June 15, 2015

<Name>
<Street Address>
<City, State, Zip>

Dear <xxxxxxxxxxxx>,

We value you as a customer. The privacy of our customers has always been important to State Farm, which is why we are writing to let you know about a data security incident that involves your personal information. On the afternoon of June 8th, an issue was identified that allowed some individuals logged into their online accounts to view another customer's information. Our records indicate your online personal information may have been viewed. Depending upon the products you own, the information disclosed may have included your name, insurance policy information, and limited financial account information, such as the last 4 digits of an account number, balance and transaction history. At this time, we believe this issue was caused by an internal systems update. It was addressed in a matter of hours.

As a precautionary measure and at our expense, we are offering you a 12-month subscription to a credit monitoring and identity theft protection service called TrueCredit®. This service will provide you with a copy of your credit report, monitor your credit files at the three major credit reporting agencies, 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 (See www.truecredit.com for details). This program is provided by TransUnion, Inc., a leading provider of identity theft protection and recovery services.

To learn more about TrueCredit® and to enroll in an online service, go to http://www.truecredit.com/code, follow the online instructions and enter gift certificate code **XXXX-XXXX-XXXX** (the code is case sensitive). To enroll by phone for a paper-based service delivered through the mail, please contact TransUnion's Call Center toll-free at 1-800-295-4150, Monday–Thursday, 8:00 am – midnight, Friday–Sunday, 8:00 am – 8:00 pm (Eastern Time). Provide this 6-digit Offer ID, **XXXXXX**, to the customer service representative. This offer will be available until **August 15, 2015**. For more information, please see "Frequently Asked Questions" at the end of this letter.

In addition, we offer the following information for general awareness:

- While this notification has not been delayed due to law enforcement, you should remain vigilant for the next 12 to 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 your 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

- If you discover suspicious activity on any of your billings and other accounts, notify the account issuer of the fraudulent use and work with the institution to remove fraudulent transactions. A fraud alert tells creditors to contact you before they open any new accounts or make changes to your existing accounts, however, this could also slow down a credit application process. A fraud alert generally stays in place for 90 days. You may want to contact the fraud department of one of the credit reporting agencies below to place a fraud alert on your consumer credit report.
  - **Equifax:** 1-800-525-6285; www.alerts.equifax.com; P.O. Box 740256, Atlanta, GA 30374
  - **Experian:** 1-888-397-3742; www.experian.com/fraud; P.O. Box 9554, Allen, TX 75013
  - **TransUnion:** 1-800-680-7289; www.transunion.com/fraud; P.O. Box 2000, Chester, PA 19022

- You are entitled to receive a free copy of your credit report annually from each of the three major reporting agencies. You may request it through one of the following methods:
  - **Phone:** toll free number – 1-877-322-8228
  - **Online:** www.annualcreditreport.com
  - **U.S. Mail:** Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281

  Even if you do not find any signs of fraud on your initial report, we recommend that you periodically check your credit reports.

- 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 bureaus without your consent. Unlike a fraud alert, you must separately place a security freeze on your credit file at each credit bureau listed above. Because the instructions for how to establish a security freeze differ from state to state, please contact the three credit bureaus to find out more information.

- Additional guidance on what identity theft is and how to report suspected fraudulent transactions can be obtained from the Federal Trade Commission (FTC):
  - **Phone:** 1-877-ID-THEFT (438-4338); or TTY: 1-866-653-4261
  - **Online:** www.ftc.gov/IDTheft
  - **U.S. Mail:** Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580

I truly regret the inconvenience and concern this situation may cause you. Should you have questions about this incident, please do not hesitate to contact our Customer Care Center 24 hours a day/ 7 days a week at 1-855-311-2681.

Sincerely,

Dawn E. Hall
Assistant Vice President- Integrated Solutions Department
State Farm

Cc: xxxxxxxx, State Farm Agent

For Massachusetts Residents: If you are a victim of identity theft, and you provide the credit reporting agency with a valid police report, it cannot charge you to place, temporarily lift, or remove a security freeze. In all other cases, a credit reporting agency may charge you up to $5.00 each to place, temporarily life, or permanently remove a security freeze. Generally, you will need to provide personal information, such as name, social security number, date of birth, photo ID, proof of address and possibly a copy of a police report or complaint

For Maryland Residents (Insurance or Mutual Fund Products): You may contact the Maryland Office of the Attorney General's Consumer Protection Division for more information on how to prevent identity theft:
- Phone: 1-888-743-0023
- Online: www.oag.state.md.us
- U.S. Mail: 200 ST. Paul Place, Baltimore, MD 21202

For North Carolina Residents (Insurance or Mutual Fund Products): You may contact the North Carolina Office of the Attorney General's Consumer Protection Division for more information on how to prevent identity theft:
- Phone: 919-716-6000
- Online: www.ncdoj.gov
- U.S. Mail: 9001 Mail Service Center, Raleigh, NC 27699-9001