

June 30, 2021

NOTICE OF DATA SECURITY INCIDENT WITH POTENTIAL IMPACT TO FLORIDA BLUE MEMBERS

Beginning June 8, 2021, Florida Blue's IT Security team identified numerous unauthorized attempts to log into the Florida Blue online member portal. The IT Security team promptly investigated the matter and determined that Florida Blue was the target of a sophisticated cyber-spoofing attack.

It is believed that the attacker used a large database of user identifiers (IDs) and corresponding passwords available on the internet in an attempt to impersonate members and gain improper access to the Florida Blue online member portal. The excessive number of login failures strongly indicates that the ID and password combinations used during the incident did not come from Florida Blue systems, but rather were compiled from third-party websites where ID and password information were previously compromised.

The attacker gained access to the information that is in online member accounts, including contact information, claim and payment information, details about health insurance policies, and other personal information. There is no evidence that the attacker gathered and removed any data from the online member accounts.

In response to this incident, Florida Blue took a number of steps, including blocking the internet addresses used by the attacker to access the Florida Blue online member portal. Florida Blue plans to deploy a series of technical controls to further enhance its web portal security.

Florida Blue began member notification of the incident on June 30, 2021. Florida Blue is asking members to carefully review their Florida Blue member account information and immediately contact the Member Services team at 1-800-477-3736 if they notice anything suspicious, such as unauthorized transactions and/or contact or personal information that was changed without authorization.

As a precautionary measure, Florida Blue is offering impacted members two years of free identity theft protection, detection and resolution services through Experian.