institution. You may also want to consider obtaining a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting www.annualcreditreport.com, calling 1-877-322-8228, or by completing an Annual Credit Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at www.annualcreditreport.com/manualRequestForm.action.

Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies listed below:

Equifax
1-866-640-2273
www.equifax.com
P.O. Box 740241
Atlanta, GA 30374

Experian
1-888-397-3742
www.experian.com
P.O. Box 2002
Allen, TX 75013

TransUnion
1-855-681-3196
www.transunion.com
P.O. Box 2000
Chester, PA 19016

You may also choose to contact the three national credit reporting agencies listed above for information about placing a "fraud alert" and/or a "security freeze" on your credit report to further detect any possible misuse of your personal information. Contact the Federal Trade Commission for additional information about "fraud alerts" and "security freezes," and about how to monitor and protect your credit and finances.

Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, D.C. 20580
(202) 326-2222
www.ftc.gov

For More Information

We understand that this incident may pose an inconvenience to you, and we sincerely regret that this situation has occurred. Blink Health is committed to protecting the privacy and security of your personal information, and we want to assure you that we have implemented appropriate measures to safeguard that information. We value the trust you have placed in us, and we thank you for being part of Blink Health Nation.

If you have questions or concerns about this incident, or if you would like to receive a hard copy of this notification by mail, please contact Blink Health at (855) 903-6800 or email our support team at info@blinkhealth.com.

Very truly yours,

Benjamin DiMarco
Vice President, Legal