

1 Gayle M. Blatt, SBN 122048  
2 *gmb@cglaw.com*  
3 Jeremy Robinson, SBN 188325  
4 *jrobinson@cglaw.com*  
5 P. Camille Guerra, SBN 326546  
6 *camille@cglaw.com*

7 **CASEY GERRY SCHENK**  
8 **FRANCAVILLA BLATT & PENFIELD, LLP**  
9 110 Laurel Street  
10 San Diego, CA 92101  
11 Telephone: (619) 238-1811  
12 Facsimile: (619) 544-9232

13 *Counsel for Plaintiff*  
14 *Richard Hartley*

15 [Additional Counsel Listed  
16 on Signature Page]

17 **UNITED STATES DISTRICT COURT**

18 **SOUTHERN DISTRICT OF CALIFORNIA**

19 RICHARD HARTLEY, on behalf  
20 of himself and all others similarly  
21 situated,

22 Plaintiff,

23 vs.

24 THE REGENTS OF THE  
25 UNIVERSITY OF CALIFORNIA  
26 d/b/a UC SAN DIEGO  
27 HEALTH, a public entity, and  
28 DOES 1 through 50,

Defendants.

Case No.: '21CV1668 H KSC

**CLASS ACTION COMPLAINT**

DEMAND FOR JURY TRIAL

1 Plaintiff Richard Hartley (“Plaintiff” or “Hartley”) brings this Class  
2 Action Complaint against The Regents of The University of California  
3 d/b/a UC San Diego Health (“UC San Diego Health”) and Does 1 through  
4 50 (collectively “Defendants”) in his individual capacity and on behalf of  
5 all others similarly situated, and alleges, upon personal knowledge as to  
6 his own actions and his counsels’ investigations, and upon information  
7 and belief as to all other matters, as follows:

8 **Introduction**

9 1. UC San Diego Health is the academic health system of the  
10 University of California, San Diego. It is the only academic health system  
11 serving San Diego and has one of only two adult Level I trauma centers in  
12 the region. UC San Diego Health offers inpatient and specialty care in La  
13 Jolla and Hillcrest, as well as primary, urgent and express care at clinics  
14 located throughout the region. UC San Diego Health is a referral center for  
15 complex, specialty care that is beyond the breadth and scope of most  
16 community hospitals. UC San Diego Health’s community members  
17 include patients, employees, and students.

18 2. UC San Diego Health is owned, operated, managed, and  
19 controlled by Defendants Regents of the University of California.

20 3. Defendants Does 1 through 50 are employees or agents, either  
21 actual or ostensible, of Regents of the University of California. At all times  
22 herein alleged, Does 1 through 50 were acting in the course and scope of  
23 their employment or agency with the Regents. Defendants Does 1 through  
24 50 are liable herein under Government Code § 820 as well as under other  
25 applicable statutes. Defendants UC San Diego Health is liable herein for the  
26 acts and omissions of Does 1 through 50 under Government Code § 815.2  
27 as well as other applicable statutes.  
28

1           4.     On July 27, 2021, Defendants announced a security incident  
2 involving the theft of sensitive personally identifiable information (“PII”)  
3 and protected health information (“PHI”) of their patients, employees, and  
4 students (collectively, “Sensitive Information”).<sup>1</sup> The stolen Sensitive  
5 Information included full name, address, date of birth, email, fax number,  
6 claims information (date and cost of health care services and claims  
7 identifiers), laboratory results, medical diagnosis and conditions, Medical  
8 Record Number and other medical identifiers, prescription information,  
9 treatment information, medical information, Social Security number,  
10 government identification number, payment card number or financial  
11 account number and security code, student ID number, and username and  
12 password. (the “Data Breach”).

13           5.     Although the Data Breach began on December 2, 2020, and  
14 Defendants discovered it on March 12, 2021, the unauthorized access was  
15 not terminated until April 8, 2021. Defendants then waited several months  
16 before beginning to notify patients and employees.

---

18  
19 <sup>1</sup> Under the Health Insurance Portability and Accountability Act, 42 U.S.C.  
20 § 1320d *et seq.* (“HIPAA”), protected health information (“PHI”) is  
21 considered to be individually identifiable information relating to the past,  
22 present, or future health status of an individual that is created, collected,  
23 or transmitted, or maintained by a HIPAA-covered entity in relation to the  
24 provision of healthcare, payment for healthcare services, or use in  
25 healthcare operations. 45 C.F.R. § 160.103. Health information such as  
26 diagnoses, treatment information, medical test results, and prescription  
27 information are considered protected health information under HIPAA, as  
28 are national identification numbers and demographic information such as  
birth dates, gender, ethnicity, and contact and emergency contact  
information. *Summary of the HIPAA Privacy Rule*, available at:  
[https://www.hhs.gov/hipaa/for-professionals/privacy/laws-  
regulations/index.html](https://www.hhs.gov/hipaa/for-professionals/privacy/laws-regulations/index.html) (last accessed Sept. 21, 2021).

1           6.     The Data Breach was a direct result of Defendants’ failure to  
2 implement adequate and reasonable cybersecurity procedures and  
3 protocols necessary to protect patients’ Sensitive Information.

4           7.     Defendants disregarded the rights of Plaintiff and Class  
5 Members (defined below) by, among other things, recklessly, or  
6 negligently failing to take adequate and reasonable measures to ensure  
7 their data systems were protected against unauthorized intrusions; failing  
8 to disclose that they did not have reasonable or adequately robust  
9 computer systems and security practices to safeguard patients’ Sensitive  
10 Information; failing to take standard and reasonably available steps to  
11 prevent the Data Breach; failing to monitor and timely detect the Data  
12 Breach; and failing to provide Plaintiff and Class Members prompt and  
13 accurate notice of the Data Breach.

14           8.     As a result of Defendants’ failure to implement and follow  
15 reasonable security procedures, the Sensitive Information of Plaintiff and  
16 the Class is now in the hands of thieves. Plaintiff and Class Members have  
17 had to spend, and will continue to spend, significant amounts of time and  
18 money in an effort to protect themselves from the adverse ramifications of  
19 the Data Breach and will forever be at a present and continuing risk of  
20 identity theft and fraud.

21           9.     Plaintiff, on behalf of all others similarly situated, alleges  
22 claims for negligence; invasion of privacy; breach of implied contract;  
23 unjust enrichment; breach of fiduciary duty; breach of confidence;  
24 violation of the California Consumer Privacy Act (Cal. Civ. Code §  
25 1798.100, *et seq.* (§ 1798.150(a))); and violation of the Confidentiality of  
26 Medical Information Act (Cal. Civ. Code § 56, *et seq.*). Plaintiff and the  
27 Class Members seek to compel Defendants to adopt reasonably sufficient  
28 security practices to safeguard patients’ Sensitive Information that remains

1 in Defendants' custody to prevent incidents like the Data Breach from  
2 reoccurring in the future.

3 **Parties**

4 10. Plaintiff Richard Hartley is a resident of the state of California  
5 and a former UC San Diego Health patient. On or about September 9,  
6 2021, Plaintiff Hartley received notice from UC San Diego Health that his  
7 Sensitive Information had been improperly exposed to unauthorized third  
8 parties.

9 11. The University of California is a "public trust ... with full  
10 powers of organization and government." Cal. Const., art. IX, § 9,  
11 subd. (a). It is administered by the corporation known as "The Regents of  
12 the University of California." UC San Diego Health is the health system of  
13 the University of California, San Diego, and a medical provider  
14 throughout San Diego.

15 12. The true names and capacities, whether individual or  
16 otherwise, of defendants Does 1 to 50 are unknown to Plaintiff who,  
17 therefore, sues them by such fictitious names under Code of Civil  
18 Procedure § 474. Plaintiff is informed and believes that each of the  
19 defendants is responsible in some manner for the acts or omissions alleged  
20 in this complaint or caused him damages.

21 13. At all times herein mentioned, each defendant was acting in  
22 the course and scope of his or her employment with the other defendants.  
23 Defendants are therefore vicariously liable for the acts of each of the  
24 remaining defendants herein.

25 14. In addition, each defendant was at all times acting as the  
26 ostensible agent of the remaining defendants and was doing so at the  
27 behest of and with the approval of those defendants. At all times herein  
28 relevant, Plaintiff reasonably and without negligence relied on the

1 representations made by the defendants about the agency and  
2 employment of each of the remaining defendants.

3 **Jurisdiction and Venue**

4 15. This Court has subject matter jurisdiction over this action  
5 under the Class Action Fairness Act, 28 U.S.C. § 1332(d)(2). The amount in  
6 controversy exceeds \$5 million, exclusive of interest and costs, there are  
7 more than 100 members in the proposed class, and at least one member of  
8 the class is a citizen of a state different from Defendants.

9 16. Plaintiff Hartley's Sensitive Information was maintained in this  
10 District and this District is where the Data Breach happened, which led  
11 him to sustain damage. Through its business operations in this District,  
12 UC San Diego Health intentionally avails itself of the markets within this  
13 District to render the exercise of jurisdiction by this Court just and proper.

14 17. Venue is proper in this Court pursuant to 28 U.S.C. § 1391(a)(1)  
15 because a substantial part of the events and omissions giving rise to this  
16 action occurred in this District. Defendants are based in this District, they  
17 maintain Sensitive Information in this District, and they have caused harm  
18 to Plaintiff and Class Members in this District.

19 **Statement of Facts**

20 ***A. Background.***

21 18. UC San Diego Health has been in operation since 1966, it  
22 comprises the UC San Diego Medical Center in Hillcrest as well as the;  
23 Jacobs Medical Center; Moores Cancer Center; Shiley Eye Institute;  
24 Sulpizio Cardiovascular Center, and Koman Family Outpatient Pavilion,  
25 all in La Jolla. It also includes several outpatient sites located throughout  
26 San Diego County. The health system works closely with the university's  
27 School of Medicine and Skaggs School of Pharmacy to provide training to  
28 medical and pharmacy students and advanced clinical care to patients.

1 UC San Diego Health is repeatedly ranked the No. 1 health care system in  
2 San Diego.

3 19. As a part of providing health services, employment, or student  
4 services, Defendants UC San Diego Health and Does 1 through 50 require  
5 patients and other persons to provide a significant amount of PII. In  
6 addition, Defendants both collect and generate PHI.

7 20. Patients and healthcare professionals can request and receive  
8 medical records online through MyUCSDChart through UC San Diego  
9 Health's online portal and have the results sent to the doctor or directly to  
10 the patient. Patients are billed through their healthcare insurance or  
11 personally. Due to the nature of these services, Defendants must keep  
12 patients' Sensitive Information in its system. Defendants accomplish this  
13 by keeping the Sensitive Information electronically – even in their email  
14 systems, as evidenced by this Data Breach.

15 21. Plaintiff and Class Members rightfully demand security to  
16 safeguard their Sensitive Information. As a healthcare provider, employer,  
17 and educational institution, UC San Diego Health is required to ensure  
18 that such sensitive, personal information is not disclosed or disseminated  
19 to unauthorized third parties without the parties' express, written consent,  
20 as further detailed below.

21 ***B. The Data Breach.***

22 22. On or about December 2, 2020, unauthorized malicious actors  
23 gained access to certain of Defendants' systems using a phishing attack.  
24 Once that access was obtained, those malicious actors had easy access to  
25 the Sensitive Information stored by Defendants.

26 23. For approximately the next four months, until April 8, 2021,  
27 these malicious actors viewed and exfiltrated Plaintiff's and the Class's  
28 Sensitive Information. Although Defendants discovered suspicious

1 activity on their systems on March 12, 2021, it took until April for them to  
2 identify it as a “security matter.” Finally, on April 8, 2021, Defendants  
3 expelled the intruders from their systems.

4 24. On or around July 27, 2021, Defendants posted a notice of the  
5 Data Breach on their website. Beginning on or about September 9, 2021,  
6 Defendants sent an undisclosed number of patients, employees, and  
7 students a Notice of Data Breach. UC San Diego Health website also  
8 issued a Substitute Notice of Data Breach on that same date.

9 25. UC San Diego Health’s patients’ Sensitive Information is likely  
10 for sale on the dark web and, on information and belief, is still for sale to  
11 criminals. This means that the Data Breach was successful; unauthorized  
12 individuals accessed UC San Diego Health’s patients’ and employees’  
13 unencrypted, unredacted information, including name, date of birth,  
14 billing and insurance information, patient referral information, relevant  
15 medical records, and more, including Social Security Numbers.

16 **C. Mr. Hartley's Efforts to Secure His Sensitive Information**

17 26. Upon receiving Notice from UC San Diego Health on or about  
18 September 9, 2021, Plaintiff Hartley checked his credit reports as well as  
19 his banking statements and credit card statements. Plaintiff Hartley will  
20 continue to monitor his financial accounts as well as his healthcare  
21 information. This is time Plaintiff Hartley otherwise would have spent  
22 performing other activities, such as his job and/or leisurely activities for  
23 the enjoyment of life.

24 27. Knowing that thieves stole his Sensitive Information and  
25 knowing that his Sensitive Information may be available for sale on the  
26 dark web, has caused Plaintiff Hartley great anxiety. He is now very  
27 concerned about his healthcare coverage and identity theft in general. This  
28 Data Breach has given Plaintiff Hartley hesitation about using electronic



1 services, and reservations about conducting other online activities  
2 requiring his personal information.

3 28. Plaintiff Hartley suffered actual injury from having his  
4 Sensitive Information exposed as a result of the Data Breach including, but  
5 not limited to: (a) paying monies to Defendants for their goods and  
6 services which he would not have had Defendants disclosed that they  
7 lacked data security practices adequate to safeguard consumers' Sensitive  
8 Information from theft; (b) damages to and diminution in the value of his  
9 Sensitive Information – a form of intangible property that the Plaintiff  
10 Hartley entrusted to Defendants as a condition for healthcare services; (c)  
11 loss of his privacy; and (d) imminent and impending injury arising from  
12 the present and continuing risk of fraud and identity theft; (e) the time and  
13 expense of mitigation efforts as a result of the Data Breach.

14 29. As a result of the Data Breach, Plaintiff Hartley will continue to  
15 be at heightened risk for financial fraud, medical fraud and identity theft,  
16 and the attendant damages, for years to come.

17 ***D. UC San Diego Health's Information Security Statement and***  
18 ***Privacy Policies.***

19 30. UC San Diego Health maintains policies that detail their  
20 promises and legal obligations to maintain and protect patients' Sensitive  
21 Information.

22 University of California San Diego Health System<sup>2</sup> provides, in  
23 part:

24 UC San Diego Health  
25

---

26  
27 <sup>2</sup> UC San Diego Notice of Privacy Practices, available at:  
28 <https://health.ucsd.edu/hipaa/Pages/hipaa.aspx> (last accessed  
September 21, 2021).

1  
2 UC San Diego Health is one of the health care  
3 components of the University of California. The  
4 University of California health care components  
5 consist of the UC medical centers, the UC medical  
6 groups, clinics and physician offices, the UC schools  
7 of medicine and other UC health professional  
8 schools. The administrative and operational units  
9 supporting the provision of care at all locations  
10 listed are also health care components of the  
11 University of California.

#### 12 Our Pledge Regarding Your Health information

13 UC San Diego Health is committed to protecting the  
14 privacy of your medical or health information. We  
15 are required by law to maintain the privacy of your  
16 health information. We will follow the legal duties  
17 and privacy practices described in this notice.

18 31. Health Information Exchange (HIE) at UC San Diego Health  
19 information provides, in part<sup>3</sup>:

20 If you are a patient at UC San Diego Health, your  
21 electronic health information is automatically  
22 enrolled in a health information exchange so that  
23 your vital health data can be securely made  
24 available to doctors – no matter where you receive  
25 care.

26 By participating in a health information exchange,  
27 doctors and other health care personnel are  
28 permitted to use and share your health information  
through a health exchange network for HIPAA-  
permitted purposes only.

---

<sup>3</sup> <https://health.ucsd.edu/patients/san-diego-beacon/Pages/frequently-asked-questions.aspx>

1 Your electronic health information is made  
2 accessible only to doctors and health care personnel  
3 providing you with medical care. Your electronic  
4 health information is stored only within each  
5 treating provider's secure electronic medical record  
6 system.

7 The two health information exchanges that UC San  
8 Diego Health participates in only store your  
9 identifying information and some markers about  
10 where you have received care. The health  
11 information exchanges do not store any clinical  
12 information about you. They are only a means of  
13 exchanging information.

14 How does UC San Diego Health ensure the privacy  
15 and security of my health information, especially  
16 when it is being transferred or exchanged?

17 Your health information is protected by advanced  
18 systems that use many security measures. All  
19 systems must comply with the privacy and security  
20 provisions of HIPAA and similar state laws that  
21 may apply.

22 32. UC San Diego Health also describes how it may use and  
23 disclose medical information for each category of uses or disclosures, none  
24 of which provide it a right to expose patients' Sensitive Information in the  
25 manner it was exposed to unauthorized third parties in the Data Breach.

26 ***E. The Healthcare Sector is Particularly Susceptible to Cyber  
27 Attacks.***

28 33. The number of U.S. data breaches surpassed 1,000 in 2016, a  
record high and a forty percent increase in the number of data breaches

1 from the previous year.<sup>4</sup> In 2017, a new record high of 1,579 breaches were  
2 reported representing a 44.7 percent increase.<sup>5</sup> That trend continues.

3 34. Defendants had knowledge and understood that unprotected  
4 or exposed Sensitive Information in the care of healthcare companies, such  
5 as UC San Diego Health, is valuable and highly sought after by nefarious  
6 third parties seeking to illegally monetize it by unauthorized accessing of  
7 it. In fact, the healthcare sector reported the second largest number of  
8 breaches among all measured sectors in 2018, with the highest rate of  
9 exposure per breach.<sup>6</sup> Indeed, when compromised, healthcare related data  
10 is among the most sensitive and personally consequential. A report  
11 focusing on health-care breaches found that the “average total cost to  
12 resolve an identity theft-related incident . . . came to about \$20,000,” and  
13 that the victims were often forced to pay out-of-pocket costs for healthcare  
14 they did not receive in order to restore coverage.<sup>7</sup> Almost 50 percent of the  
15 victims lost their healthcare coverage as a result of the incident, while  
16 nearly 30 percent said their insurance premiums went up after the event.

---

17  
18  
19 <sup>4</sup> Identity Theft Resource Center, *Data Breaches Increase 40 Percent in 2016,*  
20 *Finds New Report From Identity Theft Resource Center and CyberScout* (Jan. 19,  
21 2017), (last accessed Sept. 21, 2021).

22 <sup>5</sup> Identity Theft Resource Center, *2017 Annual Data Breach Year-End Review,*  
23 *available at: <https://www.idtheftcenter.org/2017-data-breaches/>* (last  
24 accessed Sept. 21, 2021).

25 <sup>6</sup> Identity Theft Resource Center, *2018 End -of-Year Data Breach Report,*  
26 *available at: <https://www.idtheftcenter.org/2018-data-breaches/>* (last  
27 accessed Sept. 21, 2021).

28 <sup>7</sup> Elinor Mills, *Study: Medical identity theft is costly for victims,* CNET (March  
3, 2010), *available at: <https://www.cnet.com/news/study-medical-identity-theft-is-costly-for-victims/>* (last accessed Sept. 21, 2021).

1 Forty percent of the customers were never able to resolve their identity  
2 theft at all. Data breaches and identity theft have a crippling effect on  
3 individuals and detrimentally impact the economy as a whole.<sup>8</sup>

4 35. Healthcare related data breaches have continued to rapidly  
5 increase. According to the 2019 HIMSS Cybersecurity Survey, 82 percent  
6 of participating hospital information security leaders reported having a  
7 significant security incident in the last 12 months, with a majority of these  
8 known incidents being caused by “bad actors” such as cybercriminals.<sup>9</sup>  
9 “Hospitals have emerged as a primary target because they sit on a gold  
10 mine of sensitive personally identifiable information for thousands of  
11 patients at any given time. From social security and insurance policies, to  
12 next of kin and credit cards, no other organization, including credit  
13 bureaus, have so much monetizable information stored in their data  
14 centers.”<sup>10</sup>

15 36. As healthcare providers, Defendants knew, or should have  
16 known, the importance of safeguarding the patients’ Sensitive Information  
17 entrusted to them and of the foreseeable consequences if their data  
18 security systems were breached. This includes the significant costs that  
19 would be imposed on Defendants’ patients, employees, and students as a  
20

21 \_\_\_\_\_  
22 <sup>8</sup> *Id.*

23 <sup>9</sup> 2019 HIMSS Cybersecurity Survey, available at:  
24 <https://www.himss.org/2019-himss-cybersecurity-survey> (last accessed  
25 Sept. 21, 2021).

26 <sup>10</sup> Inside Digital Health, *How to Safeguard Hospital Data from Email Spoofing*  
27 *Attacks*, April 4, 2019, available at:  
28 [https://www.idigitalhealth.com/news/how-to-safeguard-hospital-data-  
from-email-spoofing-attacks](https://www.idigitalhealth.com/news/how-to-safeguard-hospital-data-from-email-spoofing-attacks) (last accessed Sept. 21, 2021).

1 result of a breach. Defendants failed, however, to take adequate  
2 cybersecurity measures to prevent the Data Breach from occurring.

3  
4 ***F. Defendants Acquire, Collect, and Store Plaintiff's and Class  
Members' PII/PHI.***

5 37. Defendants acquire, collect, and store a massive amount of its  
6 patients', employees', and students' protected health-related information  
7 and other personally identifiable data.

8 38. As a condition of engaging in health services, employment, or  
9 student services, Defendants requires that these persons entrust them with  
10 highly confidential Sensitive Information.

11 39. By obtaining, collecting, using, and deriving a benefit from  
12 Plaintiff's and Class Members' Sensitive Information, Defendants assumed  
13 legal and equitable duties and knew or should have known that they were  
14 responsible for protecting Plaintiff's and Class Members' Sensitive  
15 Information from disclosure.

16 40. Plaintiff and the Class Members have taken reasonable steps to  
17 maintain the confidentiality of their Sensitive Information. Plaintiff and  
18 the Class Members, as current and former patients, relied on Defendants  
19 to keep their Sensitive Information confidential and securely maintained,  
20 to use this information for business purposes only, and to make only  
21 authorized disclosures of this information.

22  
23 ***G. The Value of PII and the Effects of Unauthorized Disclosure.***

24 41. Defendants were well aware that the Sensitive Information  
25 they collect is highly sensitive and of significant value to those who would  
26 use it for wrongful purposes.

27 42. Sensitive Information is a valuable commodity to identity  
28 thieves. As the FTC recognizes, PII and PHI identity thieves can commit

1 an array of crimes including identify theft, medical and financial fraud.<sup>11</sup>  
2 Indeed, a robust “cyber black market” exists in which criminals openly  
3 post stolen PII and PHI on multiple underground Internet websites,  
4 commonly referred to as the dark web.

5 43. While credit card information and associated PII and PHI can  
6 sell for as little as \$1-\$2 on the black market, protected health information  
7 can sell for as much as \$363 according to the Infosec Institute. This is  
8 because one’s personal health history (e.g., ailments, diagnosis, surgeries,  
9 etc.) cannot be changed.<sup>12</sup> PHI is particularly valuable because criminals  
10 can use it to target victims with frauds and scams that take advantage of  
11 the victim’s medical conditions or victim settlements. It can be used to  
12 create fake insurance claims, allowing for the purchase and resale of  
13 medical equipment, or gain access to prescriptions for illegal use or resale.

14 44. The ramifications of Defendants’ failure to keep its patients’,  
15 employees’, and students’ Sensitive Information secure are long lasting  
16 and severe. Once Sensitive Information is stolen, fraudulent use of that  
17 information and damage to victims may continue for years.

18 45. At all relevant times, Defendants knew, or reasonably should  
19 have known, of the importance of safeguarding Sensitive Information and  
20 of the foreseeable consequences if their data security systems were  
21 breached, including the significant costs that would be imposed on  
22 Plaintiff and the Class as a result of a breach.

---

25 <sup>11</sup> Federal Trade Commission, *What To Know About Identity Theft*, available  
26 at: [https://www.consumer.ftc.gov/articles/what-know-about-identity-](https://www.consumer.ftc.gov/articles/what-know-about-identity-theft)  
theft (last accessed Sept. 21, 2021).

27 <sup>12</sup> Center for Internet Security, *Data Breaches: In the Healthcare Sector*,  
28 available at: [https://www.cisecurity.org/blog/data-breaches-in-the-](https://www.cisecurity.org/blog/data-breaches-in-the-healthcare-sector/)  
[healthcare-sector/](https://www.cisecurity.org/blog/data-breaches-in-the-healthcare-sector/) (last accessed Sept. 21, 2021).

1           **H. Defendants' Conduct Violates HIPAA.**

2           46. HIPAA requires covered entities to protect against reasonably  
3 anticipated threats to the security of PHI. Covered entities must  
4 implement safeguards to ensure the confidentiality, integrity, and  
5 availability of PHI. Safeguards must include physical, technical, and  
6 administrative components.<sup>13</sup>

7           47. Title II of HIPAA contains what are known as the  
8 Administrative Simplification provisions. 42 U.S.C. §§ 1301, *et seq.* These  
9 provisions require, among other things, that the Department of Health and  
10 Human Services ("HHS") create rules to streamline the standards for  
11 handling PII and PHI like the data Defendants left unguarded. The HHS  
12 has subsequently promulgated five rules under authority of the  
13 Administrative Simplification provisions of HIPAA.

14           48. Defendants' Data Breach resulted from a combination of  
15 insufficiencies that demonstrate Defendants failed to comply with  
16 safeguards mandated by HIPAA regulations. Defendants' security failures  
17 include, but are not limited to:

- 18           a. Failing to ensure the confidentiality and integrity of electronic  
19 protected health information that Defendants creates, receives,  
20 maintains, and transmits in violation of 45 C.F.R.  
21 §164.306(a)(1);
- 22           b. Failing to implement technical policies and procedures for  
23 electronic information systems that maintain electronic  
24 protected health information to allow access only to those  
25

---

26 <sup>13</sup> HIPAA Journal, *What is Considered Protected Health Information Under*  
27 *HIPAA?*,  
28 *available at: <https://www.hipaajournal.com/what-is-considered-protected-health-information-under-hipaa/>* (last accessed Sept. 21, 2021).



1 persons or software programs that have been granted access  
2 rights in violation of 45 C.F.R. §164.312(a)(1);

3 c. Failing to implement policies and procedures to prevent,  
4 detect, contain, and correct security violations in violation of  
5 45 C.F.R. §164.308(a)(1);

6 d. Failing to identify and respond to suspected or known security  
7 incidents; mitigate, to the extent practicable, harmful effects of  
8 security incidents that are known to the covered entity in  
9 violation of 45 C.F.R. §164.308(a)(6)(ii);

10 e. Failing to protect against any reasonably-anticipated threats or  
11 hazards to the security or integrity of electronic protected  
12 health information in violation of 45 C.F.R. §164.306(a)(2);

13 f. Failing to protect against any reasonably anticipated uses or  
14 disclosures of electronically protected health information that  
15 are not permitted under the privacy rules regarding  
16 individually identifiable health information in violation of 45  
17 C.F.R. §164.306(a)(3);

18 g. Failing to ensure compliance with HIPAA security standard  
19 rules by their workforce in violation of 45 C.F.R.  
20 §164.306(a)(94);

21 h. Impermissibly and improperly using and disclosing protected  
22 health information that is and remains accessible to  
23 unauthorized persons in violation of 45 C.F.R. §164.502, *et seq.*;

24 i. Failing to effectively train all members of their workforce  
25 (including independent contractors) on the policies and  
26 procedures with respect to protected health information as  
27 necessary and appropriate for the members of their workforce  
28 to carry out their functions and to maintain security of

1           protected health information in violation of 45 C.F.R.  
2           §164.530(b) and 45 C.F.R. §164.308(a)(5); and

- 3           j. Failing to design, implement, and enforce policies and  
4           procedures establishing physical and administrative  
5           safeguards to reasonably safeguard protected health  
6           information, in compliance with 45 C.F.R. §164.530(c).

7           ***I. Defendants Failed to Comply with FTC Guidelines.***

8           49. The Federal Trade Commission (“FTC”) has promulgated  
9           numerous guides for businesses that highlight the importance of  
10           implementing reasonable data security practices. According to the FTC,  
11           the need for data security should be factored into all business decision-  
12           making.<sup>14</sup>

13           50. In 2016, the FTC updated its publication, *Protecting Personal*  
14           *Information: A Guide for Business*, which established cybersecurity  
15           guidelines for businesses.<sup>15</sup> The guidelines note that businesses should  
16           protect the personal customer information that they keep; properly  
17           dispose of personal information that is no longer needed; encrypt  
18           information stored on computer networks; understand their network’s  
19           vulnerabilities; and implement policies to correct any security problems.

20           51. The FTC further recommends that companies not maintain PII  
21           and PHI longer than is needed for authorization of a transaction; limit  
22

---

23  
24           <sup>14</sup> Federal Trade Commission, *Start With Security*, available at:  
25           [https://www.ftc.gov/system/files/documents/plain-language/pdf0205-](https://www.ftc.gov/system/files/documents/plain-language/pdf0205-startwithsecurity.pdf)  
26           [startwithsecurity.pdf](https://www.ftc.gov/system/files/documents/plain-language/pdf0205-startwithsecurity.pdf) (last accessed Sept. 21, 2021).

27           <sup>15</sup> Federal Trade Commission, *Protecting Personal Information: A Guide for*  
28           *Business*, available at  
          [https://www.ftc.gov/system/files/documents/plain-language/pdf-](https://www.ftc.gov/system/files/documents/plain-language/pdf-0136_proteting-personal-information.pdf)  
          [0136\\_proteting-personal-information.pdf](https://www.ftc.gov/system/files/documents/plain-language/pdf-0136_proteting-personal-information.pdf) (last accessed Sept. 21, 2021).

1 access to sensitive data; require complex passwords to be used on  
2 networks; use industry-tested methods for security; monitor for suspicious  
3 activity on the network; and verify that third-party service providers have  
4 implemented reasonable security measures.<sup>16</sup>

5 52. The FTC has brought enforcement actions against businesses  
6 for failing to adequately and reasonably protect customer data, treating  
7 the failure to employ reasonable and appropriate measures to protect  
8 against unauthorized access to confidential consumer data as an unfair act  
9 or practice prohibited by Section 5 of the Federal Trade Commission Act  
10 (“FTCA”), 15 U.S.C. § 45. Orders resulting from these actions further  
11 clarify the measures businesses must take to meet their data security  
12 obligations.

13 53. Defendants failed to properly implement basic data security  
14 practices. Defendants’ failure to employ reasonable and appropriate  
15 measures to protect against unauthorized access to patients’, employees’,  
16 and students’ Sensitive Information constitutes an unfair act or practice  
17 prohibited by Section 5 of the FTCA, 15 U.S.C. § 45.

18 54. Defendants were at all times fully aware of their obligation to  
19 protect the Sensitive Information of patients, employees, and students  
20 because of their position as a healthcare provider, employer, and teaching  
21 facility. Defendants were also aware of the significant repercussions that  
22 would result from their failure to do so.

23  
24 ***J. Defendants Failed to Comply with Healthcare Industry  
Standards.***

25 55. HHS’s Office for Civil Rights (“DHHS”) notes:  
26  
27

28  

---

<sup>16</sup> FTC, *Start With Security*, *supra* note 16.

1 While all organizations need to implement policies,  
2 procedures, and technical solutions to make it harder for  
3 hackers to gain access to their systems and data, this is  
4 especially important in the healthcare industry. Hackers are  
5 actively targeting healthcare organizations, as they store large  
quantities of highly sensitive and valuable data.<sup>17</sup>

6 56. DHHS highlights several basic cybersecurity safeguards that  
7 can be implemented to improve cyber resilience that require a relatively  
8 small financial investment yet can have a major impact on an  
9 organization's cybersecurity posture including: (a) the proper encryption  
10 of PII and PHI; (b) educating and training healthcare employees on how to  
11 protect PII and PHI; and (c) correcting the configuration of software and  
12 network devices.

13 57. Private cybersecurity firms have also identified the healthcare  
14 sector as being particularly vulnerable to cyber-attacks, both because of  
15 the value of the PII and PHI which they maintain and because as an  
16 industry they have been slow to adapt and respond to cybersecurity  
17 threats.<sup>18</sup> They too have promulgated similar best practices for bolstering  
18 cybersecurity and protecting against the unauthorized disclosure of PII  
19 and PHI.

20 58. Despite the abundance and availability of information  
21 regarding cybersecurity best practices for the healthcare industry,  
22

---

23 <sup>17</sup> HIPAA Journal, *Cybersecurity Best Practices for Healthcare*  
24 *Organizations*, [https://www.hipaajournal.com/important-cybersecurity-](https://www.hipaajournal.com/important-cybersecurity-best-practices-for-healthcare-organizations/)  
25 [best-practices-for-healthcare-organizations/](https://www.hipaajournal.com/important-cybersecurity-best-practices-for-healthcare-organizations/) (last accessed Sept. 21, 2021).

26 <sup>18</sup> See e.g., INFOSEC, *10 Best Practices For Healthcare Security*, available at:  
27 [https://resources.infosecinstitute.com/category/healthcare-information-](https://resources.infosecinstitute.com/category/healthcare-information-security/is-best-practices-for-healthcare/10-best-practices-for-healthcare-security/#gref)  
28 [security/#gref](https://resources.infosecinstitute.com/category/healthcare-information-security/is-best-practices-for-healthcare/10-best-practices-for-healthcare-security/#gref) (last accessed Sept. 21, 2021).

1 Defendants chose to ignore them. These best practices were known, or  
2 should have been known by Defendants, whose failure to heed and  
3 properly implement them directly led to the Data Breach and the unlawful  
4 exposure of Sensitive Information.

5 **K. Plaintiff and Class Members Suffered Damages.**

6 59. The ramifications of Defendants' failure to keep Plaintiff's and  
7 the Class's Sensitive Information secure are long lasting and severe. Once  
8 PII and PHI is stolen, fraudulent use of that information and damage to  
9 victims may continue for years. Consumer victims of data breaches are  
10 more likely to become victims of identity fraud.<sup>19</sup>

11 60. The Sensitive Information belonging to Plaintiff and Class  
12 Members is private, sensitive in nature, and was left inadequately  
13 protected by Defendants who did not obtain Plaintiff's or Class Members'  
14 consent to disclose such Sensitive Information to any other person as  
15 required by applicable law and industry standards.

16 61. The Data Breach was a direct and proximate result of  
17 Defendants' failure to: (a) properly safeguard and protect Plaintiff's and  
18 Class Members' Sensitive Information from unauthorized access, use, and  
19 disclosure, as required by various state and federal regulations, industry  
20 practices, and common law; (b) establish and implement appropriate  
21 administrative, technical, and physical safeguards to ensure the security  
22 and confidentiality of Plaintiff's and Class Members' Sensitive  
23 Information; and (c) protect against reasonably foreseeable threats to the  
24 security or integrity of such information.

25  
26 \_\_\_\_\_  
27 <sup>19</sup> , available at:

28 <https://www.lexisnexis.com/risk/downloads/assets/true-cost-fraud-2014.pdf> (last accessed Sept. 21, 2021).

1           62. Defendants had the resources necessary to prevent the Data  
2 Breach, but neglected to adequately implement data security measures,  
3 despite their obligation to protect patient data.

4           63. Had Defendants remedied the deficiencies in their data  
5 security systems and adopted security measures recommended by experts  
6 in the field, they would have prevented the intrusions into its systems and,  
7 ultimately, the theft of Sensitive Information.

8           64. As a direct and proximate result of Defendants' wrongful  
9 actions and inactions, Plaintiff's and Class Members have been placed at  
10 an imminent, immediate, and continuing risk of harm from identity theft  
11 and fraud, requiring them to take the time which they otherwise would  
12 have dedicated to other life demands such as work and family in an effort  
13 to mitigate the actual and potential impact of the Data Breach on their  
14 lives.

15           65. The U.S. Department of Justice's Bureau of Justice Statistics  
16 found that "among victims who had personal information used for  
17 fraudulent purposes, 29% spent a month or more resolving problems" and  
18 that "resolving the problems caused by identity theft [could] take more  
19 than a year for some victims."<sup>20</sup>

20           66. In the breach notification letter, Defendants made an  
21 ambiguous and vague offer of identity monitoring services to patients  
22 without providing information as to the terms of service, benefits offered,  
23 or length of service. This is wholly inadequate to compensate Plaintiff and  
24

---

25  
26 <sup>20</sup> U.S. Department of Justice, Office of Justice Programs Bureau of Justice  
27 Statistics, *Victims of Identity Theft, 2012*, December 2013, available at:  
28 <https://www.bjs.gov/content/pub/pdf/vit12.pdf> (last accessed Sept. 21,  
2021).

1 Class Members as it fails to provide for the fact that victims of data  
2 breaches and other unauthorized disclosures commonly face multiple  
3 years of ongoing identity theft, medical and financial fraud, and it entirely  
4 fails to provide sufficient compensation for the unauthorized release and  
5 disclosure of Plaintiff' and Class Members' Sensitive Information.

6 67. As a result of the Defendants' failures to prevent the Data  
7 Breach, Plaintiff and Class Members have suffered, will suffer, and are at a  
8 present and continuing risk of suffering:

- 9 a. The compromise, publication, theft and/or unauthorized use  
10 of their Sensitive Information;
  - 11 b. Out-of-pocket costs associated with the prevention, detection,  
12 recovery and remediation from identity theft or fraud;
  - 13 c. Lost opportunity costs and lost wages associated with efforts  
14 expended and the loss of productivity from addressing and  
15 attempting to mitigate the actual and future consequences of  
16 the Data Breach, including but not limited to efforts spent  
17 researching how to prevent, detect, contest and recover from  
18 identity theft and fraud;
  - 19 d. The continued risk to their Sensitive Information, which  
20 remains in the possession of Defendants and is subject to  
21 further breaches so long as Defendants fails to undertake  
22 appropriate measures to protect the Sensitive Information in  
23 their possession; and
  - 24 e. Current and future costs in terms of time, effort and money  
25 that will be expended to prevent, detect, contest, remediate  
26 and repair the impact of the Data Breach for the remainder of  
27 the lives of Plaintiff and Class Members.
- 28

1 68. In addition to a remedy for the economic harm, Plaintiff and  
2 the Class Members maintain an undeniable interest in ensuring that their  
3 Sensitive Information is secure, remains secure, and is not subject to  
4 further misappropriation and theft.

5 **L. Defendants' Delay in Identifying & Reporting the Breach**  
6 **Caused Additional Harm.**

7 69. It is axiomatic that:

8 The quicker a financial institution, credit card issuer,  
9 wireless carrier or other service provider is notified that  
10 fraud has occurred on an account, the sooner these  
11 organizations can act to limit the damage. Early  
12 notification can also help limit the liability of a victim in  
13 some cases, as well as allow more time for law  
14 enforcement to catch the fraudsters in the act.<sup>21</sup>

15 70. Indeed, once a data breach has occurred:

16 [o]ne thing that does matter is hearing about a data  
17 breach quickly. That alerts consumers to keep a tight  
18 watch on credit card bills, insurance invoices, and  
19 suspicious emails. It can prompt them to change  
20 passwords and freeze credit reports. And notifying  
21 officials can help them catch cybercriminals and warn  
22 other businesses of emerging dangers. If consumers don't  
23 know about a breach because it wasn't reported, they  
24 can't take action to protect themselves (internal citations  
25 omitted).<sup>22</sup>

---

26 <sup>21</sup> *Identity Fraud Hits Record High with 15.4 Million U.S. Victims in 2016, Up  
27 16 Percent According to New Javelin Strategy & Research Study*, Business  
28 Wire, available at:

29 <https://www.businesswire.com/news/home/20170201005166/en/Identity-Fraud-Hits-Record-High-15.4-Million> (last accessed Sept. 21, 2021).

30 <sup>22</sup> Consumer Reports, *The Data Breach Next Door Security breaches don't just  
31 hit giants like Equifax and Marriott. Breaches at small companies put consumers  
32 at risk, too*, January 31, 2019, available at:



1 71. Although their Sensitive Information was improperly exposed,  
2 viewed, and eventually stolen beginning on or about December 2, 2020,  
3 affected persons were not notified of the Data Breach until, at the earliest,  
4 late July, 2021 and often not until September, 2021, depriving them of the  
5 ability to promptly mitigate potential adverse consequences resulting from  
6 the Data Breach.

7 72. As a result of Defendants' delay in detecting and notifying  
8 consumers of the Data Breach, the risk of fraud for Plaintiff and Class  
9 Members has been driven even higher.

10 **Class Allegations**

11 73. Plaintiff brings this class action on behalf of himself and on  
12 behalf of all others similarly situated pursuant to Rule 23(b)(2), 23(b)(3),  
13 and 23(c)(4) of the Federal Rules of Civil Procedure.

14 74. The Nationwide Class that Plaintiff seeks to represent is  
15 defined as follows:

16 **All individuals whose Sensitive Information was**  
17 **compromised in the data breach first announced**  
18 **by UC San Diego Health on or about July 27, 2021**  
**(the "Nationwide Class").**

19  
20 75. The California Subclass that Plaintiff seeks to represent is  
21 defined as follows:

22 **All individuals in the State of California whose**  
23 **Sensitive Information was compromised in the**  
24 **data breach first announced by UC San Diego**  
25 **Health on or about July 27, 2021 (the "California**  
26 **Subclass").**

27 

---

28 <https://www.consumerreports.org/data-theft/the-data-breach-next-door/> (last accessed Sept. 21, 2021).

1           76. Both the Nationwide Class and California Subclass will be  
2 referred to as “the Class” except where necessary to distinguish them.

3           77. Excluded from the Class are the following individuals and/or  
4 entities: Defendants and Defendants’ parents, subsidiaries, affiliates,  
5 officers and directors, current or former employees, and any entity in  
6 which Defendants have a controlling interest; all individuals who make a  
7 timely election to be excluded from this proceeding using the correct  
8 protocol for opting out; any and all federal, state or local governments,  
9 including but not limited to their departments, agencies, divisions,  
10 bureaus, boards, sections, groups, counsels and/or subdivisions; and all  
11 judges assigned to hear any aspect of this litigation, as well as their  
12 immediate family members.

13           78. Plaintiff reserves the right to modify or amend the definition of  
14 the proposed Class before the Court determines whether certification is  
15 appropriate.

16           79. Numerosity, Fed R. Civ. P. 23(a)(1): The Nationwide Class and  
17 California Subclass are so numerous that joinder of all members is  
18 impracticable. Defendants have identified thousands of patients,  
19 employees, and students whose Sensitive Information may have been  
20 improperly accessed in the Data Breach, and the Class is apparently  
21 identifiable within Defendants’ records.

22           80. Commonality, Fed. R. Civ. P. 23(a)(2) and (b)(3): Questions of  
23 law and fact common to the Class exist and predominate over any  
24 questions affecting only individual Class Members. These include:

- 25           a. Whether and when Defendants actually learned of the Data  
26 Breach and whether their response was adequate;  
27           b. Whether Defendants owed a duty to the Class to exercise  
28 due care in collecting, storing, safeguarding and/or

- 1           obtaining their Sensitive Information;
- 2           c. Whether Defendants breached that duty;
- 3           d. Whether Defendants implemented and maintained
- 4           reasonable security procedures and practices appropriate to
- 5           the nature of storing Plaintiff's and Class Members' Sensitive
- 6           Information;
- 7           e. Whether Defendants acted negligently in connection with
- 8           the monitoring and/or protecting of Plaintiff's and Class
- 9           Members' Sensitive Information;
- 10          f. Whether Defendants knew or should have known that they
- 11          did not employ reasonable measures to keep Plaintiff's and
- 12          Class Members' Sensitive Information secure and prevent
- 13          loss or misuse of that Sensitive Information;
- 14          g. Whether Defendants adequately addressed and fixed the
- 15          vulnerabilities which permitted the Data Breach to occur;
- 16          h. Whether Defendants caused Plaintiff and Class Members
- 17          damages;
- 18          i. Whether Defendants violated the law by failing to promptly
- 19          notify Class Members that their Sensitive Information had
- 20          been compromised;
- 21          j. Whether Plaintiff and the other Class Members are entitled
- 22          to actual damages, credit monitoring, and other monetary
- 23          relief;
- 24          k. Whether Defendants violated the California Consumer
- 25          Privacy Act (Cal. Civ. Code § 1798.100, *et seq.* (§ 1798.150(a));
- 26          l. Whether Defendants violated the Confidentiality of Medical
- 27          Information Act (Cal. Civ. Code § 56, *et seq.*); and
- 28

1           81. Typicality, Fed. R. Civ. P. 23(a)(3): Plaintiff's claims are typical  
2 of those of other Class Members because all had their PII compromised as  
3 a result of the Data Breach, due to Defendants' misfeasance.

4           82. Policies Generally Applicable to the Class: This class action is  
5 also appropriate for certification because Defendants have acted or refused  
6 to act on grounds generally applicable to the Class, thereby requiring the  
7 Court's imposition of uniform relief to ensure compatible standards of  
8 conduct toward the Class Members and making final injunctive relief  
9 appropriate with respect to the Class as a whole. Defendants' policies  
10 challenged herein apply to and affect Class Members uniformly and  
11 Plaintiff's challenge of these policies hinges on Defendants' conduct with  
12 respect to the Class as a whole, not on facts or law applicable only to  
13 Plaintiff.

14           83. Adequacy, Fed. R. Civ. P. 23(a)(4): Plaintiff will fairly and  
15 adequately represent and protect the interests of the Class Members in  
16 that he has no disabling conflicts of interest that would be antagonistic to  
17 those of the other Members of the Class. Plaintiff seeks no relief that is  
18 antagonistic or adverse to the Members of the Class and the infringement  
19 of the rights and the damages they have suffered are typical of other Class  
20 Members. Plaintiff has retained counsel experienced in complex consumer  
21 class action litigation, and Plaintiff intends to prosecute this action  
22 vigorously.

23           84. Superiority and Manageability, Fed. R. Civ. P. 23(b)(3): The  
24 class litigation is an appropriate method for fair and efficient adjudication  
25 of the claims involved. Class action treatment is superior to all other  
26 available methods for the fair and efficient adjudication of the controversy  
27 alleged herein; it will permit a large number of class members to prosecute  
28 their common claims in a single forum simultaneously, efficiently, and

1 without the unnecessary duplication of evidence, effort, and expense that  
2 hundreds of individual actions would require. Class action treatment will  
3 permit the adjudication of relatively modest claims by certain class  
4 members, who could not individually afford to litigate a complex claim  
5 against large entities like Defendants. Further, even for those class  
6 members who could afford to litigate such a claim, it would still be  
7 economically impractical and impose a burden on the courts.

8       85. The nature of this action and the nature of laws available to  
9 Plaintiff and the Class make use of the class action device a particularly  
10 efficient and appropriate procedure to afford relief to Plaintiff and the  
11 Class for the wrongs alleged because Defendants would necessarily gain  
12 an unconscionable advantage since Defendants would be able to exploit  
13 and overwhelm the limited resources of each individual Class Member  
14 with superior financial and legal resources; the costs of individual suits  
15 could unreasonably consume the amounts that would be recovered; proof  
16 of a common course of conduct to which Plaintiff were exposed is  
17 representative of that experienced by the Class and will establish the right  
18 of each Class Member to recover on the cause of action alleged; and  
19 individual actions would create a risk of inconsistent results and would be  
20 unnecessary and duplicative of this litigation.

21       86. UC San Diego Health and Does 1 through 50 are based in San  
22 Diego, California, and on information and belief, all managerial decisions  
23 emanate from there, the representations on Defendants' website originate  
24 from there, Defendants' misrepresentations originated from California,  
25 and therefore application of California law to the Nationwide Class is  
26 appropriate.

27       87. The litigation of the claims brought herein is manageable.  
28 Defendants' uniform conduct, the consistent provisions of the relevant

1 laws, and the ascertainable identities of Class Members demonstrates that  
2 there would be no significant manageability problems with prosecuting  
3 this lawsuit as a class action.

4 88. Adequate notice can be given to Class Members directly using  
5 information maintained in Defendants' records.

6 89. Unless a Class-wide injunction is issued, Defendants may  
7 continue in its failure to properly secure the Sensitive Information of Class  
8 Members, Defendants may continue to refuse to provide proper  
9 notification to Class Members regarding the Data Breach, and Defendants  
10 may continue to act unlawfully as set forth in this Complaint.

11 90. Further, Defendants have acted or refused to act on grounds  
12 generally applicable to the Class and, accordingly, final injunctive or  
13 corresponding declaratory relief with regard to the Class Members as a  
14 whole is appropriate under Rule 23(b)(2) of the Federal Rules of Civil  
15 Procedure.

16 91. Likewise, particular issues under Rule 23(c)(4) are appropriate  
17 for certification because such claims present only particular, common  
18 issues, the resolution of which would advance the disposition of this  
19 matter and the parties' interests therein. Such particular issues include, but  
20 are not limited to:

- 21 a. Whether Defendants owed a legal duty to Plaintiff and the  
22 Class Members to exercise due care in collecting, storing, using,  
23 and safeguarding their Sensitive Information;
- 24 b. Whether Defendants breached a legal duty to Plaintiff and the  
25 Class Members to exercise due care in collecting, storing, using,  
26 and safeguarding their Sensitive Information;
- 27 c. Whether Defendants failed to comply with their own policies  
28 and applicable laws, regulations, and industry standards

1 relating to data security;

- 2 d. Whether Defendants failed to implement and maintain  
3 reasonable security procedures and practices appropriate to the  
4 nature and scope of the information compromised in the Data  
5 Breach; and
- 6 e. Whether Class Members are entitled to actual damages, credit  
7 monitoring or other injunctive relief, and/or punitive damages  
8 as a result of Defendants' wrongful conduct.

9  
10 **COUNT I**

11 **Negligence**  
12 **(actionable through Gov. Code §§ 815.2 and 820)**  
13 **(On Behalf of Plaintiff and the Class)**

14 92. Plaintiff restates and realleges Paragraphs 1 through 91 as if  
15 fully set forth herein.

16 93. As a condition of receiving services or employment, Plaintiff  
17 and Class Members were obligated to provide Defendants, directly or  
18 indirectly, with their Sensitive Information.

19 94. Plaintiff and the Class Members entrusted their Sensitive  
20 Information to Defendants with the understanding that Defendants would  
21 safeguard their information.

22 95. Defendants had full knowledge of the sensitivity of the  
23 Sensitive Information and the types of harm that Plaintiff and Class  
24 Members could and would suffer if the Sensitive Information were  
25 wrongfully disclosed.

26 96. Defendants had a duty to exercise reasonable care in  
27 safeguarding, securing, and protecting such information from being  
28 compromised, lost, stolen, misused, and/or disclosed to unauthorized

1 parties. This duty includes, among other things, designing, maintaining,  
2 and testing its security protocols to ensure that Sensitive Information in  
3 their possession was adequately secured and protected and that employees  
4 tasked with maintaining such information were adequately training on  
5 relevant cybersecurity measures.

6 97. Defendants also owed a duty under various statutes. For  
7 example, Section 5 of the FTC Act prohibits “unfair . . . practices in or  
8 affecting commerce,” including, as interpreted and enforced by the FTC,  
9 the unfair act or practice by businesses, such as UC San Diego Health, of  
10 failing to use reasonable measures to protect Sensitive Information. The  
11 FTC publications and orders described above also form part of the basis of  
12 Defendants’ duty in this regard.

13 98. Defendants’ violated Section 5 of the FTC Act by failing to use  
14 reasonable measures to protect patients’ Sensitive Information and not  
15 complying with applicable industry standards, as described in detail  
16 herein. Defendants’ conduct was particularly unreasonable given the  
17 nature and amount of Sensitive Information it obtained and stored, and  
18 the foreseeable consequences of a data breach including, specifically, the  
19 damages that would result to Plaintiff and Class Members.

20 99. Plaintiff and Class Members are within the class of persons that  
21 the FTC Act was intended to protect.

22 100. The harm that occurred as a result of the Data Breach is the  
23 type of harm the FTC Act was intended to guard against. The FTC has  
24 pursued enforcement actions against businesses, which, as a result of their  
25 failure to employ reasonable data security measures and avoid unfair and  
26 deceptive practices, caused the same harm as that suffered by Plaintiff and  
27 the Class.  
28



1           101. Likewise, HIPAA privacy laws were enacted precisely with the  
2 objective of protecting the confidentiality of patients’ healthcare  
3 information and set forth the conditions under which such information can  
4 be used, and to whom it can be disclosed. HIPAA privacy laws not only  
5 apply to healthcare providers and the organizations they work for, but to  
6 any entity that may have access to healthcare information about a patient  
7 that – if it were to fall into the wrong hands – could present a risk of harm  
8 to the patient’s finances or reputation.

9           102. Plaintiff and Class Members are within the class of persons that  
10 HIPAA privacy laws were intended to protect.

11           103. The harm that occurred as a result of the Data Breach is the  
12 type of harm HIPAA privacy laws were intended to guard against.

13           104. Plaintiff and the Class Members were the foreseeable and  
14 probable victims of any inadequate security practices and procedures.  
15 Defendants knew of or should have known of the inherent risks in  
16 collecting and storing the highly valuable Sensitive Information of Plaintiff  
17 and the Class, the critical importance of providing adequate security of  
18 that Sensitive Information, the current cyber scams being perpetrated, and  
19 that it had inadequate employee training and education and IT security  
20 protocols in place to secure the Sensitive Information of Plaintiff and the  
21 Class.

22           105. Defendants’ own conduct created a foreseeable risk of harm to  
23 Plaintiff and Class Members. Defendants’ misconduct included, but was  
24 not limited to, their failure to take the steps and opportunities to prevent  
25 the Data Breach as set forth herein. Defendants’ misconduct also included  
26 their decision not to comply with HIPAA and industry standards for the  
27 safekeeping and encrypted authorized disclosure of the Sensitive  
28 Information of Plaintiff and Class Members.

1           106. Plaintiff and the Class Members had no ability to protect their  
2 Sensitive Information that was in Defendants’ possession.

3           107. Defendants were in a position to protect against the harm  
4 suffered by Plaintiff and Class Members as a result of the Data Breach.

5           108. Defendants had a duty to put proper procedures in place to  
6 prevent the unauthorized dissemination of Plaintiff and Class Members’  
7 Sensitive Information.

8           109. Defendants have admitted that Plaintiff’ and Class Members’  
9 Sensitive Information was wrongfully disclosed to unauthorized third  
10 persons as a result of the Data Breach.

11           110. Defendants, through its actions and/or omissions, unlawfully  
12 breached their duty to Plaintiff and Class Members by failing to exercise  
13 reasonable care in protecting and safeguarding the Plaintiff’ and Class  
14 Members’ Sensitive Information while it was in Defendants’ possession or  
15 control.

16           111. Defendants improperly and inadequately safeguarded  
17 Plaintiff’ and Class Members’ Sensitive Information in deviation of  
18 standard industry rules, regulations and practices at the time of the Data  
19 Breach.

20           112. Defendants, through their actions and/or omissions,  
21 unlawfully breached its duty to Plaintiff and Class Members by failing to  
22 have appropriate procedures in place to detect and prevent dissemination  
23 of its patients’ Sensitive Information.

24           113. Defendants, through their actions and/or omissions,  
25 unlawfully breached their duty to adequately disclose to Plaintiff and  
26 Class Members the existence and scope of the Data Breach.

1 114. But for Defendants’ wrongful and negligent breach of duties  
2 owed to Plaintiff and Class Members, Plaintiff’ and Class Members’  
3 Sensitive Information would not have been compromised.

4 115. There is a temporal and close causal connection between  
5 Defendants’ failure to implement security measures to protect the  
6 Sensitive Information and the harm suffered, or risk of imminent harm  
7 suffered, by Plaintiff and the Class.

8 116. As a result of Defendants’ negligence, Plaintiff and the Class  
9 Members have suffered and will continue to suffer damages and injury  
10 including, but not limited to: out-of-pocket expenses associated with  
11 procuring robust identity protection and restoration services; present and  
12 continuing risk of identity theft and fraud and the costs associated  
13 therewith; time spent monitoring, addressing and correcting the current  
14 and future consequences of the Data Breach; and the necessity to engage  
15 legal counsel and incur attorneys’ fees, costs and expenses.

16 **COUNT II**

17  
18 **Invasion of Privacy**  
19 **(actionable through Gov. Code §§ 815.2 and 820)**  
20 **(On Behalf of Plaintiff and the Class)**

21 117. Plaintiff restates and realleges paragraph 1 through 91 as if  
22 fully set forth herein.

23 118. Plaintiff and Class Members had a legitimate expectation of  
24 privacy with respect to their Sensitive Information and were accordingly  
25 entitled to the protection of this information against disclosure to  
26 unauthorized third parties.

1 119. Defendants owed a duty to patients in its network, including  
2 Plaintiff and Class Members, to keep their Sensitive Information  
3 confidential.

4 120. The unauthorized release of Sensitive Information, especially  
5 the type related to personal health information, is highly offensive to a  
6 reasonable person.

7 121. The intrusion was into a place or thing, which was private and  
8 is entitled to be private. Plaintiff and Class Members disclosed their  
9 Sensitive Information to Defendants as part of their use of Defendants'  
10 services or employment with Defendants, but privately, with the intention  
11 that the Sensitive Information would be kept confidential and protected  
12 from unauthorized disclosure. Plaintiff and Class Members were  
13 reasonable in their belief that such information would be kept private and  
14 would not be disclosed without their authorization.

15 122. The Data Breach constitutes an intentional interference with  
16 Plaintiff and Class Members' interest in solitude or seclusion, either as to  
17 their persons or as to their private affairs or concerns, of a kind that would  
18 be highly offensive to a reasonable person.

19 123. Defendants acted with a knowing state of mind when it  
20 permitted the Data Breach because it knew its information security  
21 practices were inadequate.

22 124. Acting with knowledge, Defendants had notice and knew that  
23 their inadequate cybersecurity practices would cause injury to Plaintiff and  
24 Class Members.

25 125. As a proximate result of Defendants' acts and omissions,  
26 Plaintiff and Class Members' Sensitive Information was disclosed to and  
27 used by third parties without authorization, causing Plaintiff and Class  
28 Members to suffer damages.

1 126. Unless and until enjoined, and restrained by order of this  
2 Court, Defendants' wrongful conduct will continue to cause great and  
3 irreparable injury to Plaintiff and Class Members in that the Sensitive  
4 Information maintained by Defendants can be viewed, distributed, and  
5 used by unauthorized persons.

6 127. Plaintiff and Class Members have no adequate remedy at law  
7 for the injuries in that a judgment for monetary damages will not end the  
8 invasion of privacy for Plaintiff and the Class.

9  
10 **COUNT III**

11 **Breach of Implied Contract**  
12 **(actionable through Gov. Code §§ 815.2 and 820)**  
13 **(On Behalf of Plaintiff and the Class)**

14 128. Plaintiff restates and realleges paragraphs 1 through 91 as if  
15 fully set forth herein.

16 129. Plaintiff and Class Members were required to provide their  
17 Sensitive Information, including their names, Social Security numbers,  
18 addresses, medical record numbers, dates of birth, telephone numbers,  
19 email addresses, and various health related information to Defendants as a  
20 condition of their use of Defendants' services.

21 130. Plaintiff and Class Members paid money, or money was paid  
22 on their behalf, to Defendants in exchange for services, along with  
23 Defendants' promise to protect their health information and other  
24 Sensitive Information from unauthorized disclosure.

25 131. In their written privacy policies, UC San Diego Health  
26 expressly promised Plaintiff and Class Members that it would only  
27 disclose protected health information and other Sensitive Information  
28 under certain circumstances, none of which relate to the Data Breach.

1 132. Defendants promised to comply with HIPAA standards and to  
2 make sure that Plaintiff's and Class Members' health information and  
3 other Sensitive Information would remain protected.

4 133. Implicit in the agreement between Plaintiff and Class Members  
5 and the Defendants to provide protected health information and other  
6 Sensitive Information, was Defendants' obligation to: (a) use such Sensitive  
7 Information for business purposes only; (b) take reasonable steps to  
8 safeguard that Sensitive Information; (c) prevent unauthorized disclosures  
9 of the Sensitive Information; (d) provide Plaintiff and Class Members with  
10 prompt and sufficient notice of any and all unauthorized access and/or  
11 theft of their Sensitive Information; (e) reasonably safeguard and protect  
12 the Sensitive Information of Plaintiff and Class Members from  
13 unauthorized disclosure or uses; and (f) retain the Sensitive Information  
14 only under conditions that kept such information secure and confidential.

15 134. Without such implied contracts, Plaintiff and Class Members  
16 would not have provided their Sensitive Information to Defendants.

17 135. Plaintiff and Class Members fully performed their obligations  
18 under the implied contract with Defendants. However, Defendants did  
19 not.

20 136. Defendants breached the implied contracts with Plaintiff and  
21 Class Members by failing to:

- 22 a. reasonably safeguard and protect Plaintiff's and Class  
23 Members' Sensitive Information, which was compromised as a  
24 result of the Data Breach;
- 25 b. comply with its promise to abide by HIPAA;
- 26 c. ensure the confidentiality and integrity of electronic protected  
27 health information that Defendants created, received,  
28

1 maintained, and transmitted in violation of 45 C.F.R  
2 164.306(a)(1);

3 d. implement technical policies and procedures for electronic  
4 information systems that maintain electronic protected health  
5 information to allow access only to those persons or software  
6 programs that have been granted access rights in violation of  
7 45 C.F.R 164.312(a)(1);

8 e. implement policies and procedures to prevent, detect, contain,  
9 and correct security violations in violation of 45 C.F.R  
10 164.308(a)(1);

11 f. identify and respond to suspected or known security incidents;  
12 mitigate, to the extent practicable, harmful effects of security  
13 incidents that are known to the covered entity in violation of 45  
14 C.F.R 164.308(a)(6)(ii); and

15 g. protect against any reasonably anticipated threats or hazards to  
16 the security or integrity of electronic protected health  
17 information in violation of 45 C.F.R 164.306(a)(2).

18 137. As a direct and proximate result of Defendants' breach of the  
19 implied contracts, Plaintiff and the Class have suffered, and continue to  
20 suffer, injuries and damages arising from the Data Breach including, but  
21 not limited to: damages from lost time and effort to mitigate the actual and  
22 potential impact of the Data Breach on their lives, including, *inter alia*, by  
23 placing "freezes" and "alerts" with credit reporting agencies, contacting  
24 their financial institutions, closing or modifying financial and medical  
25 accounts, closely reviewing and monitoring their credit reports and  
26 various accounts for unauthorized activity, filing police reports, and  
27 damages from identity theft, which may take months if not years to  
28 discover and detect.

**COUNT IV**

**Unjust Enrichment  
(actionable through Gov. Code §§ 815.2 and 820)  
(On Behalf of Plaintiff and the Class)**

138. Plaintiff restates and realleges paragraphs 1 through 91 as if fully set forth herein.

139. Plaintiff and Class Members conferred a monetary benefit on Defendants. Specifically, they purchased goods and services from Defendants and in so doing provided Defendants with their Sensitive Information. In exchange, Plaintiff and Class Members should have received from Defendants the goods and services that were the subject of the transaction and have their Sensitive Information protected with adequate data security.

140. Defendants knew that Plaintiff and Class Members conferred a benefit which Defendants accepted. Defendants profited from these transactions and used the Sensitive Information of Plaintiff and Class Members for business purposes.

141. The amounts Plaintiff and Class Members paid for goods and services were used, in part, to pay for use of Defendants' network and the administrative costs of data management and security.

142. Under the principles of equity and good conscience, Defendants should not be permitted to retain the money belonging to Plaintiff and Class Members, because Defendants failed to implement appropriate data management and security measures that are mandated by industry standards.

143. Defendants failed to secure Plaintiff's and Class Members' Sensitive Information and, therefore, did not provide full compensation for the benefit Plaintiff and Class Members provided.



1           144. Defendants acquired the Sensitive Information through  
2 inequitable means in that it failed to disclose the inadequate security  
3 practices previously alleged.

4           145. If Plaintiff and Class Members knew that Defendants had not  
5 reasonably secured their Sensitive Information, they would not have  
6 agreed to Defendants' services.

7           146. Plaintiff and Class Members have no adequate remedy at law.

8           147. As a direct and proximate result of Defendants' conduct,  
9 Plaintiff and Class Members have suffered and will suffer injury, including  
10 but not limited to: (a) actual identity theft; (b) the loss of the opportunity of  
11 how their Sensitive Information is used; (c) the compromise, publication,  
12 and/or theft of their Sensitive Information; (d) out-of-pocket expenses  
13 associated with the prevention, detection, and recovery from identity theft,  
14 and/or unauthorized use of their Sensitive Information; (e) lost  
15 opportunity costs associated with efforts expended and the loss of  
16 productivity addressing and attempting to mitigate the actual and future  
17 consequences of the Data Breach, including but not limited to efforts spent  
18 researching how to prevent, detect, contest, and recover from identity  
19 theft; (f) the continued risk to their Sensitive Information, which remains in  
20 Defendants' possession and is subject to further unauthorized disclosures  
21 so long as Defendants fails to undertake appropriate and adequate  
22 measures to protect Sensitive Information in their continued possession;  
23 and (g) future costs in terms of time, effort, and money that will be  
24 expended to prevent, detect, contest, and repair the impact of the Sensitive  
25 Information compromised as a result of the Data Breach for the remainder  
26 of the lives of Plaintiff and Class Members.  
27  
28

1 148. As a direct and proximate result of Defendants' conduct,  
2 Plaintiff and Class Members have suffered and will continue to suffer  
3 other forms of injury and/or harm.

4 149. Defendants should be compelled to disgorge into a common  
5 fund or constructive trust, for the benefit of Plaintiff and Class Members,  
6 proceeds that they unjustly received from them. In the alternative,  
7 Defendants should be compelled to refund the amounts that Plaintiff and  
8 Class Members overpaid for Defendants' services.

9  
10 **COUNT V**

11 **Breach of Fiduciary Duty**  
12 **(actionable through Gov. Code §§ 815.2 and 820)**  
13 **(On Behalf of Plaintiff and the Class)**

14 150. Plaintiff restates and realleges paragraphs 1 through 91 as if  
15 fully set forth herein.

16 151. In light of their special relationship, Defendants have become  
17 the guardian of Plaintiff' and Class Member's Sensitive Information.  
18 Defendants have become a fiduciary, created by their undertaking and  
19 guardianship of patients' Sensitive Information, to act primarily for the  
20 benefit of its patients, including Plaintiff and Class Members. This duty  
21 included the obligation to safeguard Plaintiff's and Class Members'  
22 Sensitive Information and to timely notify them in the event of a data  
23 breach.

24 152. Defendants has a fiduciary duty to act for the benefit of Plaintiff  
25 and Class Members upon matters within the scope of its relationship.  
26 Defendants breached its fiduciary duties owed to Plaintiff and Class  
27 Members by failing to:  
28

- 1 a. properly encrypt and otherwise protect the integrity of the
- 2 system containing Plaintiff's and Class Members' protected
- 3 health information and other Sensitive Information;
- 4 b. timely notify and/or warn Plaintiff and Class Members of the
- 5 Data Breach;
- 6 c. ensure the confidentiality and integrity of electronic protected
- 7 health information Defendants created, received, maintained,
- 8 and transmitted, in violation of 45 C.F.R 164.306(a)(1);
- 9 d. implement technical policies and procedures to limit access to
- 10 only those persons or software programs that have been
- 11 granted access rights in violation of 45 C.F.R 164.312(a)(1);
- 12 e. implement policies and procedures to prevent, detect, contain,
- 13 and correct security violations, in violation of 45 C.F.R
- 14 164.308(a)(1);
- 15 f. identify and respond to suspected or known security incidents;
- 16 mitigate, to the extent practicable, harmful effects of security
- 17 incidents that are known to the covered entity in violation of 45
- 18 C.F.R 164.308(a)(6)(ii);
- 19 g. protect against any reasonably-anticipated threats or hazards to
- 20 the security or integrity of electronic protected health
- 21 information in violation of 45 C.F.R 164.306(a)(2);
- 22 h. protect against any reasonably anticipated uses or disclosures
- 23 of electronic protected health information that are not
- 24 permitted under the privacy rules regarding individually
- 25 identifiable health information in violation of 45 C.F.R
- 26 164.306(a)(3);
- 27 i. ensure compliance with the HIPAA security standard rules by
- 28 its workforce in violation of 45 C.F.R 164.306(a)(94);

- 1 j. prevent the improper use and disclosure of protected health  
2 information that is and remains accessible to unauthorized  
3 persons in violation of 45 C.F.R 164.502, *et seq.*;
- 4 k. effectively train all members of its workforce (including  
5 independent contractors) on the policies and procedures with  
6 respect to protected health information as necessary and  
7 appropriate for the members of their workforce to carry out  
8 their functions and to maintain security of protected health  
9 information in violation of 45 C.F.R 164.530(b) and 45 C.F.R  
10 164.308(a)(5);
- 11 l. design, implement, and enforce policies and procedures  
12 establishing physical and administrative safeguards to  
13 reasonably safeguard protected health information, in  
14 compliance with 45 C.F.R 164.530(c); and
- 15 m. otherwise failing to safeguard Plaintiff's and Class Members'  
16 Sensitive Information.

17 153. As a direct and proximate result of Defendants' breaches of  
18 their fiduciary duties, Plaintiff and Class Members have suffered and will  
19 suffer injury, including but not limited to: (a) actual identity theft; (b) the  
20 loss of the opportunity of how their Sensitive Information is used; (c) the  
21 compromise, publication, and/or theft of their Sensitive Information; (d)  
22 out-of-pocket expenses associated with the prevention, detection, and  
23 recovery from identity theft and/or unauthorized use of their Sensitive  
24 Information; (e) lost opportunity costs associated with the effort expended  
25 and the loss of productivity addressing and attempting to mitigate the  
26 actual and future consequences of the Data Breach, including but not  
27 limited to efforts spent researching how to prevent, detect, contest, and  
28 recover from identity theft; (f) the continued risk to their Sensitive

1 Information, which remain in Defendants’ possession and is subject to  
2 further unauthorized disclosures so long as Defendants fails to undertake  
3 appropriate and adequate measures to protect patients’ Sensitive  
4 Information in their continued possession; and (g) future costs in terms of  
5 time, effort, and money that will be expended to prevent, detect, contest,  
6 and repair the impact of the Sensitive Information compromised as a result  
7 of the Data Breach for the remainder of the lives of Plaintiff and Class  
8 Members.

9 154. As a direct and proximate result of Defendants’ breach of their  
10 fiduciary duty, Plaintiff and Class Members have suffered and will  
11 continue to suffer other forms of injury and/or harm, and other economic  
12 and non-economic losses.

13 **COUNT VI**

14 **Breach of Confidence**  
15 **(actionable through Gov. Code §§ 815.2 and 820)**  
16 **(On Behalf of Plaintiff and the Class)**

17  
18 155. Plaintiff restates and realleges paragraphs 1 through 91 as if  
19 fully set forth herein.

20 156. At all times during Plaintiff’s and Class Members’ interactions  
21 with Defendants, Defendants were fully aware of the confidential and  
22 sensitive nature of Plaintiff’s and Class Members’ Sensitive Information  
23 that Plaintiff and Class Members provided to Defendants.

24 157. As alleged herein and above, Defendants’ relationship with  
25 Plaintiff and Class Members was governed by terms and expectations that  
26 Plaintiff’s and Class Members’ Sensitive Information would be collected,  
27 stored, and protected in confidence, and would not be disclosed the  
28 unauthorized third parties.

1 158. Plaintiff and Class Members provided their respective  
2 Sensitive Information to Defendants with the explicit and implicit  
3 understandings that Defendants would protect and not permit the  
4 Sensitive Information to be disseminated to any unauthorized parties.

5 159. Plaintiff and Class Members also provided their Sensitive  
6 Information to Defendants with the explicit and implicit understandings  
7 that Defendants would take precautions to protect that Sensitive  
8 Information from unauthorized disclosure, such as following basic  
9 principles of protecting its networks and data systems, including  
10 employees' email accounts.

11 160. Defendants voluntarily received in confidence Plaintiff's and  
12 Class Members' Sensitive Information with the understanding that the  
13 Sensitive Information would not be disclosed or disseminated to the public  
14 or any unauthorized third parties.

15 161. Due to Defendants' failure to prevent, detect, and avoid the  
16 Data Breach from occurring by, *inter alia*, following best information  
17 security practices to secure Plaintiff's and Class Members' Sensitive  
18 Information, Plaintiff's and Class Members' Sensitive Information was  
19 disclosed and misappropriated to unauthorized third parties beyond  
20 Plaintiff's and Class Members' confidence, and without their express  
21 permission.

22 162. As a direct and proximate cause of Defendants' actions and/or  
23 omissions, Plaintiff and Class Members have suffered damages.

24 163. But for Defendants' disclosure of Plaintiff's and Class  
25 Members' Sensitive Information in violation of the parties' understanding  
26 of confidence, their Sensitive Information would not have been  
27 compromised, stolen, viewed, accessed, and used by unauthorized third  
28 parties. Defendants' Data Breach was the direct and legal cause of the theft

1 of Plaintiff's and Class Members' Sensitive Information, as well as the  
2 resulting damages.

3 164. The injury and harm Plaintiff and Class Members suffered was  
4 the reasonably foreseeable result of Defendants' unauthorized disclosure  
5 of Plaintiff's and Class Members' Sensitive Information. Defendants knew  
6 their computer systems and technologies for accepting and securing  
7 Plaintiff's and Class Members' Sensitive Information had numerous  
8 security and other vulnerabilities that placed Plaintiff's and Class  
9 Members' Sensitive Information in jeopardy.

10 165. As a direct and proximate result of Defendants' breaches of  
11 confidence, Plaintiff and Class Members have suffered and will suffer  
12 injury, including but not limited to: (a) actual identity theft; (b) the  
13 compromise, publication, and/or theft of their Sensitive Information; (c)  
14 out-of-pocket expenses associated with the prevention, detection, and  
15 recovery from identity theft and/or unauthorized use of their Sensitive  
16 Information; (d) lost opportunity costs associated with effort expended  
17 and the loss of productivity addressing and attempting to mitigate the  
18 actual and future consequences of the Data Breach, including but not  
19 limited to efforts spent researching how to prevent, detect, contest, and  
20 recover from identity theft; (e) the continued risk to their Sensitive  
21 Information, which remains in Defendants' possession and is subject to  
22 further unauthorized disclosures so long as Defendants fails to undertake  
23 appropriate and adequate measures to protect the Sensitive Information in  
24 its continued possession; (f) future costs in terms of time, effort, and  
25 money that will be expended as result of the Data Breach for the remainder  
26 of the lives of Plaintiff and Class Members; and (g) the diminished value of  
27 Defendants' services they received.  
28

**COUNT VII**

**Violation of the California Confidentiality of Medical Information Act,  
Cal. Civ. Code § 56, *et seq.*  
(On Behalf of Plaintiff and the California Subclass)**

166. Plaintiff restates and realleges paragraphs 1 through 91 as if fully set forth herein.

167. Defendants are providers of healthcare within the meaning of Civil Code § 56.06(a) and maintain medical information as defined by Civil Code § 56.05.

168. Plaintiff and the members of the California Subclass are patients of Defendants, as defined in Civil Code § 56.05(k).

169. Defendants maintain personal medical information of Plaintiff and the California Subclass.

170. Defendants negligently created, maintained, preserved, stored, and then exposed Plaintiff's and the California Subclass's individual identifiable "medical information," within the meaning of Civil Code § 56.05(j), including treatment information.

171. Defendants negligently created, maintained, preserved, stored, and released Plaintiff's and the California Subclass's medical information in violation of Civil Code section 56.101, subd. (a).

172. As a result of this negligence, Plaintiff's and the California Subclass's information was stolen and viewed by unauthorized third parties in the Data Breach.

173. Because Civil Code § 56.101 allows for the remedies and penalties provided under Civil Code § 56.36(b), Plaintiff, individually and for each member of the California Subclass, seeks nominal damages of one thousand dollars (\$1,000) for each violation under Civil Code §56.36(b)(1),



1 and actual damages suffered, if any, pursuant to Civil Code § 56.36(b)(2)  
2 and damages provided by the common law.

3  
4 **COUNT VIII**

5 **Violation of the California Consumer Privacy Act,**  
6 **Cal. Civ. Code § 1798.100, *et seq.***  
7 **(On Behalf of Plaintiff and the California Subclass)**

8 174. Plaintiff restates and realleges paragraphs 1 through 91 as if  
9 fully set forth herein.

10 175. Plaintiff and the California Subclass members are  
11 “consumer[s]” as that term is defined in Cal. Civ. Code § 1798.140(g).

12 176. Defendants are a “business” as that term is defined in Cal. Civ.  
13 Code. § 1798.140(c). Although the Regents are a non-profit entity, UC San  
14 Diego Health is a provider that generates profit for the Regents.  
15 Defendants collect consumers’ (including Plaintiff’s and California  
16 Subclass members’) personal information and determine the purposes and  
17 means of the processing of this personal information (e.g., they design the  
18 systems that process and store consumers’ personal information).  
19 Defendants annually receive for commercial purposes or shares for  
20 commercial purposes, alone or in combination, the personal information of  
21 50,000 or more consumers.

22 177. Plaintiff and California Subclass members’ PII is  
23 “nonencrypted and nonredacted personal information” as that term is  
24 used in Cal. Civ. Code § 1798.150(a)(1). At a minimum, this PII included  
25 the individual’s first name or first initial and last name, in combination  
26 with Social Security numbers, bank account, and unique identification  
27 numbers issued on government documents (e.g., driver’s license and  
28 passport numbers).

1 178. The Data Breach constitutes “an unauthorized access and  
2 exfiltration, theft, or disclosure” pursuant to Cal. Civ. Code §  
3 1798.150(a)(1).

4 179. Under the CCPA, Defendants had a duty to implement and  
5 maintain reasonable security procedures and practices appropriate to the  
6 nature of the Plaintiff’s and California Subclass members’ PII to protect  
7 said PII.

8 180. Defendants breached the duty it owed to Plaintiff Jackson and  
9 California Subclass members by, among other things, failing to: (a) exercise  
10 reasonable care and implement adequate security systems, protocols, and  
11 practices sufficient to protect the PII of Plaintiff Jackson and California  
12 Subclass members; (b) detect the Data Breach while it was ongoing; and (c)  
13 maintain security systems consistent with industry standards.

14 181. Defendants’ breach of the duty it owed to Plaintiff and  
15 California Subclass members described above was the direct and  
16 proximate cause of the Data Breach. As a result, Plaintiff and California  
17 Subclass members suffered damages, as described above and as will be  
18 proven at trial.

19 182. Plaintiff seeks injunctive relief in the form of an order enjoining  
20 Defendants from continuing the practices that constituted its breach of the  
21 duty owed to Plaintiff and California Subclass members as described  
22 above.

23 183. Plaintiff also seeks actual damages, and all other forms of relief  
24 available under the CCPA.

25 184. Contemporaneously with filing this Complaint, and on or  
26 about September 22, 2021, Plaintiff sent Defendant via certified mail the 30-  
27 day notice letter as required under Civil Code section 1798.150, subd. (b).  
28 Plaintiff and the Class members reserve the right to amend this Complaint

1 as of right to seek statutory damages and relief following the expiration of  
2 the 30-day period.

3 **Prayer for Relief**

4 **WHEREFORE**, Plaintiff, on behalf of himself and all Class Members,  
5 request judgment against the Defendants and that the Court grant the  
6 following:

- 7 A. An order certifying the Nationwide Class and California  
8 Subclass as defined herein, and appointing Plaintiff and his  
9 Counsel to represent the Class;
- 10 B. An order enjoining Defendants from engaging in the  
11 wrongful conduct alleged herein concerning disclosure and  
12 inadequate protection of Plaintiff's and Class Members'  
13 Sensitive Information;
- 14 C. An award of compensatory and statutory damages, in an  
15 amount to be determined;
- 16 D. An award for equitable relief requiring restitution and  
17 disgorgement of the revenues wrongfully retained as a  
18 result of Defendants' wrongful conduct;
- 19 E. An award of reasonable attorneys' fees, costs, and litigation  
20 expenses, as allowable by law; and
- 21 F. Such other and further relief as this Court may deem just  
22 and proper.  
23  
24  
25  
26  
27  
28

1 **DEMAND FOR JURY TRIAL**

2 Plaintiff hereby demands that this matter be tried before a jury.

3  
4 Date: September 22, 2021

Respectfully submitted,

5  
6 s/ Gayle M. Blatt

7 Gayle M. Blatt, SBN 122048

8 *gmb@cglaw.com*

P. Camille Guerra, SBN 326546

9 *camille@cglaw.com*

10 **CASEY GERRY SCHENK**

**FRANCAVILLA BLATT & PENFIELD, LLP**

11 110 Laurel Street

San Diego, CA 92101

12 Telephone: (619) 238-1811

13 Facsimile: (619) 544-9232

14 Melissa R. Emert (*pro hac vice*  
*forthcoming*)

15 Gary S. Graifman (*pro hac vice*  
*forthcoming*)

16 **KANTROWITZ GOLDHAMER &**  
17 **GRAIFMAN, P.C.**

18 747 Chestnut Ridge Road

Chestnut Ridge, New York 10977

19 Tel: (845) 356-2570

20 Fax: (845) 356-4335

*memert@kgglaw.com*

21 *ggraifman@kgglaw.com*

22 *Attorneys for Plaintiff Richard Hartley*

CIVIL COVER SHEET

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

I. (a) PLAINTIFFS

RICHARD HARTLEY, on behalf of himself and all others similarly situated

(b) County of Residence of First Listed Plaintiff San Diego (EXCEPT IN U.S. PLAINTIFF CASES)

(c) Attorneys (Firm Name, Address, and Telephone Number)

Casey Gerry Schenk Francavilla Blatt & Penfiled LLP 110 Laurel St., San Diego, CA 92101, (619) 238-1811

DEFENDANTS

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA d/h/a UC SAN DIEGO HEALTH, a public entity, and DOFS County of Residence of First Listed Defendant San Diego (IN U.S. PLAINTIFF CASES ONLY)

NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.

Attorneys (If Known)

21CV1668 H KSC

II. BASIS OF JURISDICTION (Place an "X" in One Box Only)

- 1 U.S. Government Plaintiff Federal Question (U.S. Government Not a Party) [X]
2 U.S. Government Defendant Diversity [X]
fth

III. CITIZENSHIP OF PRINCIPAL PARTIES (Place an "X" in One Box for Plaintiff and One Box for Defendant)

Table with columns for Plaintiff (PTF) and Defendant (DEF) citizenship and incorporation status. Includes options for Citizen of This State, Citizen of Another State, Citizen or Subject of a Foreign Country, and Incorporated or Principal Place of Business.

IV. NATURE OF SUIT (Place an "X" in One Box Only)

Click here for: Nature of Suit Code Descriptions.

Large table with columns for CONTRACT, REAL PROPERTY, TORTS, CIVIL RIGHTS, PRISONER PETITIONS, FORFEITURE/PENALTY, LABOR, IMMIGRATION, BANKRUPTCY, SOCIAL SECURITY, FEDERAL TAX SUITS, and OTHER STATUTES. Contains numerous checkboxes for specific legal categories.

V. ORIGIN (Place an "X" in One Box Only)

- 1 Original Proceeding [X]
2 Removed from State Court
3 Remanded from Appellate Court
4 Reinstated or Reopened
5 Transferred from Another District (specify)
6 Multidistrict Litigation - Transfer
8 Multidistrict Litigation - Direct File

VI. CAUSE OF ACTION

Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity): 28 U.S.C. 1332

Brief description of cause: Class action stemming from data theft at UCSD

VII. REQUESTED IN COMPLAINT:

[X] CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, F.R.Cv.P. DEMAND \$ CHECK YES only if demanded in complaint: JURY DEMAND: [X] Yes [ ] No

VIII. RELATED CASE(S) IF ANY

(See instructions): JUDGE Hon. Roger T. Benitez DOCKET NUMBER 3:21-cv-01641-BEN-JLB

DATE SIGNATURE OF ATTORNEY OF RECORD

September 22, 2021 s/ Gayle M. Blatt

FOR OFFICE USE ONLY

RECEIPT # AMOUNT APPLYING IFP JUDGE MAG. JUDGE

**INSTRUCTIONS FOR ATTORNEYS COMPLETING CIVIL COVER SHEET FORM JS 44**

## Authority For Civil Cover Sheet

The JS 44 civil cover sheet and the information contained herein neither replaces nor supplements the filings and service of pleading or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. Consequently, a civil cover sheet is submitted to the Clerk of Court for each civil complaint filed. The attorney filing a case should complete the form as follows:

- I.(a) Plaintiffs-Defendants.** Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.
- (b) County of Residence.** For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)
- (c) Attorneys.** Enter the firm name, address, telephone number, and attorney of record. If there are several attorneys, list them on an attachment, noting in this section "(see attachment)".
- II. Jurisdiction.** The basis of jurisdiction is set forth under Rule 8(a), F.R.Cv.P., which requires that jurisdictions be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below.
- United States plaintiff. (1) Jurisdiction based on 28 U.S.C. 1345 and 1348. Suits by agencies and officers of the United States are included here. United States defendant. (2) When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box.
- Federal question. (3) This refers to suits under 28 U.S.C. 1331, where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes precedence, and box 1 or 2 should be marked.
- Diversity of citizenship. (4) This refers to suits under 28 U.S.C. 1332, where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; **NOTE: federal question actions take precedence over diversity cases.**)
- III. Residence (citizenship) of Principal Parties.** This section of the JS 44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.
- IV. Nature of Suit.** Place an "X" in the appropriate box. If there are multiple nature of suit codes associated with the case, pick the nature of suit code that is most applicable. Click here for: [Nature of Suit Code Descriptions](#).
- V. Origin.** Place an "X" in one of the seven boxes.
- Original Proceedings. (1) Cases which originate in the United States district courts.
- Removed from State Court. (2) Proceedings initiated in state courts may be removed to the district courts under Title 28 U.S.C., Section 1441.
- Remanded from Appellate Court. (3) Check this box for cases remanded to the district court for further action. Use the date of remand as the filing date.
- Reinstated or Reopened. (4) Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date.
- Transferred from Another District. (5) For cases transferred under Title 28 U.S.C. Section 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.
- Multidistrict Litigation – Transfer. (6) Check this box when a multidistrict case is transferred into the district under authority of Title 28 U.S.C. Section 1407.
- Multidistrict Litigation – Direct File. (8) Check this box when a multidistrict case is filed in the same district as the Master MDL docket.
- PLEASE NOTE THAT THERE IS NOT AN ORIGIN CODE 7.** Origin Code 7 was used for historical records and is no longer relevant due to changes in statute.
- VI. Cause of Action.** Report the civil statute directly related to the cause of action and give a brief description of the cause. **Do not cite jurisdictional statutes unless diversity.** Example: U.S. Civil Statute: 47 USC 553 Brief Description: Unauthorized reception of cable service.
- VII. Requested in Complaint.** Class Action. Place an "X" in this box if you are filing a class action under Rule 23, F.R.Cv.P.
- Demand. In this space enter the actual dollar amount being demanded or indicate other demand, such as a preliminary injunction.
- Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.
- VIII. Related Cases.** This section of the JS 44 is used to reference related pending cases, if any. If there are related pending cases, insert the docket numbers and the corresponding judge names for such cases.

**Date and Attorney Signature.** Date and sign the civil cover sheet.