**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**](mailto:mrawlings@barradvisory.com)**.**

**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.](https://www.barradvisory.com/), 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 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 [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*](mailto: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](http://barradvisory.com) 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]

[Media Contact Phone Number]