

SAMPLE: PLEASE UPDATE WITH YOUR CORRECT BUSINESS INFORMATION, APPLICABLE TRUST SERVICES CRITERIA, AND COMPANY REPRESENTATIVE QUOTE. To request a quote from your engagement manager, [contact our marketing team](#).

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 the company's latest System and Organization Controls (SOC) 2 and SOC 3 reports, each 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 reports were issued by [BARR Advisory, P.A.](#), a global cybersecurity consulting and compliance attestation firm that has served as a trusted advisor to hundreds of cloud-based and hybrid organizations aiming to build trust and resilience through cybersecurity compliance.

A SOC 2 report 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 [Company Representative Name and Title]. "We hope that achieving these milestones inspires confidence and assures our customers and partners that we view data security as a top priority."

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.*

Based on one or more of these criteria, SOC 2 reports provide valuable information that existing and potential customers of the service organization need to assess and address the risks associated with an outsourced service.

SOC 3 reports are public-facing reports for general use that communicate that an organization's controls are properly designed and implemented and operating effectively.

[Insert quote from BARR Advisory representative — Contact mrawlings@barradvisory.com to request a quote from your engagement manager]

Current and prospective customers interested in a copy of our SOC 2 or SOC 3 reports may contact [Company Representative Name] at [Email Address].

About [Company Name]

[Company Boilerplate]

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.

[Company Name] Media Contact

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