

Settlement Administrator - 175057
c/o Kroll Settlement Administration LLC
PO Box 5324
New York, NY 10150-5324

FIRST-CLASS MAIL
U.S. POSTAGE PAID
CITY, ST
PERMIT NO. XXXX

ELECTRONIC SERVICE REQUESTED

NOTICE OF CLASS ACTION
SETTLEMENT

You may be entitled to submit
a claim for monetary compensation
under a preliminarily approved
class action settlement.

www.AdvocateAuroraSettlement.com

<<Refnum Barcode>>

Class Member ID: <<Refnum>>

Postal Service: Please do not mark or cover

<<FirstName>> <<LastName>>

<<BusinessName>>

<<Address>>

<<Address2>>

<<City>>, <<ST>> <<Zip>>-<<zip4>>

<<Country>>

WHO IS A CLASS MEMBER?

In the litigation *In re Advocate Aurora Health Pixel Litigation*, No. 2:22-cv-1253 (E.D. Wis.), you are a Settlement Class Member if you visited Advocate Aurora Health Inc.'s ("Advocate") websites, LiveWell App, or MyChart patient portal between October 24, 2017 and October 22, 2022 (the "Settlement Class"). Advocate denies any wrongdoing and all claims asserted against it concerning its use of certain Internet tracking technologies (the "Pixels").

WHAT ARE THE SETTLEMENT BENEFITS AND TERMS?

Settlement Class Members who file a valid Claim Form may receive a *pro rata* cash payment from the Net Settlement Fund up to \$50. The Net Settlement Fund is what remains of the \$12,225,000 Settlement Fund following the payment of the Notice and Settlement Administration Costs, Class Representative Service Awards, and Attorneys' Fees and Expenses Award. More information about how to file a Claim is available on the Settlement Website, www.AdvocateAuroraSettlement.com.

WHAT ARE YOUR RIGHTS AND OPTIONS?

Submit a Claim Form. To qualify for a cash payment, you must timely mail the Claim Form that is attached to this Postcard Notice or timely complete and submit a Claim Form through the Settlement Website. Your Claim Form must be postmarked or submitted online no later than January 18, 2024.

Opt-Out. You may exclude yourself from the Settlement and retain your ability to sue Advocate on your own by mailing a written Request For Exclusion to the Settlement Administrator that is postmarked no later than December 19, 2023. If you do not exclude yourself, you will be bound by the Settlement and give up your right to sue regarding the Released Claims.

Object. If you do not exclude yourself, you have the right to object to the Settlement. Written objections must provide the reasons for the objection and be signed and postmarked no later than December 19, 2023. Please visit www.AdvocateAuroraSettlement.com for more details.

Do Nothing. If you do nothing, you will not receive a Settlement payment and will lose the right to sue regarding the Released Claims. You will be bound by the Court's decision because this is a conditionally certified class action.

Attend the Final Approval Hearing. The Court will hold a Final Approval Hearing on March 8, 2024, at 8:30 a.m. CT, in the U.S. District Courthouse at 517 East Wisconsin Ave., Milwaukee, WI 53202, to determine if the Settlement is fair, reasonable, and adequate. All persons who timely object to the Settlement may appear at the Final Approval Hearing.

Who are the attorneys for the Plaintiffs and the Settlement Class? The Court appointed Gary M. Klinger, Alexandra Honeycutt, Terence R. Coates and Dylan J. Gould as Class Counsel to represent the Settlement Class. If you want to be represented by your own lawyer, you may hire one at your own expense.

Do I have any obligation to pay attorneys' fees or expenses?

No. The attorneys' fees and expenses will be paid exclusively from the Settlement Fund as awarded and approved by the Court. The requested attorneys' fees will be up to 35% of the Settlement Fund. The motion for attorneys' fees and expenses will be posted on the Settlement Website after it is filed with the Court.

What is the amount of the Class Representatives' Service Awards?

The named Plaintiffs, also called the Class Representatives, will seek Service Awards in the amount of \$3,500 each for their efforts in this case.

Who is the Judge overseeing this settlement? The Honorable J.P. Stadmueller, United States District Judge, Eastern District of Wisconsin, is presiding over this litigation and the Settlement process.

Where may I locate a copy of the Settlement Agreement, learn more about the case, or learn more about submitting a claim? www.AdvocateAuroraSettlement.com.

This Notice is a summary of the proposed Settlement.

Postage
Required

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New York, NY 10150-5324

<<Barcode>>

Class Member ID: <<Refnum>>

CLAIM FORM

Claims must be postmarked or submitted via
www.AdvocateAuroraSettlement.com no later than January 18, 2024.

Class Member ID: <<refnum>>

<<firstname>> <<mi>> <<lastname>>

<<address1>> <<address2>>

<<City>>, <<State>> <<Zip>>

If different than the preprinted data on the left, please print your correct information:		
_____	MI	_____
First Name		Last Name

Address		
_____	_____	_____
City	State	Zip Code

Monetary Compensation

1. **Pro Rata Cash Payment:** Would you like to receive a *pro rata* cash payment under the Settlement? (circle one) **Yes** **No**

If you are a Settlement Class Member, you may receive up to a \$50 cash payment, which may be decreased *pro rata* based on the funds remaining in the Net Settlement Fund after all claims are submitted.

By signing my name below, I swear and affirm under penalty of perjury that I resided in the United States and visited Advocate’s websites, used its LiveWell app, or logged into a MyChart patient portal account through Advocate’s website at least once between October 24, 2017 and October 22, 2022.

Signature: _____ Dated: _____ / _____ / _____