

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 Report

[City, State]—*[Date]*—Today, [Company Name] announced that the company has undergone a System and Organization Controls (SOC) 2 examination 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/or privacy]* of its [Name of System] system.

The engagement was performed 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.

"We are pleased that our SOC 2 report has shown we have the appropriate controls in place to mitigate risks related to *[INSERT APPLICABLE TRUST SERVICES CRITERIA: security, availability, processing integrity, confidentiality, and/or 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."

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.

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.

[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 report 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

[Media Contact Name]

[Media Contact Email]

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