



Clear definitions for when action is required. Credit: Jock Breitwieser

the following protective/reparative measures: XYZ.

XXX employees can call +1 800 888 8888 for 24-hour immediate, live assistance, or email XXX@COMPANY.COM

Another prepared statement could be a press release skeleton with exchangeable placeholders for crisis modules that you pre-draft and which you'll only need to modify according to the situation.

**EXAMPLE 3: LONG STATEMENT**

XXX self-discovered [situation and scope of situation]. We have immediately taken steps to rectify the situation [other actions]. We have also [other steps to ensure this does not

happen again].

Affected customers are limited to those who provided [what information] using [what technology] to [to what] from [date range]. There is no indication that this issue had any impact on customers (who) [define the scope of the damage and which customers are not affected].

We're committed to helping any customers with urgent needs. XXX employees can call +1 800 888 8888 for 24-hour immediate, live assistance, or email XXX@COMPANY.COM.

On behalf of XXX, we regret any inconvenience this may have caused you.