



STATEMENT

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Covered California is reviewing the nature and extent of sensitive consumer data and information that was inadvertently shared with LinkedIn. In this review, privacy and security are the priority for us.

Covered California leverages LinkedIn's advertising platform tools, including LinkedIn Insight tags, which are pieces of code added to a website to help track how visitors interact with the site. This tool allows us to better understand consumer behavior and deliver tailored messages to help consumers make informed decisions about their health care options. The data collected from these tags are managed by Covered California credentialed users through LinkedIn's Campaign Manager platform.

While the review is still ongoing, Covered California has identified that some sensitive data was inadvertently collected by the tags, including first names, the last four digits of Social Security Numbers, and other sensitive health information like pregnancy status. To our knowledge, access to this data was limited to Covered California credentialed users for the limited purpose of managing Covered California's account.

Covered California is reviewing its entire website and information security and privacy protocols to ensure that no analytics tools are impermissibly collecting or sharing sensitive consumer information. The LinkedIn Insight tags are no longer active and, as a precautionary measure, all active advertising-related tags across the CoveredCA.com website have been turned off.

Covered California is committed to safeguarding the confidential information and privacy of its consumers. The organization will share additional findings from this investigation as they become available.

For more information and updates visit the [Covered California Newsroom](#), or call (800) 300-1506.