#### SAMPLE — PLEASE UPDATE ACCORDING TO YOUR APPLICABLE TRUST SERVICES CRITERIA AND COMPANY REPRESENTATIVE QUOTE

**FOR IMMEDIATE RELEASE**

*[Month Day, Year]*

*[Company Media Contact]*

**[Company Name] Maintains Effective Security Controls According to Recent SOC 2   
and SOC 3 Reports**

*[City, State] – [DATE]* – Today, *[Company Name]* announced that the company has undergone a System and Organization Controls (SOC) 2 examination and a SOC 3 examination, each resulting in a CPA’s report stating that management of *[Company Name]* maintained effective controls over the *[insert applicable trust services criteria: security, availability, processing integrity, confidentiality, and privacy]* of its *[name of system]* system. The engagements were performed by [BARR Advisory, P.A.](https://www.barradvisory.com/)

A SOC 2report is designed to meet the needs of existing or potential customers who need assurance about the effectiveness of controls used by the service organization to process customers’ information. A SOC 3 report is similar in scope, but is shorter and allows for more general distribution.

“We are pleased that our SOC 2 and SOC 3 reports have shown we have the appropriate controls in place to mitigate risks related to *[insert applicable trust services criteria: security, availability, processing integrity, confidentiality, and privacy]*, along with HIPAA Security Rule requirements,” said [*Insert name of company representative and title*]. “*[Insert explanation of why relevant principles are important to company business and client].”*

The following principles and related criteria have been developed by the American Institute of CPAs (AICPA) for use by practitioners in the performance of trust services engagements:

* ***Security****: The system is protected against unauthorized access (both physical and logical).*
* ***Availability****: The system is available for operation and use as committed or agreed.*
* ***Processing Integrity:*** *System processing is complete, valid, accurate, timely, and authorized to meet the entity’s objectives.*
* ***Confidentiality****: Information designated as confidential is protected as committed or agreed.*
* ***Privacy:*** *Personal information is collected, used, retained, disclosed, and disposed of to meet the entity’s objectives.*
* ***HIPAA Security Rule Requirements****: The system is compliant with the applicable HIPAA Security Rule requirements set forth in the U.S. Department of Health and Human Services’ (HHS) Health Information Portability and Accountability Act.*

A SOC 2 report is an internal control report on the services provided by a service organization to its customers and provides valuable information that existing and potential customers of the service organization need to assess and address the risks associated with an outsourced service.

A SOC 3 report is a public-facing report for general use that communicates that an organization’s controls are properly designed and implemented and operating effectively.

Current and prospective customers interested in a copy of our SOC 2 or SOC 3 reports may contact [*Insert contact name*].

**ABOUT *[Company Name]***

*[Company Boilerplate]*

*[Company Logo]*

**ABOUT BARR Advisory**

BARR Advisory is a cloud-based security and compliance solutions provider specializing in cybersecurity consulting and compliance for companies with high-value information in cloud environments like AWS, Microsoft Azure, and Google Cloud Platform. A trusted advisor to some of the fastest growing cloud-based organizations around the globe, BARR simplifies compliance across multiple regulatory and customer requirements in highly regulated industries including technology, financial services, healthcare, and government.

BARR Advisory services include:

* Compliance Program Assistance
* SOC 1 Examinations
* SOC 2 and 3 Examinations
* SOC for Cybersecurity
* PCI DSS Assessment Services
* ISO 27001 and 27701 Assessments
* FedRAMP Security Assessments
* HIPAA/HITECH Services
* HITRUST Services
* Penetration Testing and Vulnerability Assessments
* Cybersecurity Consulting

