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10 **SUPERIOR COURT OF THE STATE OF CALIFORNIA**

11 **COUNTY OF LOS ANGELES – CENTRAL – SPRING STREET COURTHOUSE**

12 SIRINE ADLOUNI,

13 Plaintiff,

14 v.

15 UCLA HEALTH SYSTEMS  
16 AUXILIARY, et al.,

17 Defendants.

18 Lead Case No. BC589243 (*Adlouni*)

19 Consolidated and Related to:  
20 BC589327 (*Ortiz*), BC590219 (*Allen*)  
21 BC590344 (*A.Y.*), BC590534 (*Brooks*),  
22 BC590942 (*Hawkins*), BC590943 (*Most*),  
23 BC590990 (*Gambin*), BC591185 (*Liberatore*),  
24 BC591192 (*Urnovitz*), BC591624 (*Alexandria*),  
25 BC592539 (*Snyder*), BC593562 (*Williams*),  
26 BC593527 (*Deville*), BC594104 (*Koci*),  
27 BC595049 (*Jenani*), BC598189 (*Edelstein*)

28 *Assigned for All Purposes to:*  
*Hon. Daniel J. Buckley, Dept. 1, Spring Street*

**SUPPLEMENTAL DECLARATION OF  
CAMERON R. AZARI, ESQ. RE FINAL  
APPROVAL OF SETTLEMENT**

Date: June 18, 2019

Time: 9:00 am

Dept: SS 1

**BY FAX**

Honorable Daniel J. Buckley

**SUPPLEMENTAL DECLARATION OF CAMERON R. AZARI, ESQ.**

I, Cameron R. Azari, Esq., hereby declare and state as follows:

1. My name is Cameron R. Azari, Esq. I have personal knowledge of the matters set forth herein, and I believe them to be true and correct.

2. I am a nationally recognized expert in the field of legal notice and I have served as an expert in dozens of federal and state cases involving class action notice plans.

1           3. I am the Director of Legal Notice for Hilsoft Notifications (“Hilsoft”), a firm that  
2 specializes in designing, developing, analyzing and implementing large-scale, un-biased, legal  
3 notification plans. Hilsoft is a business unit of Epiq Systems Class Action and Claims Solutions  
4 (“Epiq”).

5           4. On May 2, 2019, I executed my *Declaration of Cameron R. Azari, ESQ. on*  
6 *Implementation and Adequacy of Settlement Notice Plan for Final Approval* (“*Implementation*  
7 *Declaration*”) in which I detailed the successful implementation of the Notice Plan and  
8 provided current statistics on administration activity. Previously on October 22, 2018, I  
9 executed my *Declaration of Cameron R. Azari, Esq. on Settlement Notice Plan* in which I  
10 detailed Hilsoft’s class action notice experience and attached Hilsoft’s *curriculum vitae*. I also  
11 provided my educational and professional experience relating to class actions and my ability to  
12 render opinions on overall adequacy of notice programs.

14           5. This declaration provides updated information on the notice and administration  
15 activity to date, including the Postcard and Email Notice efforts, Reminder Email Notice,  
16 ongoing online media notice, claims filed, case website and toll-free number volumes and  
17 timely exclusions received. The facts in this declaration are based on what I personally know,  
18 as well as information provided to me in the ordinary course of my business by my colleagues  
19 from Hilsoft and Epiq, who worked with us to implement the notification effort.

#### ***Individual Notice***

21           6. As reported in my *Implementation Declaration*, the individual Notice effort  
22 resulted in 3,425,467 total Double-Postcard Notices and 838,639 Email Notices sent to  
23 Settlement Class Members.

24           7. Additionally, a Detailed Notice in English or Spanish was mailed via USPS first  
25 class mail to all persons who requested one via the toll-free telephone number. As of May 27, 2019,  
26 726 Notice Packets in English or Spanish have been mailed as a result of such requests.

27           8. The return address on the Notices is a post office box maintained by Epiq. As of  
28 May 27, 2019, Epiq has re-mailed 413,092 Double-Postcard Notices for addresses that were

1 corrected through the USPS or to new addresses that were determined after third-party address  
2 research, or through class members contacting us or counsel. Address updating and re-mailing  
3 for undeliverable Double-Postcard Notices is ongoing and will continue through the Final  
4 Approval Hearing.

5 ***Reminder Email Notices***

6 9. Two Reminder Email Notices have been sent to Settlement Class Members who  
7 have not responded (via a filed Claim or an Exclusion Request). The first Reminder Email  
8 Notice was sent on May 6, 2019, (approximately 45 days after the initial notice) and the second  
9 was sent on May 20, 2019, (approximately 60 days after the initial notice and roughly 30 days  
10 prior to the earliest Claim deadline).

11 ***Internet Banner Notices Phase II***

12 10. A second phase of Banner Noticing began as scheduled on May 4, 2019, to  
13 coincide with the Reminder Email Notice efforts. Geo-targeted Banner Notices measuring 728  
14 x 90 pixels and 300 x 250 pixels were placed online across the *Google Display Network*. Geo-  
15 targeted Banner Notices measuring 254 x 133 pixels were also placed on *Facebook*. A total of  
16 10,000,000 online impressions on each are being delivered to the entire State of California. An  
17 additional 10,000,000 impressions on each are being delivered to the Los Angeles area and an  
18 additional 950,000 impressions on each is being delivered to the Las Vegas/Henderson  
19 geographic area (due to a concentration of putative Settlement Class Members living in that  
20 geography). This second Phase of the Internet Banner Notices will run through June 5, 2019.

21 11. Combined, at least 41.9 million adult impressions will be generated by the Phase  
22 II Banner Notice effort. Clicking on the Banner will link the reader to the case website where  
23 they can obtain detailed information about the Settlement and easily file an online claim.

24 12. Phase II also includes Banner Notices on *Facebook* using a “list activation”  
25 strategy. This is accomplished by matching the actual names, phone numbers and email  
26 addresses of known Settlement Class Members with current *Facebook* profiles. This strategy  
27 ensures that specific individuals receiving direct notice are also provided reminder messaging  
28

1 online via banner ads. As with the geo-targeted Banner Notices detailed above, the list  
2 activation *Facebook* notices began on May 4, 2019, and will run through June 5, 2019.

3 ***Internet Sponsored Search Listings***

4 13. To facilitate locating the case website, sponsored search listings geo-targeted to  
5 California were acquired on the three most highly-visited internet search engines: *Google*,  
6 *Yahoo!* and *Bing*. When search-engine visitors search on common keyword combinations—  
7 for example, “UCLA Data Breach,” “UCLA Medical Data Breach,” and “UCLA Health  
8 Network Breach” the sponsored search listing is generally displayed at the top of the page prior  
9 to the search results or in the upper right-hand column of the web-browser screen. The  
10 Sponsored Search Listings will run throughout the notice effort up to the June 18, 2019  
11 Preventive Measures Claim filing deadline.

12 14. As of May 27, 2019, the sponsored listings have been displayed 2,571 times,  
13 resulting in 298 clicks that displayed the case website.

14 ***Case Website, Toll-free Telephone Number and Postal Mailing Address***

15 15. The [www.UCLAHealthCyberSettlement.com](http://www.UCLAHealthCyberSettlement.com) website continues to be live and  
16 is actively visited by potential Class Members. As of May 27, 2019, there have been 89,831  
17 unique visitors to the case website and over 418,712 website pages presented. The website  
18 received a substantial bump in visits directly after the first Reminder Email was sent.

19 16. The 1-888-262-4479 toll-free number also continues to receive activity. This  
20 automated phone system is available 24 hours per day, 7 days per week. As of May 27, 2019,  
21 the toll-free number has handled 4,933 calls representing 15,331 minutes of use.

22 ***Claims Filed***

23 17. As of May 27, 2019, Epiq has received and logged the following claims:

24

Claim Type	Online	Paper	Total
ID Experts Enrollment Forms	45,399	60,846	106,245
Preventive Measures Claim Forms	1,380	187	1,567
Unreimbursed Loss Claim Forms	839	85	924

25  
26  
27  
28

1 With a Preventive Measures Claim deadline of June 18, 2019, an Unreimbursed Loss Claim  
2 Deadline of June 18, 2021 and an ID Expert Enrollment Form Deadline of September 16, 2019,  
3 Epiq will continue to receive, log and process claims for some time. Epiq will file an additional  
4 supplemental declaration with updated claim totals prior to the June 18, 2019 Final Approval  
5 Hearing and will continue to provide counsel regular reports on claims filed up through the  
6 final claim deadline. The ID Expert enrollments are still being received at the rate of several  
7 thousand per week.

8 18. While Epiq continues to receive and log incoming claims, substantive claims  
9 processing has not yet begun. While we are able to provide raw information on the amounts  
10 claimed on received claims so far, we will not have the validated amounts until after claims  
11 processing is complete. This work and expense is not incurred until after the Court approves  
12 the settlement.

13 *Exclusions and Objections*

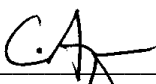
14 19. May 20, 2019 was the deadline for Settlement Class Members to request  
15 exclusion from the Settlement or object to the Settlement. As of May 24, 2019, Epiq has  
16 received 54 requests for exclusion from the Settlement Class. Because the exclusion request  
17 deadline is a postmark deadline, Epiq may continue to receive timely filed exclusion requests  
18 for a week or more after the May 20, 2019 deadline. A final exclusion report will be filed prior  
19 to the June 18, 2019 Final Approval hearing. I am aware of only 2 objections to the Settlement  
20 at the time of this declaration. They are attached as **Exhibits 1** and **2**, with some personal  
21 information redacted.

22 20. I have reviewed both objections and one does include a short, potential mention  
23 of notice. In her objection, Gina Marie Pinkowski writes on page 3, "In addition to my letter  
24 of objection I would like it known that despite my efforts to obtain 'proof of enrollment' of said  
25 class suit nothing was sent via USPS or email..." It is unclear whether Ms. Pinkowski was  
26 referring to the Double-Postcard Notices, but a check of Epiq's mailing records indicates Ms.  
27 Pinkowski was mailed a Double-Postcard Notice on March 19, 2019 to the same address  
28 (address 1) where she was sent the breach remediation notice in 2015. This Notice was returned

1 as undeliverable and after address research, a new Notice re-mailed to an updated address  
2 (address 2) on May 6, 2019. Further, Epiq's records show that Ms. Pinkowski called into the  
3 toll-free line on both May 9 and May 16, 2019 to request a Claim Package mailing. In making  
4 those requests, she provided a third address (address 3). A Claim Package was sent to her at  
5 address 3 (which is the same as the return address on her objection). She also subsequently  
6 filed an online Enrollment claim form. She will be considered enrolled if the settlement  
7 becomes final. It is my understanding that notification to enrollees confirming their enrollment  
8 will be sent by ID Experts if the settlement becomes final. I am also informed that Plaintiffs'  
9 Lead Counsel, Mr. Westerman plans to call Ms. Pinkowski to advise her of this status.

10 21. The second objection was filed by Anita Washington. However, Epiq also  
11 received a request for exclusion from the Class from Ms. Washington on April 8, 2019, with  
12 an April 5, 2019 postmark. Additionally, Ms. Washington submitted an Enrollment claim form,  
13 a Preventive Measure Claim Form and an Unreimbursed Losses Claim Form, all filed online  
14 on March 27, 2019. Ms. Washington's request for exclusion is attached as **Exhibit 3**.

15 I declare under penalty of perjury under the laws of the State of California that the foregoing  
16 is true and correct. Executed on May 28<sup>th</sup>, 2019, at Beaverton, Oregon.

17  
18  
19   
20 \_\_\_\_\_  
21 Cameron R. Azari

Attachment (Exhibit 1) to Supplemental Azari Declaration ISO Final Approval  
Pinkow Objection, 5/29/19

MAY 20, 2019

Gina Marie Pinkowski

Jeff Westerman  
Westerman Law Corp.  
1875 Century Park East  
Suite 2200  
Los Angeles, CA 90067

Mr. Westerman,

My name is, Gina Pinkowski.

I am objecting to class action settlement Admani vs. UCLA Health  
and I am requesting to be heard.

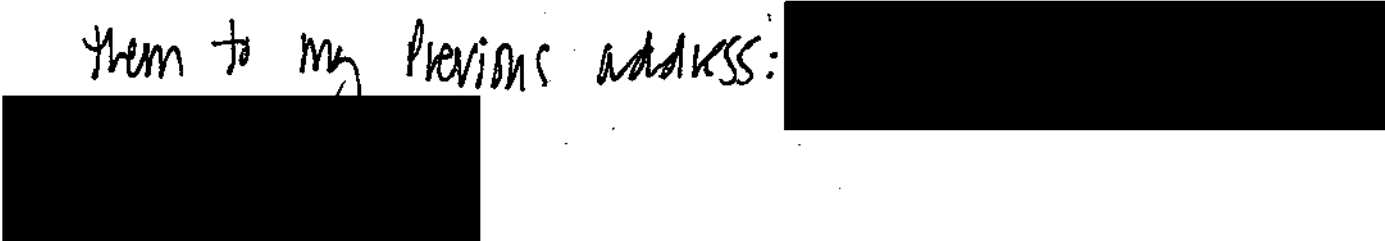
I am not represented by counsel.

The basis for my objection is:

- ongoing privacy violations (PII/PHI)
- ongoing financial fraud
- ongoing cyber intrusion
- ongoing/unlawful access to and obtaining credit reports.
- unlawful access to computer (see police report 10/21/17)
- unlawful access to personal health information



I have filed countless police reports for stolen COL, SS card, medical and medicare cards, bank cards, chase and wells fargo credit and debit cards. There have been countless unauthorized requests for debit cards issued by Direct Express/Comerica issued by the Dept. of Treasury where my SSDI benefit checks are deposited. There has been ongoing fraud associated with the re-imbursments of my Medicare Part B premiums and ongoing stolen documents from the state of California and SSA. Someone has been able to obtain sensitive lab results and sent them to my previous address:



The list of the violations is endless.

Again, I request to be heard on June 18, 2017.

If you have any questions regarding this letter please mail to:

Sincerely,  
Jim M. Pinkerton

A handwritten signature in black ink, appearing to be 'Jim M. Pinkerton'.

5/20/17

(cont)

(3)

(Cont.)

In addition to my letter of objection I would like  
it known that despite my efforts to obtain "proof of enrollment"  
of said class suit nothing was sent via USPS or email  
(unless the email was sent to: [REDACTED])  
Additionally, the original letter sent to me at: [REDACTED]

was stolen in August/September of 2015.

[Signature]

5/20/19

Mail to:  
Adlouni v. Regents of University of California  
UCLA Health System Claims Administrator  
P.O. Box 3058  
Portland, OR 97208-3058

Must Be Postmarked Or  
Submitted Online  
No Later Than  
September 16, 2019

**Enrollment Form**

To get two years of free credit monitoring, identity theft protection, and insurance, you must fill out, sign, and return this form by **September 16, 2019**, or you can fill out and submit your Enrollment Form online by **11:59 p.m. PST on September 16, 2019**, at [www.UCLAHealthCyberSettlement.com](http://www.UCLAHealthCyberSettlement.com).

FIRST NAME: 

6	i	n	a						
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 M.I.: 

M
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 LAST NAME: 

P	i	n	k	o	w	s	k	i						
---	---	---	---	---	---	---	---	---	--	--	--	--	--	--

CURRENT ADDRESS: 

[REDACTED]											
------------	--	--	--	--	--	--	--	--	--	--	--

CITY: 

[REDACTED]											
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 STATE: 

[REDACTED]
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 ZIP CODE: 

[REDACTED]
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TELEPHONE NUMBER: 

[REDACTED]											
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EMAIL ADDRESS: 

[REDACTED]											
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CLAIM/UNIQUE ID (LOCATED ON YOUR NOTICE): 

[REDACTED]											
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SIGNATURE: 


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DATE: 

05	-	20	-	19
MM	/	DD	/	YY

Please either submit your Enrollment Form online at [www.UCLAHealthCyberSettlement.com](http://www.UCLAHealthCyberSettlement.com) or mail this completed Enrollment Form, postmarked by **September 16, 2019**, to the following address:

UCLA Health System Claims Administrator  
P.O. Box 3058  
Portland, OR 97208-3058



Attachment (Exhibit 2) to Supplemental Azari Declaration ISO Final Approval  
Washington Objection, 5/15/19

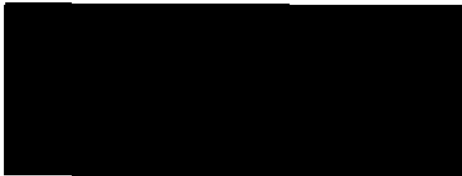
May 15, 2019

Jeff S Westerman/Westerman Law Corp

Anita L Washington

1875 Century Park East Ste 2200

Los Angeles Ca, 90067



Case: Adlouni V UCLA Health System

Case # [REDACTED]

Unique Identification # [REDACTED]

**Objection to the Settlement**

I object to the settlement terms for length of time on the 2 years monitoring. UCLA Health Systems has the most sensitive information of a person life. We trust the UCLA Health System to be responsible and secure this personal data with the knowledge that this happen in 2015. I was breach I believe it was less than 2 months. I ask the court to consider the length of time to 5 years because of the sensitive medical and personal information that is breach.

I also object to the terms of the settlement payments of time spent trying to resolve some of the issues as of a result of the breach information, I am still working on the problems to the date of this letter. I object to the settlement terms of damages payout because some damages or not related to cash damages to credit charges as it is in my case. I ask the court to modify the terms of this payout for damages.

I ask the court to grant me the rights to appear at the trail so I can show my request for modification to the terms of the payout for damages.

I am not represented by counsel but I have had some legal advice about the case.

At this point the only option I have is the hearing will give me the ability to continue with the opt out and be giving the information from this settlement hearing to file with the proper authority and the courts about my personal damages that is not include with this settlement or I ask the courts to modify the pay out of losses that my damages can be included. I have taken both steps until this hearing date to assure that I can recover my losses.

Respectfully

Anita L Washington

Date 05/15/19

Handwritten signature of Anita L Washington in black ink.

P.S. I also would like to request my primary doctor that has knowledge of my request to modify damage pay out because he and I have talked about these losses for at least 2 or more years. [REDACTED] UCLA Medical Center

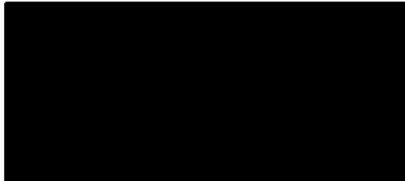
Attachment (Exhibit 3) to Supplemental Azari Declaration ISO Final Approval  
Washington Opt Out, 4/05/19

Clerk of the court

Care of the Settlement Administrator

Adlouni v UCLA Health Systems

Anita L Washington



Identification Number [REDACTED]

I Anita L Washington want to OPT OUT of Class Settlement Adlouni V UCLA Health Systems.

CASE # [REDACTED]

Thank You

Anita L Washington

A handwritten signature in black ink, appearing to read "Anita L Washington", with a long, sweeping flourish extending to the right.

Date 04-05-2019