



Consumer Privacy  
750 Woodbury Road  
Woodbury, NY 11797

April 09, 2021

[REDACTED]  
[REDACTED]  
[REDACTED]

## NOTICE OF DATA BREACH

Dear [REDACTED],

We are writing to notify you of an incident that affected the confidentiality of your personal information. Please read this letter carefully for more information and to learn how you can take steps to protect your personal information.

### What Happened?

We recently determined that between January 21, 2021 and March 1, 2021, fraudsters used information about you – which they acquired elsewhere – to obtain unauthorized access to your driver's license number through the online sales system on our website. We have reason to believe that this information could be used to fraudulently apply for unemployment benefits in your name. If you receive any mailings from your state's unemployment agency/department, please review them carefully and contact that agency/department if there is any chance fraud is being committed.

### What Information Was Involved?

The data obtained by the fraudsters from GEICO was limited to your driver's license number.

### What We Are Doing.

As soon as GEICO became aware of the issue, we secured the affected website and worked to identify the root cause of the incident. While we regularly maintain high security and privacy standards, we have also implemented—and continue to implement—additional security enhancements to help prevent future fraud and illegal activities on our website.

Although we don't know whether your driver's license number has been fraudulently used, we would like to offer you a one-year subscription to IdentityForce to help protect your identity from theft. If you would like to enroll in the IdentityForce identity-theft protection service, which includes Identity/Privacy Protection (fraud monitoring, dark web monitoring, and dark web scan) and Identity Restoration (fully managed restoration and \$1 million identity theft insurance), please visit [secure.identityforce.com/benefit/geico](https://secure.identityforce.com/benefit/geico). You will need this one time use code to enroll:

[REDACTED]

## AN IMPORTANT MESSAGE REGARDING YOUR PERSONAL INFORMATION

### What You Can Do.

In addition to enrolling in the IdentityForce services, we encourage you to be vigilant for incidents of fraud or identity theft by reviewing your account statements and credit reports for any unauthorized activity. There are additional actions you can consider taking to reduce the chances of identity theft or fraud on your account(s). Please see the attachment to this letter.

### For More Information.

We apologize for any concern that this may have caused you. If you have any questions, please contact us at [privacyrequests@geico.com](mailto:privacyrequests@geico.com) or (855) 265-1097, Monday through Friday, 10 am to 6:30 pm EST.

Sincerely,

Sheila King  
Manager, Data Privacy  
GEICO Privacy Team