

Notice of Security Incident

New Era Life Insurance Companies (“New Era”)¹ is committed to protecting the confidentiality and security of the information we maintain. Regrettably, we recently notified individuals of a security incident that involved some of their data.

On December 18, 2024, New Era identified suspicious activity within its network. We immediately initiated our incident response protocols, which included isolating certain systems and beginning an investigation with assistance from a third-party cybersecurity firm. Law enforcement has also been notified. The investigation determined that an unauthorized person accessed our network between December 9, 2024, and December 18, 2024, and, during that time, copied certain files from some of our systems. Our analysis of the data that may have been involved was completed on January 31, 2025. Through this analysis, we identified files containing certain policyholders’, agents’ and our insurance carrier partners’ data. The information involved varied by individual, but generally included one or some of the following: names, dates of birth, insurance ID numbers, and/or claim information, such as diagnosis or treatment information. For certain individuals, the information also included their Social Security number.

Importantly, this incident did not involve all New Era policyholders, agents and insurance carrier partner data; but only those whose data was contained in the files involved.

We are mailing notification letters to individuals whose data was identified in the files and for whom we have sufficient contact information. We have also established a dedicated, toll-free call center to answer questions that individuals may have about the incident. If you have questions, please call (888) 686-4412, available Monday through Friday, from 8:00 a.m. and 6:00 p.m., Central Time.

We are also providing eligible individuals with a complimentary membership to credit monitoring and identity protection support services through Experian. Details about Experian IdentityWorksSM, including how to activate these services at no charge, are provided in the letters mailed to these eligible individuals.

Additionally, we’d like to remind individuals that it is always a good idea to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity.

We apologize for any concern or inconvenience this incident may cause. To help prevent something like this from happening again, New Era has implemented, and will continue to adopt, additional safeguards and technical security measures to further protect and monitor its systems.

¹ The New Era family of companies include New Era Life Insurance Company, Philadelphia American Life Insurance Company, New Era Life Insurance Company of the Midwest and Life of America Insurance Company