



**RFP Response for
City of Hollywood, Florida
Solicitation #RFP-4500-16-RD**

Issued February 23, 2016

PRESENTED BY:

Kathleen L. Norman, PMP
Director, Bids & Proposals
LegalShield
One Pre-Paid Way
Ada, Oklahoma 74820
580.272.3253

Proposal Date: March 21, 2016

ELECTRONIC



Section – Table of Contents

Table of Contents	2
Letter of Transmittal	3
Acknowledgement and Signature Page	4
Profile of Proposer (Response to RFP p. 33, #4)	5-6
Summary of Proposer’s Qualifications (Response to RFP p. 33, #5)	7-9
Project Understanding, Proposed Approach, Methodology (Response to RFP p. 34, #6)	10
Summary of Proposer’s Fee Statement (Response to RFP p. 34, #7)	11
Project Time Schedule (Response to RFP p. 34, #8)	12
Appendix A: IDShield – Identity Theft Proposal	13-31
Appendix B: Additional Information Requested (Response to RFP p. 28-29)	32-36
Appendix C: Specifications/Proposer Qualifications (Response to RFP p. 29-30)	37-40
Appendix D: Conformance (Response to RFP p. 30)	41
Appendix E: Certifications/Experience (Response to p. 30-31)	42
Appendix F: Questionnaire (Response to p. 47-48)	43-44
Appendix G: Hold Harmless and Indemnity Clause (Form)	45-46
Appendix H: Noncollusion Affidavit (Form)	47-48
Appendix I: Sworn Statement Pursuant to Section 287.133(3)(a) Florida Statutes On Public Entity Crimes (Form)	49-51
Appendix J: Certifications Regarding Debarment, Suspension and Other Responsibility Matters (Form)	52-53
Appendix K: Drug-Free Workplace Program (Form)	54-55
Appendix L: Solicitation, Giving and Acceptance of Gifts Policy (Form)	56-57
Appendix M: Customer References (Forms)	58-62
Appendix N: LegalShield Security Information	63-65
Appendix O: Plan Enrollment and Administration	66-69
Appendix P: Electronic Enrollment Overview	70-75





March 15, 2016

City of Hollywood, Florida
c/o: Office of City Clerk
2600 Hollywood Blvd., Rm#:221
Hollywood Florida 33020

RE: Solicitation RFP-4500-16-RD, Identity Theft Services for City of Hollywood, Florida

To Whom It May Concern:

The enclosed document represents LegalShield's response to **Solicitation RFP-4500-16-RD, Identity Theft Services**, issued on February 23, 2016, by the City of Hollywood. We have provided a proposal that addresses the stated requirements and have provided additional documents that provide more detailed information our proposed IDShield offering.

We believe our proposed Identity Theft product for City of Hollywood employees comprises a compelling offering that will bring peace of mind to your employees. Identity theft has been the top consumer complaint filed with the FTC for 15 years straight. ID Theft issues create stress and distraction for employees and lost productivity for your organization.

In 2003, LegalShield began a partnership with Kroll, well-known experts in the field of identity theft restoration. Unlike many identity theft programs on the market, our identity theft plans offer not only credit monitoring, but also consultation with identity theft experts and identity restoration in the event identity theft does take place with a guarantee that we will spend up to \$5 million using licensed private investigators to do whatever it takes for as long as it takes to help recover and restore a member's identity to its pre-theft status.

LegalShield is committed to providing the City of Hollywood and its employees with cost-effective, reliable group identity theft plans that can increase the value of the City of Hollywood's benefits package and meet your administrative requirements, while bringing peace of mind to your employees. You will find our offerings can benefit the City of Hollywood at little or no cost to the City.

After reviewing this proposal and associated attachments, please contact us if you have any questions.

Best regards,

Don Thompson

Don Thompson
Business Vice President – Florida & Ohio
LegalShield Business Solutions
239-699-2983
donthompson@legalshieldassociate.com

Kathleen L. Norman

Kathleen L. Norman, PMP
Director, Bids & Proposals
LegalShield Business Solutions
580.272.3253
proposals@legalshield.com

February 23, 2016

City of Hollywood, Florida
Solicitation #RFP-4500-16-RD

ACKNOWLEDGMENT AND SIGNATURE PAGE

This form must be completed and submitted by the date and the time of bid opening.

Legal Company Name (include d/b/a if applicable): PRE-PAID LEGAL SERVICES, INC. DBA LEGALSHIELD Federal Tax Identification Number: 73-1016728

If Corporation - Date Incorporated/Organized: 1/30/1976

State Incorporated/Organized: OKLAHOMA

Company Operating Address: ONE PRE-PAID WAY

City ADA State OK Zip Code 74820

Remittance Address (if different from ordering address): SAME

City _____ State _____ Zip Code _____

Company Contact Person: KATHLEEN L. NORMAN Email Address: PROPOSALS@Legalshield.com

Phone Number (include area code): 580.272.3253 Fax Number (include area code): 580.310.6893

Company's Internet Web Address: www.legalshield.com / www.1dshield.com

IT IS HEREBY CERTIFIED AND AFFIRMED THAT THE BIDDER/PROPOSER CERTIFIES ACCEPTANCE OF THE TERMS, CONDITIONS, SPECIFICATIONS, ATTACHMENTS AND ANY ADDENDA. THE BIDDER/PROPOSER SHALL ACCEPT ANY AWARDS MADE AS A RESULT OF THIS SOLICITATION. BIDDER/PROPOSER FURTHER AGREES THAT PRICES QUOTED WILL REMAIN FIXED FOR THE PERIOD OF TIME STATED IN THE SOLICITATION.

 3/15/16
Bidder/Proposer's Authorized Representative's Signature: _____ Date

Type or Print Name: Kathleen L. Norman

THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF BIDDER/PROPOSER TO BE BOUND BY THE TERMS OF ITS PROPOSAL. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED BY AN AUTHORIZED REPRESENTATIVE SHALL RENDER THE BID/PROPOSAL NON-RESPONSIVE. THE CITY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY BID/PROPOSAL THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE BIDDER/PROPOSER TO THE TERMS OF ITS OFFER.

ANY EXCEPTION, CHANGES OR ALTERATIONS TO THE GENERAL TERMS AND CONDITIONS, HOLDHARMLESS/INDEMNITY DOCUMENT OR OTHER REQUIRED FORMS MAY RESULT IN THE BID/PROPOSAL BE DEEMED NON-RESPONSIVE AND DISQUALIFIED FROM THE AWARD PROCESS.

4. Profile of Proposer (RFP Response to page 33)

a. State whether your organization is national, regional or local.

LegalShield Response:

LegalShield serves customers nationally with its identity theft plan across 50 states and four Canadian provinces.

b. State the location of the office from which your work is to be performed.

LegalShield Response:

LegalShield is headquartered in Ada, Oklahoma, with all of our identity theft-related services handled by U.S.-based representatives, primarily in Oklahoma and Tennessee. The City of Hollywood would also be supported by a LegalShield independent associate located locally.

c. Describe the firm, including the size, range of activities, etc. Particular emphasis should be given as to how the firm-wide experience and expertise in the area addressed by this Request for Proposal, will be brought to bear on the proposed work.

LegalShield Response:

Founded in 1972 in Ada, Oklahoma, LegalShield is a leading provider of legal plans and identity theft solutions to families and small businesses across the U.S. and Canada.

LegalShield markets its products through two main channels: Business-to-Business and Networking. Independent sales associates share the products with individuals and small-business owners. Independent benefit brokers provide the products to corporate employees through payroll deduction.

More than 34,000 companies offer LegalShield plans to their employees. LegalShield identity theft plans currently cover 1.7 million people with nearly 10,000 identities restored. With 1.5 million families enrolled, LegalShield's legal plans currently protect 3.5 million people in 49 U.S. states and four Canadian provinces. We field more than two million calls each year.

With over 700 LegalShield employees dedicated to serving you and your employees, our promise remains the same: to provide outstanding legal and identity theft services at an affordable price.

Our facilities consist of a 177,000 square foot, state-of-the-art complex that houses all internal and administrative functions including membership processing, billing and payment applications, customer service, and attorney monitoring and support.

LegalShield and its offerings are definitively different:

- **Comprehensive ID Restoration:** with a power of attorney, Kroll will do everything necessary to restore your identity until all resolvable issues have been addressed.

- **Monitoring what Matters:** We monitor your identity from every angle, not just your social security number, credit cards and bank accounts.
- **IDShield Service Guarantee:** IDShield backs up its promise that it will do “whatever it takes for as long as it takes” with a \$5 million service guarantee.
- **LegalShield + IDShield:** When combined, our legal and identity theft plans provide a comprehensive solution when ID theft issues turn into legal issues.

d. Provide a list and description of similar municipal engagements satisfactorily performed within the past two (2) years. For each engagement listed, include the name, email, fax and telephone number of a representative for whom the engagement was undertaken who can verify satisfactory performance.

LegalShield Response:

Please refer to our customer references provided in “Appendix M”.

e. Have you been involved in litigation within the last five (5) years or is there any pending litigation arising out of your performance?

LegalShield Response:

LegalShield is regularly involved in routine legal matters. There is no pending litigation that would impact LegalShield’s ability to deliver its identity theft plan to the City of Hollywood.

5. Summary of Proposer's Qualifications (RFP Response to page 33)

- a. **Identify the project manager and each individual who will work as part of the engagement. Include resumes for each person to be assigned. The resumes may be included as an appendix.**

LegalShield Response:

The following team will be supporting the group:

- **Don Thompson, Business Vice President, Florida**

Don Thompson, an Independent Associate, is a LegalShield Business Vice President for the states of Florida and Ohio. Over the past 20 years, he has personally assisted thousands of families with the LegalShield suite of products. Don has worked with hundreds of group accounts throughout Florida, and has developed a reputation for great customer service both to the companies and employees. He has been interviewed on radio programs as an Identity Theft expert, and was a trainer at the HR Florida Society for Human Resource Management (SHRM) Event in Orlando in 2015 on the topic of Identity Theft. He has his BSBA from John Carroll (Ohio) University.

- **Keith Davis, Vice President of Group Services**

Keith Davis is responsible for overseeing LegalShield's Group Services division. In this capacity, he manages a team responsible for setup of the administration for all group accounts. He oversees administration of LegalShield's 34,000 accounts, ranging from five employees to thousands. His department of 30+ employees works directly with each of these accounts to ensure that their needs are met. With the Company since 1994, Davis began his career with LegalShield as a bi-lingual phone consultant in Customer Service and Marketing. He took the helm of the Group Services division in 2004. Prior to this position, he served as assistant to the Company's President for four years. While ensuring each LegalShield group account is serviced properly, Davis oversees company training and incentive programs for group sales Associates.

- **Jamie Anderson, Vice President of Support Services**

With over 15 years of service at LegalShield, Jamie Anderson oversees Associate Licensing, Application Processing and Retention, and Group Billing. She has a Bachelor's of Science Degree with a major in Accounting. From Data Entry and Quality Control to Billing Support and Collections, she is responsible for ensuring the Company's documentation and membership payment collections are as efficient as possible.

- **Linda Brown, Vice President of Member Services**

Overseeing approximately 200 employees in LegalShield Member Services division, Linda Brown and her team are on the front lines with members every day handling over 2 million incoming calls and approximately 200,000 emails each year. With over 18 years of service to LegalShield, Brown leads the

Company's efforts as a service-driven organization to continually raise the bar on customer service standards.

- **Ross Brockhoff, Group Resources Supervisor**

Ross Brockhoff began his career with LegalShield in July 2004. Since November of 2007 he has worked in a supervising position with his current title being Group Resources Supervisor. Brockhoff currently oversees a department of employees who are responsible for the billing and daily maintenance of all LegalShield group accounts. All correspondence relating to a group's enrollment, billing, and payment information is communicated through his department of employees. This department also specializes in the setup of electronic group accounts and file transfers. Brockhoff is directly involved in the implementation process for all group accounts requesting a customized enrollment process. This implementation process includes various tasks such as conference calls, file setup/testing, and time sensitive documents. His goal is to meet the needs of the client while reflecting positive leadership within his department.

b. Describe the experience in conducting similar projects for each of the consultants assigned to the engagement. Describe the relevant educational background of each individual.

LegalShield Response:

Our IDShield offering is a service rather than a project. Local marketing, education and enrollment is handled locally by LegalShield independent associates, while electronic enrollment is handled by Ross Brockhoff, Group Resources Supervisor, described above. Ongoing customer service relationships with the group are handled by Member Services without specific assignment of individuals.

LegalShield has just over 200 people in Member Services. The average tenure of the staff includes about six years of LegalShield experience. Our service levels in Member Services must be maintained at the highest quality. Our agents go through a six-week in-class room training period of intense product training so we can maintain our high service level requirements. They are then released to the floor with a service monitor who may spend as much as another two weeks of additional hands-on training with the agent.

c. Describe the organization of the proposed project team, detailing the level of involvement, field of expertise and estimated hours for each member of the team.

LegalShield Response:

Our IDShield offering is a service rather than a project. Local marketing, education and enrollment is handled locally by LegalShield independent associates, while electronic enrollment is handled by Ross Brockhoff, Group Resources Supervisor, described above. Ongoing customer service relationships with the group are handled by Member

Services without specific assignment of individuals.

d. Describe what municipal staff support you anticipate for the project.

LegalShield Response:

Implementation of IDShield would require initial support from the group benefits function and from the IT function. IT involvement would be related to ensuring enrollment data is in the required format and properly submitted to us for processing.

6. Project understanding, proposed approach, and methodology (RFP Response to page 34)

Describe your approach to performing the contracted work. This should include the following points:

Type of services provided. Discuss your role and that of other parties involved in the data gathering, data analysis and recommendation process.

LegalShield Response:

Please refer to “Appendix A: IDShield Proposal” for a description of services. Data gathering, data analysis and recommendation process do not apply.

Discuss your project plan for this engagement outlining major tasks and responsibilities, time frames and staff assigned.

LegalShield Response:

The timeline is dependent on the enrollment schedule set forth by the employer. Enrollment information should be received by LegalShield, at the latest, 24-48 business hours prior to group effective date to ensure processing is complete by effective date.

Implementation steps are as follows:

- 1) Completion of LegalShield Voluntary Benefits Form
- 2) Coordinate Enrollment (paper / web / electronic)
- 3) LegalShield establishes new group account
- 4) Enrollment Meetings / Benefit Presentation
- 5) LegalShield to receive and process enrollment information
- 6) Memberships packets are generated to members

7. Summary of the Proposer's Fee Statement (RFP Response to page 34)

The Proposal will show the fee schedule. Express your fee for the components of the work shown in scope of service and include a chart of the rates which ties the project plan. Additionally, indicate your expectations concerning reimbursement for travel, per diem expenses, photocopying, telephone lines or other incidental expenses, if applicable. If additional work is required beyond the scope of this contract, how would those services be billed? This may include additional presentations or follow-up as requested.

Plan Cost

Please include information regarding plan cost to employees based upon benefits indicated in the request.

LegalShield Response:

The IDShield Individual Plan covers the member only. The IDShield Family Plan covers member, spouse/domestic partner and up to 8 children up to the age of 18. Pricing is as follows:

Single: \$8.45 per month (This is covered under IDShield Individual Plan.)

Individual plus one: \$15.95 per month (This is covered under IDShield Family Plan as described above.)

Family: \$15.95 per month (This is covered under IDShield Family plan as described above.)

Schedule of Benefits

LegalShield Response:

Please refer to "Appendix A: IDShield Proposal" for more information on pricing.

Location of Support

LegalShield Response:

LegalShield is headquartered in Ada, Oklahoma, with all of our identity theft-related services handled by U.S.-based representatives, primarily in Oklahoma and Tennessee. The City of Hollywood would also be supported by a LegalShield independent associate located locally.

Assigned Staff

LegalShield Response:

The City of Hollywood and its employee members would be supported by our Group Services and Member Services departments, as well as a locally-based LegalShield independent associate.

8. Project time schedule, if applicable (RFP Response to page 34)

Provide a detailed time schedule for this project.

LegalShield Response:

The timeline is dependent on the enrollment schedule set forth by the employer. Enrollment information should be received by LegalShield, at the latest, 24-48 business hours prior to group effective date to ensure processing is complete by effective date.

Implementation steps are as follows:

- 1) Completion of LegalShield Voluntary Benefits Form
- 2) Coordinate Enrollment (paper / web / electronic)
- 3) LegalShield establishes new group account
- 4) Enrollment Meetings / Benefit Presentation
- 5) LegalShield to receive and process enrollment information
- 6) Memberships packets are generated to members

Appendix A: IDSHIELD – IDENTITY THEFT PROPOSAL



Services and Features

IDShield offers one of the most comprehensive products on the market for protecting and restoring your identity. The following is a list of IDShield's specific services and features.



Why IDShield makes sense for your employees

For the 15th year in a row, identity theft is the leading complaint filed with the FTC, according to the 2012 FTC Consumer Sentinel Report.

By offering IDShield, the LegalShield identity theft plan, as a voluntary benefit to your employees, your company can **help your workers worry less and live more**. And it's a comprehensive product that is simple for employers to administer and for employees to understand.

IDShield, our identity theft plan, is the 'oldest new name' in the market, with more than one million members, more than 200,000 personal identity consultations, and nearly 10,000 individual identities restored.

IDShield is the only service in the industry to offer comprehensive restoration services through Kroll's licensed private investigators.

In 2003, LegalShield began a partnership with Kroll, well-known experts in the field of identity theft restoration, to deliver one of the best identity- theft offerings on the market. **Kroll provides identity theft services exclusively to LegalShield members**. Unlike many identity theft programs on the market, IDShield offers not only credit monitoring, but also consultation with identity theft experts and identity restoration in the event identity theft does take place.

Approximately 15 million United States residents have their identities used fraudulently each year with financial losses totaling upwards of \$50 billion.

Close to 100 million additional Americans have their personal identity information placed at risk of identity theft each year when records maintained in government or Corporate databases are lost or stolen.*

Our plans are simple to implement because we have no time consuming administrative duties for you.

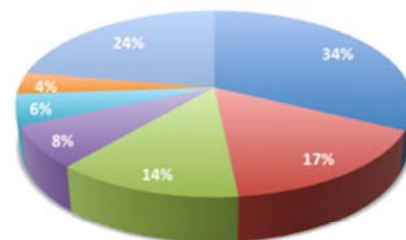
We make it easy for you to provide an exceptional benefit for your employees with minimal to no cost to you. We work with your enrollment, billing, and payment requirements and provide enrollment materials at no cost.

Trends in Identity Theft*

- For the 15th year in a row, identity theft is the leading complaint filed with FTC
- Average time to resolve for the victim: 55-130 hours
- Average out-of-pocket cost for identity fraud victims: \$1,000-\$5,000

*Based on a range of information gathered from public and private resources. Reference www.IdentityTheftInfo, an independent information site on identity theft.

Breakdown of ID Theft complaints made to FTC (2013) by type



Source 2013 FTC Consumer Sentinel Report



Why IDShield makes sense for your employees

An IDShield membership **will protect your identity by monitoring your personally identifiable information, providing preventive consultations with a licensed investigator, and should an identity theft occur, assigning a licensed investigator to work with you to fully restore your identity back to its pre-theft status.**

IDShield is unique in the marketplace and second to none. The quality and experience of Kroll's licensed private investigators, teamed with LegalShield, truly set us apart in the industry.

IDShield will restore your employee's identity and their peace of mind. Our team of Kroll Licensed Private Investigators will do whatever it takes for as long as it takes to completely restore their identity.



Identity Consultation Services

Members have unlimited access to identity consultation services provided by Kroll's Licensed Private Investigators. The Investigator will advise members on best practices for identity management tailored to the member's specific situation, and should there be an identity theft event, the investigator will recommend that a case be opened for restoration. Our IDShield advisors and licensed private investigators are available for all matters Monday-Friday, 7 a.m. to 7 p.m. Central Time at 888-494-8519. In the event of a personal identity theft emergency, advisors are available at 866-696-0927 to direct you to an investigator 24/7/365. All members are eligible to receive the following consultative services:

Privacy and Security Best Practice

- Consult on best practices for the use and protection of a consumer's Social Security number and Personal Identifying Information (PII)
- Provide consultation on current trends related to identity theft and fraud issues
- Discuss best practices for financial transactions
- Consult on best practices for consumer privacy
- Discuss tactics and best practices while shopping and communicating online
- Provide the knowledge to best protect the member from identity theft and to be aware of their rights under federal and state laws
- Help members interpret and analyze their credit report
- Take steps to reduce pre-approved credit card offers
- Consult with members regarding a public record inquiry or background search
- Credit Freeze consultation
- Consultation on common scams and schemes, including email and social media



Event-Driven Consultation Support

- Lost/stolen wallet assistance
- Data Exposure/Data Breach safeguards
- With member's permission, facilitate the placement of 90-day fraud security alerts with credit reporting agencies; if permission is not given, provide a list of contact phone numbers for placing fraud alerts



Alerts and Notifications

- Monthly identity theft updates to help educate and protect
- Data breach notifications

Pre-existing Stolen Identity Event Limitations — If the victim either had knowledge of, or reasonably should have had knowledge of, the misuse of his/her identity, credit, or other personal information based on information provided, or reasonably available, to the individual prior to enrollment in the program (each a "Prior Misuse"), such Prior Misuse or the consequences caused by it are not covered by the restoration services. However, individuals who have merely experienced the loss or unauthorized exposure of personal identifiers, including credit or debit card data, such as a data breach event, with no indication of actual misuse or identity theft resulting from that event, are not subject to the Prior Misuse exclusion hereunder.



Confirm Identity Fraud and Its Severity

- Social Security Number Fraud Detection — Use Social Security Number Skip Trace technique to investigate the member's name and Social Security Number in identifying potentially fraudulent activity; Skip Trace employs industry-unique database access afforded by the credentials of Kroll's Licensed Investigators
- Consultation and education on Criminal and Medical Identity Theft
- Discovery and consultation on Deceased and Minor Identity Theft
- Sex Offender Searches

Emergency Access—Identity Theft Emergency Situations

- Confirmed Check Fraud
- Criminal ID Theft
- Employment Fraud
- ID Theft Discovered through a Monitoring Alert or Otherwise
- Medical ID Theft
- Minor ID Theft
- New Account Opened
- Payday Loan
- Scam That Resulted in ID Theft
- IRS/Tax Fraud
- Utilities Fraud
- Passport, Personal Information Stolen while Traveling outside of U.S.

Pre-existing Stolen Identity Event Limitations — If the victim either had knowledge of, or reasonably should have had knowledge of, the misuse of his/her identity, credit, or other personal information based on information provided, or reasonably available, to the individual prior to enrollment in the program (each a "Prior Misuse"), such Prior Misuse or the consequences caused by it are not covered by the restoration services. However, individuals who have merely experienced the loss or unauthorized exposure of personal identifiers, including credit or debit card data, such as a data breach event, with no indication of actual misuse or identity theft resulting from that event, are not subject to the Prior Misuse exclusion hereunder.

Potential Emergencies

Call Type	Next Business Day	Potential Emergency	Not Fraud Related
Lost or Stolen Credit/Debit Card or Unauthorized Charges Member should place fraud alerts right away and let the Investigator follow up	●		
Breached/Compromised Data			
Precautionary Call Member should place fraud alerts right away and let the Investigator follow up	●		
Unconfirmed ID Theft*	●		
Confirmed Check Fraud		●	
Criminal ID Theft		●	
Employment Fraud		●	
ID Theft Discovered Through a Monitoring Alert or Otherwise		●	
Medical ID Theft		●	
Minor ID Theft		●	
New Account Opened		●	
Payday Loan		●	
Scam That Resulted In ID Theft		●	
IRS/Tax Fraud		●	
Utilities Fraud		●	
Passport, Personal Information Stolen while traveling outside of US		●	

*If identity theft is only suspected and not confirmed, Investigators on-call after hours will not be able to make the telephone calls necessary to confirm the probability of actual fraud. The best, and most productive, Investigator experience occurs during normal business hours when corporate fraud departments are open and conference calls may be conducted.

Consultation Services are limited to the solutions, best practices, legislation, and established industry and organizational procedures in place in the United States and Canada as determined beneficial or productive by a Kroll Licensed Private Investigator.



Privacy Monitoring

Black Market Website Surveillance (Internet Monitoring)

Monitors global black market websites, IRC (internet relay chat) channels, chat rooms, peer-to-peer sharing networks, and social feeds for a member's Personally Identifiable Information (PII), looking for matches of:

- Name

Pre-existing Stolen Identity Event Limitations — If the victim either had knowledge of, or reasonably should have had knowledge of, the misuse of his/her identity, credit, or other personal information based on information provided, or reasonably available, to the individual prior to enrollment in the program (each a "Prior Misuse"), such Prior Misuse or the consequences caused by it are not covered by the restoration services. However, individuals who have merely experienced the loss or unauthorized exposure of personal identifiers, including credit or debit card data, such as a data breach event, with no indication of actual misuse or identity theft resulting from that event, are not subject to the Prior Misuse exclusion hereunder.

- Date of birth
- Social Security Number
- Emails (up to 10)
- Phone numbers (up to 10)
- Driver's License number
- Passport Number
- Medical ID numbers (up to 10)

When an exact match for the monitored information is found, the member is alerted with an email notification. The detail of the alert can be accessed via the service portal dashboard.

Address Change Verification

Keeps track of a personal mailing address and alerts when a change of address has been requested through the United States Postal Service. An initial baseline report is provided of activity within the last 18 months, and monitoring thereafter provides alerts whenever a new change of address request is made. The detail of the alert can be accessed through the member dashboard on www.myidshield.com. This service can be accessed immediately by the member via the service portal dashboard.



Security Monitoring

Black Market Website Surveillance (Internet Monitoring)

Monitors global black market websites, IRC (internet relay chat) channels, chat rooms, peer to peer sharing networks, and social feeds for a member's Personally Identifiable Information (PII), looking for matches of:

- SSN
- Credit card numbers (up to 10)
- Bank account numbers (up to 10)

When an exact match for the monitored information is found, the member is alerted with an email notification. The detail of the alert can be accessed through the member dashboard on www.myidshield.com.

Court Records Monitoring

Detects criminal activity that may be associated with an individual's personal information, alerting them to signs of potential criminal identity theft. This service searches for online court records that match the member's name and date of birth from county courts, Department of Corrections (DOC), Administration of the Courts (AOC), and other legal agencies—approximately 350 million criminal records searched. Court records are sourced from county, state and federal data sources. County records are sourced from the 250 most populous counties along with arrest records, court records, correctional records and State Department records. If an incident appears associated with the member's information, they will be notified via alert.

Pre-existing Stolen Identity Event Limitations — If the victim either had knowledge of, or reasonably should have had knowledge of, the misuse of his/her identity, credit, or other personal information based on information provided, or reasonably available, to the individual prior to enrollment in the program (each a "Prior Misuse"), such Prior Misuse or the consequences caused by it are not covered by the restoration services. However, individuals who have merely experienced the loss or unauthorized exposure of personal identifiers, including credit or debit card data, such as a data breach event, with no indication of actual misuse or identity theft resulting from that event, are not subject to the Prior Misuse exclusion hereunder.



Credit Monitoring

Members have access to continuous credit monitoring through TransUnion only. Monitoring can be accessed immediately by the member via the service portal dashboard. Credit activity will be reported promptly to the member via an email alert. Monitoring does not affect an individual's credit score, nor does it appear as a hard inquiry on his or her credit report when accessed by a third party. The credit monitoring service will alert members to activity up to and including new delinquent accounts, fraud alerts, improved account, new account, new address, new bankruptcy, new employment, new account inquiry, and new public records.



Credit Inquiry Alerts

Members will be notified via email when a creditor requests their TransUnion credit file for the purposes of opening a new credit account. Alerts may also be triggered when a creditor requests a member's credit file for changes that would result in a new financial obligation, such as a new cell phone account, a lease for a new apartment, or even for an application for a new mortgage. Inquiry alerts can be helpful in determining when an identity thief is opening a new account without the member's authorization.

Pre-existing Stolen Identity Event Limitations — If the victim either had knowledge of, or reasonably should have had knowledge of, the misuse of his/her identity, credit, or other personal information based on information provided, or reasonably available, to the individual prior to enrollment in the program (each a "Prior Misuse"), such Prior Misuse or the consequences caused by it are not covered by the restoration services. However, individuals who have merely experienced the loss or unauthorized exposure of personal identifiers, including credit or debit card data, such as a data breach event, with no indication of actual misuse or identity theft resulting from that event, are not subject to the Prior Misuse exclusion hereunder.



Quarterly Credit Score Tracker

A quarterly credit score from TransUnion that plots the member's score quarter-by-quarter on a graph. Upon enrollment and quarterly thereafter, members will be able to see how their credit scores have changed over time, along with score factors that provide insight into what events may have caused their specific credit score to change.



Payday Loan Monitoring

Alerts the subscriber when their personal information is associated with short-term, payday, or similar cash-advance loans. The service monitors 21,000 online, rent-to-own, and payday lender storefronts for unauthorized activity. An initial report is provided, and monitoring continues on a monthly basis. An alert is generated whenever new loans or inquiries are detected.



Minor Identity Protection

(Formerly Safeguard for Minors) Allows parents/guardians of up to 8 minors under the age of 18 to monitor for potential fraudulent activity associated with their child's SSN. Unauthorized names, aliases and addresses that become associated with a minor's name and date of birth may be detected. The service monitors public records in all 50 states, including real estate data, new mover information, property and recorder of deed registration, county assessor/record data, internet job site providers, state occupational license data providers, voter information, public records/court proceedings, bankruptcies, liens, and judgments. Parents/guardians are provided a baseline scan, subsequent alerts and notifications thereafter.



Identity Restoration

Licensed Investigators

Kroll's Licensed Private Investigators perform the bulk of the restoration work required to restore a member's identity to pre-theft status. The following list outlines Kroll's typical identity restoration process. Please note that each case is unique, and Kroll Licensed Private Investigators will typically address a variety of issues during a restoration case.

Pre-existing Stolen Identity Event Limitations — If the victim either had knowledge of, or reasonably should have had knowledge of, the misuse of his/her identity, credit, or other personal information based on information provided, or reasonably available, to the individual prior to enrollment in the program (each a "Prior Misuse"), such Prior Misuse or the consequences caused by it are not covered by the restoration services. However, individuals who have merely experienced the loss or unauthorized exposure of personal identifiers, including credit or debit card data, such as a data breach event, with no indication of actual misuse or identity theft resulting from that event, are not subject to the Prior Misuse exclusion hereunder.



Within one business day of receiving a fully executed Limited Power of Attorney and copies of the Member’s Social Security card, driver’s license, identity theft police report and most recent utility statement—complete with the Member’s current name and address—Kroll shall:

- Notify the Social Security Administration (SSA), the Federal Trade Commission (FTC), and the U.S. Postal Inspection Service in cases where there is evidence the U.S. Postal Service was used in connection with the suspected fraud
- Place/confirm that 90-day fraud security alerts have been placed with the three credit bureaus

After receiving the Credit Authorization Form, Kroll shall:

- Order a copy of the Member’s credit report
- Review credit history and document if fraud includes items such as:
 - Public records: liens, judgments, bankruptcies
 - Credit accounts: new and/or derogatory
 - Addresses
 - Prior employment
- Issue Fraud Alert and notification of fraud dispute—Work with affected financial institutions, collection agencies, check clearinghouse companies, landlords and property managers, and/or credit card companies, where warranted

Pre-existing Stolen Identity Event Limitations — If the victim either had knowledge of, or reasonably should have had knowledge of, the misuse of his/her identity, credit, or other personal information based on information provided, or reasonably available, to the individual prior to enrollment in the program (each a “Prior Misuse”), such Prior Misuse or the consequences caused by it are not covered by the restoration services. However, individuals who have merely experienced the loss or unauthorized exposure of personal identifiers, including credit or debit card data, such as a data breach event, with no indication of actual misuse or identity theft resulting from that event, are not subject to the Prior Misuse exclusion hereunder.

- Issue Fraud Victim Statements—Work with all three credit bureaus to restore credit accuracy and place seven-year fraud victim statements with the permission of the victim

Where warranted, Kroll will:

- Search victim’s local county criminal data to detect criminal activity being committed in member’s name
- Use the U.S. Criminal Records Indicator to search a wide variety of national criminal databases
- Search victim’s state’s Department of Corrections records, court records, and arrest logs from numerous states
- Perform a driver license search using public records and commercially available data to find associated reports from numerous states
- Perform a Social Security trace to look for additional addresses that may be attached to the victim’s name
- Perform a death indicator search using public records and commercially available data sources to determine if the victim has been reported as deceased for insurance fraud or other reasons
- Perform a check-clearinghouse search to determine if victim’s name has been submitted as having been involved in fraudulent banking activities
- Notify the DMV and instruct victim on proper procedures in dealing with the DMV
- Notify and work with creditors who have extended credit due to misuse of the victim’s identifying information
- Notify and work with the collection agencies of those creditors
- Notify and work with law enforcement personnel, both local and federal

If disputes are not resolved according to the victim’s legal rights, Kroll may escalate disputes to the appropriate government/regulatory agencies, including:

- Federal Trade Commission
- State Attorney General office by state
- Consumer Financial Protection Bureau
- Association of Collection Professionals International
- Comptroller of the Currency
- Federal Reserve Bank
- Office of Thrift Supervision
- Office of the Inspector General
- Provide the additional assistance of investigators who can reasonably assist based on the victim’s issues

In all cases, Kroll provides:

- Follow-up credit reports
- Subscriber updates

Restoration Preparation

Benefit	Limited POA	No POA
Assist in organizing details of issues	●	●
Explain fraud victim's rights	●	●
Educate you on the process and your responsibilities	●	●
Assist in gathering and completing paperwork, including police reports	●	●
Send Fraud Packet to victim	●	●
List of Contact Numbers (for immediate fraud alerts): Equifax Fraud Center • Experian Fraud Center • TransUnion Fraud Center • Federal Trade Commission • Social Security Administration • United States Postal Service	●	●
Issue Fraud Alert to all three credit repositories	●	●
Provide fraud victim assistance material	●	●
Assist you with questions as you work through the process	●	●

Restoration Process

Within 24 hours of receiving the signed Limited Power of Attorney, Krroll will:

Benefit	Limited POA	No POA
Issue Fraud Alert to Social Security Administration (SSA)	●	●
Issue Fraud Alert to Federal Trade Commission (FTC)	●	●
Issue Fraud Alert to U.S. Postal Service (USPS)	●	●

After receiving both signed Limited Power of Attorney and tri-merged credit report, Krroll will:

Benefit	Limited POA	No POA
Issue Fraud Victim statements and work with all three national repositories (Experian, TransUnion, Equifax) to restore credit accuracy	●	
Review credit history with you and verify if fraud includes items like: • Public Records (Liens, judgments, bankruptcies) • Credit Accounts (New and/or derogatory) • Address • Prior employment	●	●
Issue Fraud Alert to and work with affected financial institutions and credit card companies	●	

Whenever A Fraud Issue Warrants

Benefit	Limited POA	No POA
Determine if creditors extended credit due to misuse of your identifying information	●	
Confirm creditor contact information	●	
Contact creditors and collection agencies to dispute all fraudulent accounts	●	
Notify and work with the collection agencies of creditors holding fraudulent accounts	●	
Turn over any current accounts to fraud, requesting affidavits of documentation forwarded to you	●	
Search Criminal Data in your country of residence to look for criminal activity being committed in your name	●	
Search U.S. Criminal Records indicator to search a wide variety of national criminal databases	●	
Search Department of Motor Vehicles records in your state	●	
Perform a Social Security trace to look for additional addresses that may be attached to your name	●	
Perform a Social Security Death Index search to verify if you have been submitted to Social Security	●	
Determine if you have been submitted as having been involved in fraudulent banking activities	●	
Assist you in working with law enforcement personnel	●	
Use licensed attorneys where appropriate to perform these duties	●	
Offer additional assistance that can be reasonably provided based on your issue	●	●
Provide a list of attorneys who may be able to help you with legal issues—any subsequent relationship is exclusively between you and the attorney	●	●

Case Closing Process

Benefit	Limited POA	No POA
Provide a tri-merged credit bureau report follow up 120 days after resolution of your identity theft issues	●	
Update member	●	
Continue restoration until complete	●	
Responsibility for Krroll's Fraud Solutions Practice will cease when Krroll receives verification from you that the issue is resolved	●	●

Pre-existing Stolen Identity Event Limitations — If the victim either had knowledge of, or reasonably should have had knowledge of, the misuse of his/her identity, credit, or other personal information based on information provided, or reasonably available, to the individual prior to enrollment in the program (each a "Prior Misuse"), such Prior Misuse or the consequences caused by it are not covered by the restoration services. However, individuals who have merely experienced the loss or unauthorized exposure of personal identifiers, including credit or debit card data, such as a data breach event, with no indication of actual misuse or identity theft resulting from that event, are not subject to the Prior Misuse exclusion hereunder.



Theft Restoration Service Exclusions

The following are excluded from the Services:

Legal Remedy—Any Stolen Identity Event where the member is unwilling or unable to prosecute or otherwise bring a civil or criminal claim against any person culpable or reasonably believed to be culpable for the fraud or its consequences.

Dishonest Acts—Any dishonest, criminal, malicious or fraudulent acts, if the member(s) that suffered the fraud personally participated in, directed or had knowledge of such acts.

Financial Loss—Any direct or indirect financial losses attributable to the Stolen Identity Event, including but not limited to, money stolen from a wallet, unauthorized purchases of retail goods or services online, by phone, mail or directly.

Pre-Existing Stolen Identity Event Limitations—Any circumstance wherein the member had knowledge of, or reasonably should have had knowledge of a pre-existing Stolen Identity Event based on information provided to them prior to enrollment in the program.

Business—The theft or unauthorized or illegal use of any business name, DBA or any other method of identifying business (as distinguished from personal) activity.

Third Parties Not Subject to U.S. or Canadian Law—Restoration services do not remediate issues with third parties not subject to United States or Canadian law that have been impacted by an individual's Stolen Identity Event, such as financial institutions, government agencies, and other entities.



IDShield Guarantee

Service Guarantee

We don't give up until your identity is restored.

We're confident in our ability to help protect your identity, but no one can prevent all identity theft. If you become a victim of identity theft while an IDShield member, we'll spend up to \$5 million using Kroll's industry-leading licensed private investigators to do whatever it takes for as long as it takes to help recover and restore your identity to its pre-theft status.

You will have access to our U.S.-based Member Services agents during business hours and in emergency situations, 24 hours a day, 7 days a week, 365 days a year. And Kroll's Licensed Private Investigators are available to support you every step of the way.

Our industry-leading identity restoration experts are ready and waiting to help restore your identity. Unlike other providers in the market, we don't waste time retaining an insurer to restore your identity as we have a fully integrated partnership allowing Kroll's Licensed Private Investigators to handle your identity restoration needs.

We understand how important it is to be prepared for the worst. We are ready to take action immediately.



Plan Enrollment and Administration - We Make It Easy

LegalShield has designed our voluntary benefit plans to provide peace of mind to your employees and their families without adding complex paperwork. LegalShield and IDShield plans are simple for employers to administer and for employees to understand.

Our plans are simple to implement because we have no time consuming administrative duties for you. **We make it easy for you** to provide an exceptional benefit for your employees with minimal to no cost to you. We work with your enrollment, billing, and payment requirements and provide enrollment materials at no cost.

HOW DOES THE ENROLLMENT PROCESS WORK?

Prior to enrollment LegalShield Member Services will schedule a meeting with your company to discuss implementation. During this meeting, we will discuss how to initiate and manage enrollment, and how ongoing administration of the memberships will work. Once both parties agree on these items and appropriate development is completed, enrollment can proceed.

LegalShield has three enrollment options for group accounts.

- 1) Paper applications can be completed by employees and submitted to LegalShield for processing.
- 2) A secure, password-protected group enrollment website can be created for employees to complete an online application that is processed by LegalShield. For a sample website, go to <http://www.legalshield.com/info/companyanew>.
- 3) Electronic enrollment files can be submitted through a secure file transfer by the group using a standardized file format provided by LegalShield.

LegalShield processes enrollments within 24-48 hours of being received. Once processed, employees will receive a membership email.

HOW WILL THE PLAN BE MARKETED TO OUR EMPLOYEES?

To implement a voluntary employee benefits, we recommend the following effective three-part strategy.

- First, marketing to employees prior to an onsite meeting, which would include email blasts, and effective placement and distribution of posters and brochures to promote the event.
- Second, the onsite meeting itself, which would include a presentation, Q&A session and additional materials for employees to sign up or take home for later review. These onsite meetings usually generate the highest number of enrollees.
- Third, ongoing communications to encourage/remind 'late adopters' to sign up.

LegalShield can provide email templates, payroll stuffers, breakroom posters and brochures to assist your company in promoting this benefit. In addition, LegalShield can provide a website customized for your company to further assist employees in taking advantage of LegalShield.





Plan Enrollment and Administration - We Make It Easy

HOW ARE DEDUCTIBLES AND CLAIMS HANDLED BY YOUR PLANS?

There are no deductibles or claims with LegalShield plans.

HOW WILL OUR ACCOUNT BE SERVICED?

Your LegalShield Independent Associate or LegalShield employee will be present at enrollment and make regular visits as requested by the group. These visits will be at no cost to the employer.

WHAT IS THE CANCELLATION POLICY?

In order to cancel, a member must provide written notice. No other paperwork is required.

ARE THE PLANS PORTABLE?

If a member is no longer eligible to continue their membership through your group, the member may choose to continue as an individual at the same group rate. The member will have the option of automatic draft from a checking account or a monthly credit card charge. In addition, if your employee is relocated to another state, their membership can move with them. Plan benefits and/or rates will vary in some states. Members are often given the option to keep the plan they have at the current rate at the time of their relocation.

WHO DOES MEMBER CALL WHEN THEY HAVE A PROBLEM?

Our Member Services Department has a toll-free number available 7 a.m. - 7 p.m. CST, Monday through Friday. We have a toll-free Customer Service number for our members to ensure quality service. Assistance is available in English and Spanish.

Members may call Member Services when they:

- Have questions about how to use benefits
- Have not received their contract in the mail
- Have a change of address or phone number
- Need to add or remove a person from their membership
- Need a new membership card or contract
- Get married or divorced

In addition, all Members Services lines are recorded and calls are randomly reviewed to ensure service consistency.



DOES LEGALSHIELD OFFER ANY ONLINE SUPPORT?

Yes! We are always updating our online features to empower our members in handling their issues and getting the most out of their plan. Members can go to our Members Only Websites www.LegalShield.com or IDShield.com to access FAQs and information.



Plan Enrollment and Administration - We Make It Easy

WHAT ARE BILLING OPTIONS?

- **Monthly Invoice:** A monthly paper invoice can be mailed to the billing address on file for group.
- **Self-Billing:** Group can remit a payroll deduction report to LegalShield in place of the monthly billing invoice.

WHAT ARE METHODS OF BILLING TRANSMISSION?

- **Mail:** Billing invoices/Self-Billing Report can be mailed with payment to LegalShield.
- **Email:** Billing invoices/Self-Billing Report can be emailed to LegalShield.
- **Secure FTP (Self-Billing Only):** If self-billing report contains SSN, it must be sent through secure FTP.

WHAT ARE PAYMENT OPTIONS?

- **Check:** Preferred method of payment is paper check.
- **ACH Direct Deposit:** We offer direct deposit for groups that are unable to remit a paper check.

WHAT IS LEGALSHIELD'S PRIVACY POLICY?

Keeping customer information private is a priority for LegalShield, its subsidiaries, and affiliates. To enable us to provide membership plans, it is necessary to collect certain information from members. However, we are committed to maintaining the privacy of this information in accordance with the law. All individuals with access to personal information about customers are required to follow this policy. We collect non-public personal information from the following sources:

- Information we receive from individuals on applications or other forms (such as name, address, Social Security number and payment instructions).
- Information individuals may provide during visits to our website; and
- Information about individuals' transactions with us, our affiliates or others.

We do not disclose any non-public personal information about our customers or former customers to a non-affiliated entity except as described below and otherwise permitted by law. We may disclose all of the information we collect, as described above, to companies that assist us in the servicing or administration of the products requested or authorized. When information is shared with companies that perform services on our behalf, we protect against the subsequent disclosure of that information with a confidentiality agreement. In no event do we disclose personal information to companies that will use that information to contact individuals about their own products or services.

We restrict access to non-public personal information to those persons who need such information to provide products or services. We maintain physical, electronic and procedural safeguards that comply with federal regulation to guard non-public personal information.

Save With These Incredible MEMBERPERKS

Your LegalShield membership is simply amazing. And, in addition to the privileges that are already yours, we have added these **MEMBERPERKS** with hundreds of merchants and thousands of discounts. Members can access savings at both national and local companies on everyday purchases such as tickets, electronics, apparel, travel and more. Members have the opportunity to save, on average, over \$2,000 per year. **MEMBERPERKS** can save you enough to pay for your membership for years to come!



We hope you enjoy them, and please know how much we value you for being part of the LegalShield family.

-  APPAREL
-  FLOWERS & GIFTS
-  OFFICE & BUSINESS
-  AUTOMOTIVE
-  FOOD
-  PETS
-  BEAUTY & FRAGRANCE
-  HEALTH & WELLNESS
-  REAL ESTATE & MOVING SERVICES
-  BOOKS, MOVIES & MUSIC
-  HOME & GARDEN
-  SPORTS & OUTDOORS
-  CELL PHONES
-  HOME SERVICES
-  TICKETS & ENTERTAINMENT
-  ELECTRONICS
-  INSURANCE & PROTECTION SERVICES
-  TOYS, KIDS & BABIES
-  FINANCE
-  JEWELRY & WATCHES
-  TRAVEL

These benefits are for LegalShield members. All offers or promotions are subject to change without notice.
















 And Many More!

Getting Started

To sign up, simply go to mylegalshield.com, click on the Resources tab, then click on **MEMBERPERKS**. If you don't already have an account, follow the simple on-screen instructions to make an account with your personal or work email and LegalShield membership number.

Appendix B: ADDITIONAL INFORMATION REQUIRED (RFP Response to pages 28-29)

Company Background and Experience:

1. A brief history of experience in providing work of similar size, scope.

LegalShield Response:

LegalShield has a partnership with Kroll, a risk mitigation company that has been in continuous business since 1972, to offer our IDShield identity theft and restoration product. The company began offering consumer identity consultation and restoration services in 1999 due to client requests. This offering was formally introduced in 2003 with the formation of a dedicated Kroll practice that included the team of licensed investigators providing services today. LegalShield has been offering legal plans on a voluntary basis since 1972.

More than 34,000 companies offer LegalShield plans to their employees. LegalShield identity theft plans currently cover 1.7 million people with nearly 10,000 identities restored. With 1.5 million families enrolled, LegalShield's legal plans currently protect 3.5 million people in 49 U.S. states and four Canadian provinces. We field more than two million calls each year.

2. A detailed narrative statement explaining how vendor has available the appropriate financial, material, equipment, facility, and personnel resources and expertise, or firm commitments to obtain them, necessary to meet all contractual requirement of this RFP.

LegalShield Response:

LegalShield has been providing legal plan services for 40 years and identity theft services since 2003. We currently manage more than 34,000 companies offer LegalShield plans to their employees. LegalShield identity theft plans currently cover 1.7 million people with nearly 10,000 identities restored. With 1.5 million families enrolled, LegalShield's legal plans currently protect 3.5 million people in 49 U.S. states and four Canadian provinces. We field more than two million calls each year. We have been providing excellent customer service and receiving outstanding customer service ratings from our members. We support many groups of the same size and type as the City of Hollywood and do not anticipate any issues in meeting all contractual requirements.

3. A minimum of three (3) references for which, at any time during the past three (3) years, you have provided Identity Theft Protection Services for. (Please use the reference questionnaire form provided in this document).

LegalShield Response:

LegalShield has provided the required references. Refer to Appendices M-1, M-2 and M-3.

4. List key staff that will be assigned to this contract, include resumes.

LegalShield Response:

The following team will be supporting the group:

- **Don Thompson, Business Vice President, Florida**

Don Thompson, an Independent Associate, is a LegalShield Business Vice President for the states of Florida and Ohio. Over the past 20 years, he has personally assisted thousands of families with the LegalShield suite of products. Don has worked with hundreds of group accounts throughout Florida, and has developed a reputation for great customer service both to the companies and employees. He has been interviewed on radio programs as an Identity Theft expert, and was a trainer at the HR Florida Society for Human Resource Management (SHRM) Event in Orlando in 2015 on the topic of Identity Theft. He has his BSBA from John Carroll (Ohio) University.

- **Keith Davis, Vice President of Group Services**

Keith Davis is responsible for overseeing LegalShield's Group Services division. In this capacity, he manages a team responsible for setup of the administration for all group accounts. He oversees administration of LegalShield's 34,000 accounts, ranging from five employees to thousands. His department of 30+ employees works directly with each of these accounts to ensure that their needs are met. With the Company since 1994, Davis began his career with LegalShield as a bi-lingual phone consultant in Customer Service and Marketing. He took the helm of the Group Services division in 2004. Prior to this position, he served as assistant to the Company's President for four years. While ensuring each LegalShield group account is serviced properly, Davis oversees company training and incentive programs for group sales Associates.

- **Jamie Anderson, Vice President of Support Services**

With over 15 years of service at LegalShield, Jamie Anderson oversees Associate Licensing, Application Processing and Retention, and Group Billing. She has a Bachelor's of Science Degree with a major in Accounting. From Data Entry and Quality Control to Billing Support and Collections, she is responsible for ensuring the Company's documentation and membership payment collections are as efficient as possible.

- **Linda Brown, Vice President of Member Services**

Overseeing approximately 200 employees in LegalShield Member Services division, Linda Brown and her team are on the front lines with members every day handling over 2 million incoming calls and approximately 200,000 emails each year. With over 18 years of service to LegalShield, Brown leads the Company's efforts as a service-driven organization to continually raise the bar on customer service standards.

- **Ross Brockhoff, Group Resources Supervisor**

Ross Brockhoff began his career with LegalShield in July 2004. Since November of 2007 he has worked in a supervising position with his current title being Group Resources Supervisor. Brockhoff currently oversees a department of employees who are responsible for the billing and daily maintenance of all LegalShield group accounts. All correspondence relating to a group's enrollment, billing, and payment information is communicated through his department of employees. This department also specializes

in the setup of electronic group accounts and file transfers. Brockhoff is directly involved in the implementation process for all group accounts requesting a customized enrollment process. This implementation process includes various tasks such as conference calls, file setup/testing, and time sensitive documents. His goal is to meet the needs of the client while reflecting positive leadership within his department.

5. How many total clients your company services?

LegalShield Response:

More than 34,000 companies offer LegalShield plans to their employees. LegalShield identity theft plans currently cover 1.7 million people with nearly 10,000 identities restored. With 1.5 million families enrolled, LegalShield’s legal plans currently protect 3.5 million people in 49 U.S. states and four Canadian provinces. We field more than two million calls each year.

6. Does your proposed product have endorsements from national organizations, such as BBB? List and explain.

LegalShield Response:

LegalShield uses Net Promoter Score (NPS), a tool that can be used to gauge how people feel about your company by asking them one question that they must answer on a scale of 0-10: “How likely are you to recommend this brand (company, product, etc) to a friend or colleague?”.

“Promoters” (9-10) are loyal enthusiasts who keep buying from a company and urge their friends to do the same. “Passives” (7-8) are satisfied but unenthusiastic customers who can be easily wooed by the competition. “Detractors” (0-6) are unhappy customers trapped in a bad relationship. The NPS is calculated by subtracting the detractors from the promoters. To understand the valuation, the NPS of some benchmark companies are as follows (as of 3/2015): Costco – 79, Apple – 67, Amazon – 64.

Our IDShield product current has a NPS for IDShield Consultation of 56 and for IDShield Restoration an NPS of 93.

In addition, our IDShield product currently has the highest user score of our competitors and the second highest site score at BestIDtheftCompany.com. Please refer to:
https://bestidtheftcompany.com/?sp=dnv&caid=id132&utm_source=132&utm_medium=BIDTC&utm_campaign=DirectNav

7. What dollar amount does your company guarantee annually?

LegalShield Response:

IDShield Service Guarantee: If your employee members become a victim of identity theft while an IDShield member, we will spend up to \$5 million using Kroll’s industry-leading licensed private investigators to do whatever it takes for as long as it takes to help recover and restore their identity to its pre-theft status.

- 8. How many employees does your company have? What percentage of these employees are dedicated to the different segments of coverage that your company provides?**

LegalShield Response:

LegalShield currently has over 700 employees with approximately 30% dedicated to supporting member services.

- 9. Must be licensed in the state of Florida. Include a copy with your proposal response.**

LegalShield Response:

IDShield is not an insurance product so therefore does not require a license.

Technical Information:

- 1. Please describe practices and measures implemented by your company to maintain the security of all data.**

LegalShield Response:

LegalShield takes the safeguarding of information and the systems which store and process it seriously and have extensive security protocols, procedures and equipment in place. Refer to “Appendix N: LegalShield Security Information” for more information.

Other Information:

- 1. Please describe any other information that the City of Hollywood may need about your company to make a decision.**

LegalShield Response:

In addition to identity theft plans, LegalShield offers pre-paid legal plans as a voluntary benefit for employee groups. This benefit can also be offered at a reduced rate when combined with our identity theft plan. (Overview included; for more detailed proposal, please contact us.)

Legal Plan Overview

Everyone deserves legal protection. At LegalShield, we’ve been offering legal plans to our members for over 40 years, creating a world where everyone can access legal protection—and everyone can afford it. We were one of the first companies in North America to provide legal expense plans to consumers. With 1.5 million families enrolled LegalShield legal plans currently protect 3.5 million people in 49 states and four Canadian provinces. More than 34,000 companies offer our plans to their employees. And with over 700 LegalShield employees dedicated to serving you and your employees, our promise remains the same: to provide outstanding legal services by quality law firms at an affordable price.

Our goal is to revolutionize the way legal services are delivered in North America by providing access to quality law firms for individuals and families. Everyone deserves legal protection and with LegalShield everyone can access it.

As a market leader providing legal plans and services since 1972, LegalShield offers family plans, specialized professional and group plans, and business plans through a network of independent law firms under contract with our company. The concept of using Provider Law Firms is unique and innovative and this sets us apart from other legal plans.

LegalShield gives your employees the ability to talk to an attorney on any personal legal matter without worrying about the hourly costs. For a flat monthly fee, they can access legal advice, no matter how traumatic or trivial the issue. That is why under the protection of LegalShield your employees and their families can live life worry-free, every day, every night, now and forever.

With 1.5 million North American families relying upon access to quality legal services provided by LegalShield, it allows us to negotiate comprehensive legal services with dedicated law firms nationwide at a fraction of what they traditionally cost. Because of this our attorneys are not waiting to get paid, instead they are prepaid; they are motivated to treat all of our members and their needs equally.

The Provider Law Firm in each state (with two in Florida) has been contracted with LegalShield to provide the benefits to the member as outlined in the membership contract. This structure allows for ninety-nine percent (99%) of the membership base to be online with the Corporate Office and though client/attorney confidentiality is never breached, it allows for extensive monitoring and follow-up directly with the Provider Law Firms to ensure service standards are being met.

With the help of our Provider Law Firms, LegalShield works with thousands of lawyers to provide legal services across the continental United States, Hawaii, the District of Columbia, and the Canadian provinces of Alberta, British Columbia, Manitoba, and Ontario whom all work toward a common goal, total access - total freedom, for your employees.

Definitively Different

Our LegalShield legal plan product is definitively different:

- **Proprietary Nationwide Network of Provider Law Firms:** Your on-call law firm is part of the LegalShield network of carefully selected, top-quality law firms. Each law firm is licensed in your state or province and dedicated to LegalShield members.
- **Superior Service:** Our Provider Law Firms are paid in advance on a per capita basis, ensuring they are motivated to focus on providing good service to you, not on billing.
- **Quality Assurance:** Our proprietary system provides daily, real-time online monitoring of our Provider Law Firms, which enables continuous improvement of quality service.
- **Unique Service:** Our members only have to make once call to be connected with a lawyer, ensuring they know exactly who to call when a legal need arises.
- **LegalShield + IDShield:** When combined, our legal and identity theft plans provide a comprehensive solution when ID theft issues turn into legal issues.

Appendix C: SPECIFICATIONS / PROPOSER QUALIFICATIONS (RFP Response to pages 29-30)

(Information must be included with your proposal – as applicable)

- 1. Fully insured 100% voluntary benefit plan with an effective upon execution of an agreement.**

LegalShield Response:

LegalShield acknowledges this requirement.

- 2. Rate guarantee with stable benefits. Rate/benefit adjustments during the stipulated period for coverage will result in termination of contract.**

LegalShield Response:

LegalShield acknowledges this requirement. Rates are guaranteed for the coverage period.

- 3. ALL participation requirements must be stated together with any potential for rate change based upon participation.**

LegalShield Response:

The benefit is open to all; no underwriting or other requirements apply. Rate is based solely on either an individual membership or a family membership. The IDShield Individual Plan covers the member only. The IDShield Family Plan covers member, spouse/domestic partner and up to 8 children up to the age of 18.

- 4. Provider network must be owned by carrier with a current list of assigned providers submitted monthly to subscribers. This information is REQUIRED.**

LegalShield Response:

Not applicable.

- 5. Carriers must have a credentialing process for adding new providers to their networks.**

LegalShield Response:

Not applicable.

- 6. Enrollment must be open to active employees, employees on leave of absence, and their dependents. Enrollment shall include NO underwriting.**

LegalShield Response:

LegalShield acknowledges this requirement. No underwriting applies.

- 7. Communicative materials, brochures, applications and provider directories must be approved by the City of Hollywood and made available upon request at no cost to the City of Hollywood or employees and retirees at the carrier's expense.**

LegalShield Response:

LegalShield acknowledges this requirement. Refer to "Appendix O: Plan Enrollment and Administration" for more information.

- 8. ID cards and coverage certificates must be mailed to the participant's home address two (2) weeks prior to the effective date of coverage at the carrier's expense.**

LegalShield Response:

LegalShield processes enrollments within 24-48 hours of being received. Once processed, employees will receive information on activating their membership through email. (An email address is required for membership.) Refer to "Appendix O: Plan Enrollment and Administration" for more information.

- 9. Carrier must have a local account representative within a reasonable service area or fifty mile distance of the City of Hollywood. The local account representative will assist the group administrator with benefit and enrollment questions and concerns.**

LegalShield Response:

LegalShield acknowledges this requirement. We have several independent associates within a reasonable service area working with Mr. Don Thompson, Business Vice President for Florida. A servicing associate will be assigned upon award of the business.

- 10. The carrier will be available to attend new employee orientations, annual enrollment meetings and benefit fairs as requested. Further, the carrier will provide supporting materials and reports for indicated meetings.**

LegalShield Response:

Our local LegalShield Independent Associate will be available to support your employees as requested. Refer to "Appendix O: Plan Enrollment and Administration" for more information.

- 11. Customer Service - Carrier must provide a local service number, toll free service number, and a web site for participants and providers.**

LegalShield Response:

Our Member Services Department has a toll-free number available 7 a.m. - 7 p.m. CST, Monday through Friday. We have a toll-free Customer Service number for our members to ensure

quality service. Assistance is available in English and Spanish. In addition, a secure, password-protected group enrollment website can be created for employees to complete an online application. For a sample website, go to <<http://www.legalshield.com/info/companynew>>. Refer to “Appendix O: Plan Enrollment and Administration” for more information.

- 12. Carrier shall have a system to handle service issues within ten (10) business days. A quarterly report is required showing the nature and resolution of any service related concerns directed to the carrier or service representative.**

LegalShield Response:

LegalShield acknowledges this requirement.

- 13. Carrier shall process a monthly electronic enrollment file in a format acceptable to the City of Hollywood or a web site with plan administrator access for additions/ deletions of participants.**

LegalShield Response:

Please refer to “Appendix P: Electronic Enrollment Overview” for more information.

- 14. Carrier shall provide a dedicated service representative to reconcile the monthly file, provide a discrepancy list, and issue a monthly invoice within five (5) business days of receipt of the enrollment file.**

LegalShield Response:

LegalShield acknowledges this requirement.

- 15. Offeror must be registered in System Award Management (SAM.gov) and not on the Exclusion List.**

LegalShield Response:

LegalShield is not currently registered in the SAM system, but agrees to register upon award of this RFP.

- 16. Offeror cannot be in an on-going litigation case.**

LegalShield Response:

Currently LegalShield has no material litigation that would adversely impact the Company or delivery of its services.

- 17. Must be licensed in the state of Florida. Include a copy with your proposal response.**

LegalShield Response:

IDShield is not an insurance product so therefore does not require a license.

Appendix D: CONFORMANCE (RFP Response to page 30)

These services must be in conformance with Federal, State and Local Governmental Agencies, and the guidelines provided by the City of Hollywood.

LegalShield Response:

LegalShield acknowledges this requirement.

Appendix E: CERTIFICATIONS / EXPERIENCE (RFP Responses to pages 30-31)

Offerors must detail their experience pertaining to Identity Theft Services, best practices. Offeror's unique certifications pertaining to Identity Theft Protection Services such as Restoration Certification ISO 270001, PCI Certification, NIST certified are not mandatory, but are preferred by the government and offerors who have these certifications or are working towards these certifications will receive a higher score (copies must be provided with your proposal).

LegalShield Response:

IDShield has been certified against the ISO 27001 standard and also holds and PCI compliance security certifications.

Appendix F: QUESTIONNAIRE (RFP Response to page 47-48)

Following is a list of requirements for Identity Theft Protection Services. Using the response codes below, please indicate the features provided by your services.

Vendors are required to provide a YES/NO response for each question.

Yes response - Service is available and included in the proposal price.

No Response - Service is not available at the current time. If it will be available at future date, please note version and anticipated release under COMMENTS column below

LegalShield Response:

Offeror's Name: LEGALSHIELD

<i>Services Requirement</i>	<i>YES</i>	<i>NO</i>	<i>Price</i>	<i>Comment</i>
Does your company provide Credit Card Monitoring?	X		Included	
Does your company provide Public Records Monitoring?	X		Included	
Does your company provide Application monitoring?	X			Credit applications
Does your company provide Medical Records Monitoring?	X		Included	
Does your company provide Address Change Monitoring?	X		Included	
Does your company provide Credit Bureau Monitoring? Daily monitoring of all 3 major credit bureaus?	X		Included	
		X	Not Included	Monitors TransUnion only.
Does your company provide Credit Report Monitoring?		X		Monitors credit bureau activity; not the report specifically
Does your company provide Social Security Number Monitoring? Daily monitoring sources for the use of active participant's social security number.	X X		Included	
Does your company provide Bank Record Monitoring?	X		Included	
Does your company offer Payroll Deductions?	X		Included	
Does your company provide New Financial Account Records Monitoring?	X		Included	Monitors bank account numbers and credit card numbers, not transactions
Financial Account Records Monitoring?	X		Included	Monitors bank account numbers and credit card numbers, not transactions
Does Vendor have a help desk with a toll-	X		Included	

free phone number?				
Is help desk support available 24/7/365?	X		Included	7am-7pm Central Time; 24x7 for emergencies
Does your service provide legal consultation benefits? Active participants who are victims of identity theft may		X		*Note: LegalShield also offers pre-paid legal plans for employee groups
Notifications/alerts of events related to all of the products and services identified above and as outlined	X		Included	As responded above and provided in the response
Does your company provide internet surveillance monitoring?	X		Included	Monitor thousands of websites for the PII provided.
Insurance Coverage Vendor shall provide each active participant with identity theft insurance. Such insurance should cover at a minimum, identity restoration cost, losses due to identity theft, lost wages and legal fees and expenses.		X	Guarantee included	Guarantee, not insurance: If individual becomes a victim of identity theft while an IDShield member, we will spend up to \$5 million using licensed private investigators to do whatever it takes for as long as it takes to help recover and restore the identity to its pre-theft status.
Total Monthly Cost	n/a	n/a	See below	
Total Yearly Cost	n/a	n/a	See below	

LegalShield Response:

The IDShield Individual Plan covers the member only. The IDShield Family Plan covers member, spouse/domestic partner and up to 8 children up to the age of 18. Pricing is as follows:

- Single: \$8.45 per month (This is covered under IDShield Individual Plan.)
 - \$101.40 per year
- Individual plus one: \$15.95 per month (This is covered under IDShield Family Plan as described above.)
 - \$191.40 per year
- Family: \$15.95 per month (This is covered under IDShield Family plan as described above.)
 - \$191.40 per year

Appendix G: Hold Harmless and Indemnity Clause (RFP Response to page 39)

See page following.

February 23, 2016

City of Hollywood, Florida
Solicitation #RFP-4500-16-RD

HOLD HARMLESS AND INDEMNITY CLAUSE

LEGALSHIELD / KATHLEEN L. NORMAN
(Company Name and Authorized Representative's Name)

, the contractor, shall indemnify, defend and hold harmless the City of Hollywood, its elected and appointed officials, employees and agents for any and all suits, actions, legal or administrative proceedings, claims, damage, liabilities, interest, attorney's fees, costs of any kind whether arising prior to the start of activities or following the completion or acceptance and in any manner directly or indirectly caused, occasioned or contributed to in whole or in part by reason of any act, error or omission, fault or negligence whether active or passive by the contractor, or anyone acting under its direction, control, or on its behalf in connection with or incident to its performance of the contract.



SIGNATURE

KATHLEEN L. NORMAN
PRINTED NAME
DIRECTOR, BIDS & PROPOSALS

3/15/16
DATE

LEGALSHIELD
COMPANY OF NAME

Failure to sign or changes to this page shall render your bid non-responsive.

Appendix H: Noncollusion Affidavit (RFP Response to page 40)

See page following.

LegalShield Appendix H

February 23, 2016

City of Hollywood, Florida
Solicitation #RFP-4500-16-RD

NONCOLLUSION AFFIDAVIT

STATE OF: OHIO

COUNTY OF: MONTGOMERY, being first duly sworn, deposes and says that:

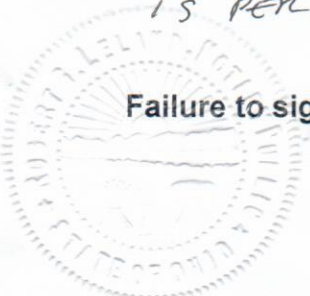
- (1) He/she is DIRECTOR BIDS & PROPOSALS of LEGALSHIELD, the Bidder that has submitted the attached Bid.
- (2) He/she has been fully informed regarding the preparation and contents of the attached Bid and of all pertinent circumstances regarding such Bid;
- (3) Such Bid is genuine and is not a collusion or sham Bid;
- (4) Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant has in any way colluded, conspired, connived or agreed, directly or indirectly with any other Bidder, firm or person to submit a collusive or sham Bid in connection with the contractor for which the attached Bid has been submitted or to refrain from bidding in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm or person to fix the price or prices, profit or cost element of the Bid price or the Bid price of any other Bidder, or to secure an advantage against the City of Hollywood or any person interested in the proposed Contract; and
- (5) The price or prices quoted in the attached Bid are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

(SIGNED) [Redacted] Director Bids & Proposals
Kathleen L. Norman Title

SWORN TO AND SUBSCRIBED BEFORE ME
 THIS 16th DAY OF MARCH, 2016. THE AFFIANT
 IS PERSONALLY KNOWN TO ME.

Failure to sign or changes to this page shall render your bid non-responsive.

[Redacted]
ROBERT G. LELAND
 ROBERT G. LELAND, Attorney at Law
 Notary Public, State of Ohio
 My Commission has no expiration date.
 Section 147.03 R. C.



**Appendix I: Sworn Statement Pursuant to Section 287.133(3)(a) Florida Statutes on
Public Entity Crimes (RFP Response to page 41-42)**

See pages following.

LegalShield Appendix I

February 23, 2016

City of Hollywood, Florida
Solicitation #RFP-4500-16-RD

**SWORN STATEMENT PURSUANT TO SECTION 287.133 (3) (a) FLORIDA
STATUTES ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR
OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS

1. This form statement is submitted to CITY OF HOLLYWOOD, FL
by KATHLEEN NORMAN for LEGALSHIELD
(Print individual's name and title) (Print name of entity submitting sworn statement)
whose business address is ONE PRE-PAID ADA, OKLAHOMA 74820
and if applicable its Federal Employer Identification Number (FEIN) is 13-1016728. If the entity has no FEIN,
include the Social Security Number of the individual signing this sworn statement.

2. I understand that "public entity crime," as defined in paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misinterpretation.

3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in an federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. I understand that "Affiliate," as defined in paragraph 287.133(1)(a), Florida Statutes, means:
1. A predecessor or successor of a person convicted of a public entity crime, or
2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that "person," as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or any entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

Neither the entity submitting sworn statement, nor any of its officers, director, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

February 23, 2016

City of Hollywood, Florida
Solicitation #RFP-4500-16-RD

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime, but the Final Order entered by the Hearing Officer in a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings, determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (attach a copy of the Final Order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THAT PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017 FLORIDA STATUTES FOR A CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

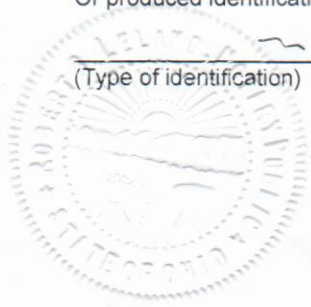
[Redacted Signature]
(Signature)

Sworn to and subscribed before me this 16th day of MARCH, 2016.

Personally known TO ME

Or produced identification [Signature] Notary Public-State of OHIO

[Signature] my commission expires NO EXPIRATION
(Type of identification)



(Printed, typed or stamped commissioned name of notary public)
ROBERT G. LELAND
ROBERT G. LELAND, Attorney at Law
Notary Public, State of Ohio
My Commission has no expiration date.
Section 147.03 R.C.

Failure to sign or changes to this page shall render your bid non-responsive.

Appendix J: Certifications Regarding Debarment, Suspension and Other Responsibility Matters (RFP Response to page 43)

See page following.

LegalShield Appendix J

February 23, 2016

City of Hollywood, Florida
Solicitation #RFP-4500-16-RD

**CERTIFICATIONS REGARDING DEBARMENT, SUSPENSION AND OTHER
RESPONSIBILITY MATTERS**

The applicant certifies that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, sentenced to a denial of Federal benefits by a State or Federal court, or voluntarily excluded from covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction, violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and
- (d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.

Applicant Name and Address:

LEGALSHIELD
ONE PRE-PAID WAY
ADA, OKLAHOMA 74820

Application Number and/or Project Name:

BID-RFP-4500-16-RD - IDENTITY THEFT PROTECTION SERVICES

Applicant IRS/Vendor Number:

73-1016728

Type/Print Name and Title of Authorized Representative:

KATHLEEN L. NORMAN, DIRECTOR, BIDS & PROPOSALS

Signature:

[Redacted Signature]

Date:

3/15/16

Failure to sign or changes to this page shall render your bid non-responsive.

Appendix K: Drug-Free Workplace Program (RFP Response to page 44)

See page following.

LegalShield Appendix K

February 23, 2016

City of Hollywood, Florida
Solicitation #RFP-4500-16-RD

DRUG-FREE WORKPLACE PROGRAM

IDENTICAL TIE BIDS - Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program (if such is available in the employee's community) by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of these requirements.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

[Redacted Signature]

VENDOR'S SIGNATURE

LEGALSHIELD
NAME OF COMPANY

KATHLEEN L. NORMAN

PRINTED NAME

DIRECTOR, BIDS & PROPOSALS

Appendix L: Solicitation, Giving, and Acceptance of Gifts Policy (RFP Response to page 45)

See page following.

LegalShield Appendix L

February 23, 2016

City of Hollywood, Florida
Solicitation #RFP-4500-16-RD

SOLICITATION, GIVING, AND ACCEPTANCE OF GIFTS POLICY

Florida Statute 112.313 prohibits the solicitation or acceptance of Gifts. - "No Public officer, employee of an agency, local government attorney, or candidate for nomination or election shall solicit or accept anything of value to the recipient, including a gift, loan, reward, promise of future employment, favor, or service, based upon any understanding that the vote, official action, or judgment of the public officer, employee, local government attorney, or candidate would be influenced thereby." The term "public officer" includes "any person elected or appointed to hold office in any agency, including any person serving on an advisory body."

The City of Hollywood policy prohibits all public officers, elected or appointed, all employees, and their families from accepting any gifts of any value, either directly or indirectly, from any contractor, vendor, consultant, or business with whom the City does business.

The State of Florida definition of "gifts" includes the following:

- Real property or its use,
- Tangible or intangible personal property, or its use,
- A preferential rate or terms on a debt, loan, goods, or services,
- Forgiveness of indebtedness,
- Transportation, lodging, or parking,
- Food or beverage,
- Membership dues,
- Entrance fees, admission fees, or tickets to events, performances, or facilities,
- Plants, flowers or floral arrangements
- Services provided by persons pursuant to a professional license or certificate.
- Other personal services for which a fee is normally charged by the person providing the services.
- Any other similar service or thing having an attributable value not already provided for in this section.

Any contractor, vendor, consultant, or business found to have given a gift to a public officer or employee, or his/her family, will be subject to dismissal or revocation of contract.

As the person authorized to sign the statement, I certify that this firm will comply fully with this policy.



SIGNATURE

KATHLEEN L. NORMAN

PRINTED NAME

D

LEGALSHIELD

NAME OF COMPANY

DIRECTOR BIDS & PROPOSALS

TITLE

Failure to sign this page shall render your bid non-responsive.

Appendix M: Customer References (RFP Response to page 46)

See pages following.

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: Pre-Paid Legal Services, Inc. of Florida, dba LegalShield

Firm giving Reference: City of Cape Coral

Address: 1015 Cultural Park Blvd., Cape Coral, FL 33990

Phone: 239-574-0533

Fax: 239-574-0522

Email: jramirez@capecoral.net

1. Q: What was the dollar value of the contract?

A:

Product Pricing			
<i>Rate quoted will not change based on actual enrollment</i>			
Plan Type	Monthly Rate	Discounts	\$10 Enrollment Fee
Standard Legal Plan	\$15.95	Discounted from \$17.00 per month for Individuals	Waived for Group
Identity Theft Plan	\$14.95	Only \$9.95 when purchased with a legal plan.	Waived for Group
Legal Plan and IDT	\$25.90	When an employee selects both Legal and IDT on payroll deduct , the total savings is \$6.00 per month.	Waived for Group
<p style="text-align: center;">LegalShield provides promotional and enrollment materials at no cost to the group. There are no long term contracts. If the group chooses electronic enrollment, we set the site up for free. We can set up a customized information website at no cost to the group. We try to minimize if not eliminate any additional cost to the group for providing our benefit to its employees.</p>			

2. Have there been any change orders, and if so, how many?

A: No

3. Q: Did they perform on a timely basis as required by the agreement?

A: All implementation was timely and many times early.

4. Q: Was the project manager easy to get in contact with?

A: **Yes. Don Thompson was extremely easy to reach and continues an everyday basis.**

5. Q: Would you use them again?

A: **Absolutely!**

6. Q: Overall, what would you rate their performance? (Scale from 1-5)


A: **5 Excellent** 4 Good 3 Fair 2 Poor 1 Unacceptable

7. Q: Is there anything else we should know, that we have not asked?

A: **The level of customer service provided by Don Thompson has been excellent. He truly believes in his product and its benefits to their members.**

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Jill Johnson Ramirez Title: HR Manager - Benefits

Signature:  Date: 3/10/2016

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: Pre-Paid Legal Services, Inc. of Florida, dba LegalShield

Firm giving Reference: City of Coconut Creek

Address: 4800 W. Copans Road, Coconut Creek, FL 33063

Phone: 954-956-1451

Fax: 954-956-1523

Email: pkershaw@coconutcreek.net

1. Q: What was the dollar value of the contract?

A: It varies, as it is a voluntary benefit and is completely employee-funded.

2. Have there been any change orders, and if so, how many?

A: N/A

3. Q: Did they perform on a timely basis as required by the agreement?

A: Yes

4. Q: Was the project manager easy to get in contact with?

A: Yes

5. Q: Would you use them again?

A: Yes

6. Q: Overall, what would you rate their performance? (Scale from 1-5)

A: 5 Excellent 4 Good 3 Fair 2 Poor 1 Unacceptable

7. Q: Is there anything else we should know, that we have not asked?

A: Don Thompson and his team are very responsive and provide a good service.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Pamela J. Kershaw Title: Human Resources Director

Signature: 

Date: March 14, 2016

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: Pre-Paid Legal Services, Inc. of Florida, dba LegalShield

Firm giving Reference: Collier County Public Schools

Address: 5775 Osceola Trail, Naples, FL 34109-0919

Phone: 239-377-0370

Fax: 239-377-0384

Email: battlecy@collierschools.com

1. Q: What was the dollar value of the contract?

A: We do not have a contract with LegalShield.

2. Have there been any change orders, and if so, how many?

A: No

3. Q: Did they perform on a timely basis as required by the agreement?

A: Absolutely!

4. Q: Was the project manager easy to get in contact with?

A: Yes. Don Thompson has been our direct contact for the legal and identity shield plans for a number of years. He is proactive and responsive to our employees needs as well as to the Employee Benefits Office. He is very pleasant person and easy to work with.

5. Q: Would you use them again?

A: Absolutely

6. Q: Overall, what would you rate their performance? (Scale from 1-5)×

A: 5 Excellent 4 Good 3 Fair 2 Poor 1 Unacceptable

7. Q: Is there anything else we should know, that we have not asked?

A: Don Thompson and LegalShield have provided excellent customer service and made quite a few enhancements to the legal and identity shield plans. I highly recommend their services.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Cynthia R. Battle Title Benefits Manager

Signature: [Redacted] Date: 3/11/16

Appendix N: LegalShield Security Information

See pages following.



Security Information

LegalShield takes the safeguarding of your information and the systems which store and process it seriously. We believe keeping your information safe and secure is everyone's responsibility.

Your information is stored on our servers located in the United States. We use procedural and technical safeguards to protect your personal information against loss or theft as well as unauthorized access and disclosure to protect your privacy. We treat data as an asset that must be protected against loss and unauthorized access. We utilize many different security techniques to protect such information from unauthorized access by users inside and outside the company.

When personal information is transmitted to or from our website, we use Extended Validation Secure Socket Layer certificates. We provide each member with a unique user name and password that must be entered each time a user logs on to our website. The website is hosted in a secure server environment that uses firewalls and several layers of advanced technology to prevent interference or access from outside intruders.

Security and Auditing

We have implemented a layered security approach to protect your information. Below is a summary of the main security and auditing practices. Please note that specific technology details are not disclosed here because releasing such information could jeopardize our security posture.

Physical Security at Corporate Headquarters

To enter the LegalShield campus, all visitors must register with the security guard at the main gate before gaining access to parking. Inside the building, physical access to the building and all secured areas within the building are controlled through proximity card key readers, software and badges. Off-hours access to the gate at the entrance to the property is controlled by card key access. Access is also restricted to the information centers assets (servers, network, information, etc.) to only those staff members required to have access to complete their job functions. All other staff members and vendors are required to sign-in and must be escorted for the duration of their visit.

Logical Security

Security software and devices are used to protect against unauthorized access, destruction, disclosure or modification of information and applications programs. Logical access controls are layered and govern access to the network, servers, applications and information. Logical access to the network, servers, applications and information is restricted to only those staff members required to have access to complete their job functions.

External Transfer of Information

We require the use of strong encryption when sensitive information is transmitted across any non-PPLSI network. We transmit credit card information to a third-party credit card transaction processing company who clears the transactions and processes payments. The credit card processing company has strong security practices in place to protect this information and is audited independently.

Our electronic billing department, within Membership Administration, verifies that appropriate encryption methods are being used where sensitive information is being transmitted or received related to electronic deposits and backup details.



Incident Detection, Response and Reporting

We employ a variety of resources to control, record and analyze system activity for the express purpose of identifying unusual conditions or suspect activity. Exceptions are logged and investigated. Our incident detection procedures require that any suspected or actual incident be escalated immediately. Management is committed to following our incident response plan and all applicable local, state and federal law.

Disaster Preparedness

The company maintains and regularly tests a comprehensive Business Continuity and Disaster Recovery Plan to mitigate the impact of disruptive conditions and major crises.

Proactive Assessments

- a. A proactive method to manage potential risk to network and server security is to conduct regular and periodic internal and external vulnerability assessments. We hire security experts to conduct annual internal vulnerability assessments and quarterly external vulnerability assessments. Additionally, we conduct quarterly internal vulnerability assessments. The assessment findings provide confirmation of our working security practices as well as the opportunity for improvement. Findings and recommendations are discussed and appropriate corrective action is taken to address any suspected vulnerabilities. This process continually improves our overall infrastructure and security posture.
- b. Testing of internal controls as required by the Sarbanes-Oxley Act of 2002 provides another confirmation of our strong security measures. We have implemented best practices for security measures where possible. Third-party auditors and controls experts have been contracted to test and verify our internal controls for business applications and information technology are designed and operating effectively. This testing is further confirmation that we have effective security measures in place and that your information is protected.
- c. On a regular basis, we re-certify users of systems and information by conducting a review of user access by department to verify access is still needed. We use the least-privilege concept for providing access to information resources. Each user will have only the access necessary to perform their job duties. Department managers will request appropriate changes to user access for their employees if necessary. When changes are made to user access the department manager is required to review the request to confirm the changes were implemented and then signoff on completed changes.

Appendix O: Plan Enrollment and Administration

See pages following.



Plan Enrollment and Administration - We Make It Easy

LegalShield has designed our voluntary benefit plans to provide peace of mind to your employees and their families without adding complex paperwork. LegalShield and IDShield plans are simple for employers to administer and for employees to understand.

Our plans are simple to implement because we have no time consuming administrative duties for you. **We make it easy for you** to provide an exceptional benefit for your employees with minimal to no cost to you. We work with your enrollment, billing, and payment requirements and provide enrollment materials at no cost.

HOW DOES THE ENROLLMENT PROCESS WORK?

Prior to enrollment LegalShield Member Services will schedule a meeting with your company to discuss implementation. During this meeting, we will discuss how to initiate and manage enrollment, and how ongoing administration of the memberships will work. One both parties agree on these items and appropriate development is completed, enrollment can proceed.

LegalShield has three enrollment options for group accounts.

- 1) Paper applications can be completed by employees and submitted to LegalShield for processing.
- 2) A secure, password-protected group enrollment website can be created for employees to complete an online application that is processed by LegalShield. For a sample website, go to <http://www.legalshield.com/info/companyanew>.
- 3) Electronic enrollment files can be submitted through a secure file transfer by the group using a standardized file format provided by LegalShield.

LegalShield processes enrollments within 24-48 hours of being received. Once processed, employees will receive a membership packet in the mail within 10-14 days.

HOW WILL THE PLAN BE MARKETED TO OUR EMPLOYEES?

To implement a voluntary employee benefits, we recommend the following effective three-part strategy.

- First, marketing to employees prior to an onsite meeting, which would include email blasts, and effective placement and distribution of posters and brochures to promote the event.
- Second, the onsite meeting itself, which would include a presentation, Q&A session and additional materials for employees to sign up or take home for later review. These onsite meetings usually generate the highest number of enrollees.
- Third, ongoing communications to encourage/remind 'late adopters' to sign up.

LegalShield can provide email templates, payroll stuffers, breakroom posters and brochures to assist your company in promoting this benefit. In addition, LegalShield can provide a website customized for your company to further assist employees in taking advantage of LegalShield.





Plan Enrollment and Administration - We Make It Easy

HOW ARE DEDUCTIBLES AND CLAIMS HANDLED BY YOUR PLANS?

There are no deductibles or claims with LegalShield plans.

HOW WILL OUR ACCOUNT BE SERVICED?

Your LegalShield Independent Associate or LegalShield employee will be present at enrollment and make regular visits as requested by the group. These visits will be at no cost to the employer.

WHAT IS THE CANCELLATION POLICY?

In order to cancel, a member must provide written notice. No other paperwork is required.

ARE THE PLANS PORTABLE?

If a member is no longer eligible to continue their membership through your group, the member may choose to continue as an individual at the same group rate. The member will have the option of automatic draft from a checking account or a monthly credit card charge. In addition, if your employee is relocated to another state, their membership can move with them. Plan benefits and/or rates will vary in some states. Members are often given the option to keep the plan they have at the current rate at the time of their relocation.

WHO DOES MEMBER CALL WHEN THEY HAVE A PROBLEM?

Our Member Services Department has a toll-free number available 7 a.m. - 7 p.m. CST, Monday through Friday. We have a toll-free Customer Service number for our members to ensure quality service. Assistance is available in English and Spanish.

Members may call Member Services when they:

- Have questions about how to use benefits
- Have not received their contract in the mail
- Have a change of address or phone number
- Need to add or remove a person from their membership
- Need a new membership card or contract
- Get married or divorced

In addition, all Members Services lines are recorded and calls are randomly reviewed to ensure service consistency.



DOES LEGALSHIELD OFFER ANY ONLINE SUPPORT?

Yes! We are always updating our online features to empower our members in handling their issues and getting the most out of their plan. Members can go to our Members Only Websites www.LegalShield.com or IDShield.com to access FAQs and information.



Plan Enrollment and Administration - We Make It Easy

WHAT ARE BILLING OPTIONS?

- **Monthly Invoice:** A monthly paper invoice can be mailed to the billing address on file for group.
- **Self-Billing:** Group can remit a payroll deduction report to LegalShield in place of the monthly billing invoice.

WHAT ARE METHODS OF BILLING TRANSMISSION?

- **Mail:** Billing invoices/Self-Billing Report can be mailed with payment to LegalShield.
- **Email:** Billing invoices/Self-Billing Report can be emailed to LegalShield.
- **Secure FTP (Self-Billing Only):** If self-billing report contains SSN, it must be sent through secure FTP.

WHAT ARE PAYMENT OPTIONS?

- **Check:** Preferred method of payment is paper check.
- **ACH Direct Deposit:** We offer direct deposit for groups that are unable to remit a paper check.

WHAT IS LEGALSHIELD'S PRIVACY POLICY?

Keeping customer information private is a priority for LegalShield, its subsidiaries, and affiliates. To enable us to provide membership plans, it is necessary to collect certain information from members. However, we are committed to maintaining the privacy of this information in accordance with the law. All individuals with access to personal information about customers are required to follow this policy. We collect non-public personal information from the following sources:

- Information we receive from individuals on applications or other forms (such as name, address, Social Security number and payment instructions).
- Information individuals may provide during visits to our website; and
- Information about individuals' transactions with us, our affiliates or others.

We do not disclose any non-public personal information about our customers or former customers to a non-affiliated entity except as described below and otherwise permitted by law. We may disclose all of the information we collect, as described above, to companies that assist us in the servicing or administration of the products requested or authorized. When information is shared with companies that perform services on our behalf, we protect against the subsequent disclosure of that information with a confidentiality agreement. In no event do we disclose personal information to companies that will use that information to contact individuals about their own products or services.

We restrict access to non-public personal information to those persons who need such information to provide products or services. We maintain physical, electronic and procedural safeguards that comply with federal regulation to guard non-public personal information.

Appendix P: Electronic Enrollment Overview

See pages following.



Electronic Enrollment Overview

INTRODUCTION

At LegalShield, an electronic enrollment file is defined as a client extracting enrollment data from a platform, portal, or website and transmitting it to LegalShield through a secure file transfer method in a specified text or excel file format provided. In this overview, you will find several documents that outline the electronic enrollment process.

If it is determined that the process outlined through the series of documents provided is in agreement with your enrollment process, we strongly encourage a conference call with all parties involved to begin the implementation process.

If at any time, you have a request that does not fall within the guidelines of this document please reach out to the Electronic Group Department at your earliest convenience. We at LegalShield strive to accommodate the needs of our clients.

ENROLLMENT FILE SUMMARY

Please review the key pieces of information below as it relates to the implementation process.

- **File Type:** The client can send full files listing all active participants in the plan or add-only files listing new enrollments and plan changes only. For full files, any participant not listed in the file at time of file processing will be considered a drop.
- **File Format:** Enrollment files are submitted through an excel or text file format provided by LegalShield (see attached). It is important the file is programmed accordingly to ensure enrollments can be automated for processing.
- **File Transmission:** Enrollment Files can be transmitted through LegalShield's secure site (see attached). LegalShield does have the ability to retrieve files from the client's secure site if client is unable to utilize secure file transfer options made available.
- **File Frequency:** Files can be submitted on a weekly, biweekly, semi-monthly, monthly, or annual basis.
- **File Testing/Processing:** A test file will need to be submitted prior to group effective date to ensure data has been formatted correctly. Test file can contain dummy data or live enrollment information. Files are typically processed with 24-48 business hours.
- **Member Group #:** Each new group account is assigned a group number upon receipt of the LegalShield Voluntary Benefit Authorization Form. The group number will be passed to the client and will need to be placed in the enrollment file. The group number ensures all enrollments are placed under the correct group account when processed.
- **Coverage Code:** Each plan benefit being offered will be assigned a two-digit coverage code. The two-digit coverage code will be passed to the client to be placed in the file for each enrollment. The coverage code identifies the plan the employee has selected through the enrollment process.

Dependent/Spouse Information: Eligible dependents and spouse are covered under the Legal and Identity Theft Plans at no additional cost. Their information will need to be listed in the file. If their



information cannot be provided, please contact the Electronic Group Department at your earliest convenience.

SECURE FILE TRANSFER

When transmitting an electronic enrollment file, a secure file transfer method must be established. Listed below you will find two different types of secure file transfer options available through LegalShield. Please review both options and select which option best fits your needs.

- **OPTION 1: SECURE FTP (sftc.legalshield.com)**

This is the best choice for Benefit Administrators and automated file transfer. LegalShield will setup an account for the user transmitting the file. Once account has been established LegalShield will contact user with id/password. Port 22 must be utilized in the SFTP software when transmitting files. Please provide an email address to receive invitation for account setup.

- **OPTION 2: SECURE WEBSITE (<https://sfta.legalshield.com>)**

This is the best choice for manual file transfers (you will use a web browser to upload file each time). Also, it's the best choice for organizations not familiar with Secure FTP. It's very easy to set up and use. Only requires a web browser (such as Internet Explorer) and active email address. Encryption is handled automatically. An OPTIONAL software package is available at no cost. The software must be installed on your system and requires some set-up after installation. We will assist with set-up if you choose to do this. LegalShield will send you an email link once complete.

If you wish to use the Secure Website to transfer files, please provide an email address. The email address you list below will be used to set up the account and receive notices.

See samples below.



EXCEL FILE FORMAT

Excel File Format	
*	Any field marked to left with an is a require data field.
*	All dates need to be YYYYMMDD format.
*	Numerica Fields have no decimals.
*	Commas can not be used.
*	Pleas contac the Electroni Group Department any and befor first live file.

Electronic Enrollment Data Format (Header)					
REQ	Field	Max	Format	Cel	Field Explanations
R	Record Type	1	General	A	Constant Value 'H'
R	File Date	8	Number	B	Date of File Creation
R	Transmitter Name	50	General	C	Franchise/Group name

Electronic Enrollment Data Format (Member Info.)					
REQ	Field	Max	Format	Cel	Field Explanations
R	Record Type	1	General	A	Constant value 'M'
R	Mbr Coverage Eff-	8	Number	B	Date of Coverage
R	Mbr Last Name	20	General	C	Append any suffix, separated by blank
R	Mbr First Name	18	General	D	
R	Mbr Middle Initial	1	General	E	
R	Address Line 1	30	General	F	Street Address or PO Box
R	Address Line 2	30	General	G	Apt Number - If Applicable
R	Address Line 3	30	General	H	
R	City	25	General	I	City Name
R	State	2	General	J	State abbreviation
R	Postal Code	12	General	K	US (77777-8888 or 77777)
R	Mbr Number	11	Number	L	9-byte SSN
R	Mbr DOB	8	Number	M	Member Date of Birth
R	Mbr Home Phone	10	Number	N	AAAPPPNNNN - no decimals/dashes/parenthesis
R	Mbr Work Phone	10	Number	O	AAAPPPNNNN - no decimals/dashes/parenthesis
R	Mbr Work Phone	5	General	P	No decimals/dashes/parenthesis
R	Mbr Group #	7	Number	Q	LegalShield Assigned Group #
R	Agent of Record	9	Number	R	LegalShield Assigned Assoc #
R	Coverage Type	2	General	S	LegalShield Assigend Coverage Types
R	Employee ID	15	General	T	Employee ID (Optional) - Left Align
R	Filler	9	General	U	Blank
R	Filler	4	General	V	Blank
R	Filler	2	General	W	Blank
R	Filler	4	General	X	Blank
R	Filler	25	General	Y	Blank
R	Activity Flag	1	General	Z	Blank or 'A' Active or 'L' Leave
R	Email Address	50	General	AA	
R	Division Code	6	General	AB	Member Division Code
R	Pay Period	2	Number	AC	Member # of Pay Periods
R	State of Sale	2	General	AD	Purchased State of CDL plan only
R	Location Code	10	General	AE	
R	Producer Number	10	General	AF	

Electronic Enrollment Data Format (Dependent Info.)					
Dependent data is required. Our Legal Plan covers dependents at no additional cost.					
REQ	Field	Max	Format	Cel	Field Explanations
R	Record Type	1	General	A	Constant value 'D'
R	Eff Date	8	Number	B	Coverage Date
R	Dep Last Name	20	General	C	Append any suffix, separated by blank
R	Dep First Name	18	General	D	
R	Dep Middle Initial	1	General	E	
R	Relationship Indv	2	General	F	Spouse 'SP', Others 'DP'
R	Mbr Number	11	Number	G	Member # to which dependent is associated



R	Dep DOB	8	Number	H	Dependent Date of Birth
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Electronic Enrollment Data Format (Trailer)					
REQ	Field	Max	Format	Cel	Field Explanations
R	Record Type	1	General	A	Constant Value 'T'
R	File Date	8	Number	B	Date of File Creation
R	Transmitter Name	50	General	C	Franchise/Group Name
R	Count of Records	7	Number	D	Count of Member and Dependent Records

TEXT FILE FORMAT

Text File Format Notes	
*	Any field marked to the left with an "R" is a required data field.
*	Numeric Fields will not contain any decimals.
*	Please contact the Electronic Group Department with any questions and before first live file.

Electronic Enrollment Data Format (Header)					
REQ	Field Description	Size	Format	Position	Field Explanations
R	Record Type	1	alpha-num	001-001	Constant Value 'H'
R	File Date	10	alpha-num	002-011	Date of File Creation
R	Transmitter Name	50	alpha-num	012-061	File Transmitter Name

Electronic Enrollment Data Format (Member Info.)					
REQ	Field Description	Size	Format	Position	Field Explanations
R	Record Type	1	alpha-num	001-001	Constant value 'M'
R	Mbr Coverage Eff-Date	10	alpha-num	002-011	Format 'YYYY-MM-DD'
R	Mbr Last Name	20	alpha-num	012-031	Append any suffix, separated by blank
R	Mbr First Name	18	alpha-num	032-049	
	Mbr Middle Initial	1	alpha-num	050-050	
R	Address Line 1	30	alpha-num	051-080	Street Address or PO Box
	Address Line 2	30	alpha-num	081-110	Apt Number - If Applicable
	Address Line 3	30	alpha-num	111-140	
R	City	25	alpha-num	141-165	City Name
R	State	2	alpha-num	166-167	State Abbreviation
R	Postal Code	12	alpha-num	168-179	US (77777-8888 or 77777)
R	Mbr Number	11	numeric	180-190	9-byte SSN - two lead in zeros
R	Mbr DOB	10	alpha-num	191-200	Format 'YYYY-MM-DD'
R	Mbr Home Phone	10	alpha-num	201-210	AAAPPPNNNN'
	Mbr Work Phone	10	alpha-num	211-220	AAAPPPNNNN'
	Mbr Work Phone Ext.	5	alpha-num	221-225	
R	Mbr Group #	7	numeric	226-232	LegalShield Assigned Group #
R	Agent of Record	9	numeric	233-241	LegalShield Assigned Associate #
R	Coverage Type	2	alpha-num	242-243	LegalShield Assigned Coverage Types
	Employee ID	15	alpha-num	244-258	Employee ID (Optional) - Left Align
	Activity Flag	1	alpha-num	259-259	Blank or 'A' Active or 'L' Leave
R	Email Address	50	alpha-num	260-309	Member Email Address
	Division Code	6	alpha-num	310-315	Member Division Code
	Pay Period	2	numeric	316-317	Member Number of Pay Periods
	State of Sale	2	alpha-num	318-319	Purchased State of CDL plan only
	Filler	48	alpha-num	320-371	Blank Field
	Location Code	10	alpha-num	372-381	
	Filler	10	alpha-num	382-391	Blank Field
	Producer Code	10	alpha-num	392-401	
	Filler	98	alpha-num	402-500	Blank Field



Electronic Enrollment Data Format (Dependent Info.)					
Dependent Data is required. Our Legal Plan covers dependents at no additional cost.					
REQ	Field Description	Size	Format	Position	Field Explanations
R	Record Type	1	alpha-num	001-001	Constant Value 'D'
R	Eff Date	10	numeric	002-011	Effective Date
R	Dep Last Name	20	alpha-num	012-031	Append any suffix, separated by blank
R	Dep First Name	18	alpha-num	032-049	
	Dep Middle Initial	1	alpha-num	050-050	
	Filler	115	alpha-num	051-165	
R	Relationship Indv.	2	alpha-num	166-167	Spouse 'SP', others 'DP'
	Filler	12	alpha-num	168-179	
R	Mbr Number	11	numeric	180-190	Member # to which dep is associated
R	Dep DOB	10	alpha-num	191-200	Dependent Date of Birth

Electronic Enrollment Data Format (Trailer)					
REQ	Field Description	Size	Format	Position	Field Explanations
R	Record Type	1	alpha-num	001-001	Constant Value 'T'
R	File Date	10	alpha-num	002-011	Date of File Creation
R	Transmitter Name	50	alpha-num	012-061	File Transmitter Name
R	Count of Records	7	numeric	062-068	Count of Member and Dependent Records