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**State Farm Mutual Automobile Insurance Company, its affiliates and subsidiaries**

One State Farm Plaza  
Bloomington, IL 61710-0001

June 29, 2017

FIRST NAME LAST NAME  
ADDRESS  
CITY, ST ZIP CODE

RE: Incident Number: 06216427-2017  
Your online account at statefarm.com

Dear FIRST NAME LAST NAME:

Notice of Data Breach

Your privacy is important to State Farm®, which is why we are writing to let you know about a data security incident that involves your personal information.

**What Happened**

Recently, State Farm became aware that an unauthorized online enablement to your accounts on statefarm.com had occurred. We initiated an investigation to determine the extent of the unauthorized activity. Our investigation indicates that someone with information about you was able to set up online access to your State Farm accounts at statefarm.com on June 16, 2017. Further, our investigation has identified that unauthorized transactions and/or customer profile changes have been processed. Other personal information may have also been accessed.

**What Information Was Involved**

Our investigation identified unauthorized activity including the misuse of your financial card, and the alteration of your contact information. Your personal information which may have been accessed included your name, contact information, insurance policy information, social security number, driver's license number and financial card number.

**What We Are Doing**

Upon verifying the activity was unauthorized, we disabled access to your accounts at statefarm.com. We have reversed the unauthorized transactions and profile changes. We are also reviewing and will implement measures to further reduce the risk of future unauthorized access to your accounts on statefarm.com.

**What You Can Do**

As a precaution, we are offering you a free one-year subscription to *myTrueIdentity*, a credit monitoring and identity theft protection service provided by TransUnion Interactive, a subsidiary of TransUnion®, one of the three nationwide credit reporting companies. This optional service will provide you with a copy of your credit report, monitor your credit files, notify you of certain suspicious activities that could indicate potential identity theft, and provide up to \$1,000,000 Identity Theft insurance for you and your covered family members if you are victims of identity theft.

- To learn more and enroll in an **online service**:
  - Go to [www.mytrueidentity.com](http://www.mytrueidentity.com)
  - In the "Enter Activation Code" space, enter the following 12-letter Activation Code <<Insert 12-letter Activation Code>>
  - Follow the steps to receive your online credit monitoring service.

- To enroll for a **service delivered via mail**:
  - Call the TransUnion Fraud Response Services toll-free hotline at 1-855-288-5422 (Available 24/7).
  - When prompted, enter the following 6-digit telephone pass code: <<Insert 6-digit Telephone Pass Code>>
  - Follow the steps to enroll in the offline credit monitoring service.

This offer will be available until August 28, 2017 For more information, please see the “Frequently Asked Questions” at the end of this letter.

We offer the following information for general awareness:

- You should remain vigilant for the next 12-24 months by reviewing and monitoring your accounts and credit reports. If you do find suspicious activity on your accounts, call your local police or state Attorney General’s office to file a report. You have a right to obtain a police report if you are a victim of identity theft. Information about identity theft, fraud alerts, and security freezes can be obtained from the sources listed below.
- You are entitled to receive a free credit report from each of the three credit reporting agencies below every 12 months, and you may ask for a fraud alert on your credit report. A fraud alert tells creditors to contact you before any credit is issued or changes to your accounts are made, and generally stays in place for 90 days. For more information, contact one of the credit reporting agencies below:
  - **Equifax:** 800-525-6285; [www.alerts.equifax.com](http://www.alerts.equifax.com); P.O. Box 740256, Atlanta, GA 30374
  - **Experian:** 888-397-3742; [www.experian.com/fraud](http://www.experian.com/fraud); P.O. Box 9554, Allen, TX 75013
  - **TransUnion:** 800-680-7289; [www.transunion.com/fraud](http://www.transunion.com/fraud); P.O. Box 2000, Chester, PA 19016
- You may place a security freeze (also known as a credit freeze) on your credit file. A security freeze is designed to prevent potential creditors from accessing your credit report at the three national credit agencies without your consent. You must separately place a security freeze on your credit file at each credit agencies listed above. Because the instructions differ from state to state, please contact the three credit agencies below to find out more information.
  - Equifax: 800-685-1111; [www.freeze.equifax.com](http://www.freeze.equifax.com); P.O. Box 740256, Atlanta, GA 30374
  - Experian: 888-397-3742; [www.experian.com/freeze](http://www.experian.com/freeze); P.O. Box 9554, Allen, TX 75013
  - TransUnion: 888-909-8872; [www.transunion.com/freeze](http://www.transunion.com/freeze); P.O. Box 2000, Chester, PA 19016
- Additional guidance on what identity theft is and how to report suspected fraudulent transactions can be obtained from the Federal Trade Commission (FTC):
  - **Phone:** 877-ID-THEFT (438-4338); or TTY: 866-653-4261
  - **Online:** [www.ftc.gov/IDTheft](http://www.ftc.gov/IDTheft) and/or [www.identitytheft.gov](http://www.identitytheft.gov)
  - **U.S. Mail:** Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580

**For More Information**

I regret the inconvenience and concern this situation may have caused you. If you have questions about this incident, please contact your agent, or call us at 844-351-8206.

Sincerely,

Kathryn Copley  
Office of Privacy, Manager  
State Farm®

Cc: AGENT NAME, State Farm Agent

## Frequently Asked Questions

### 1 – Should I place a fraud alert with one of the credit reporting agencies?

The person affected should make that decision. You should consider that for a while, a fraud alert could slow down the credit application process. An initial fraud alert stays in place for 90 days.

### 2 – Should I obtain a free copy of my credit report?

There is no apparent downside to doing so. Obtaining a free copy of your credit report every 12 months is something all consumers should consider. To obtain your free credit reports from Equifax, Experian, and TransUnion. Go to [www.annualcreditreport.com](http://www.annualcreditreport.com) or call 1-877-322-8228.

### 3 – If I choose to take advantage of the *myTrueIdentity* credit monitoring service, how do I enroll?

- To enroll in an online service:
  - Go to [www.mytrueidentity.com](http://www.mytrueidentity.com)
  - In the “Enter Activation Code” space, enter the following 12-letter Activation Code provided for you in this letter.
  - Follow the steps to receive your online credit monitoring service.
- To enroll for a service delivered via mail:
  - Call the TransUnion Fraud Response Services toll-free hotline at 1-855-288-5422 (Available 24/7).
  - When prompted, enter the following 6-digit telephone pass code provided for you in this letter.
  - Follow the steps to enroll.

### 4 – What if I have problems enrolling in the complimentary online *myTrueIdentity* credit monitoring service?

Contact TransUnion’s *myTrueIdentity* toll-free customer service number at 844-787-4607. Their hours are: Monday-Thursday, 8:00 a.m.-midnight, and Friday-Sunday, 8:00 a.m.-8:00 p.m. (ET).

### 5 – What do I get with my TransUnion credit monitoring service enrollment?

- Unlimited access to your Credit Report, Credit Score and Credit Monitoring service for one year.
- Assistance if you become a victim of Identity Theft.
- Up to \$1,000,000 Identity Theft Insurance if you are a victim of Identity Theft (see [www.mytrueidentity.com](http://www.mytrueidentity.com) for details).