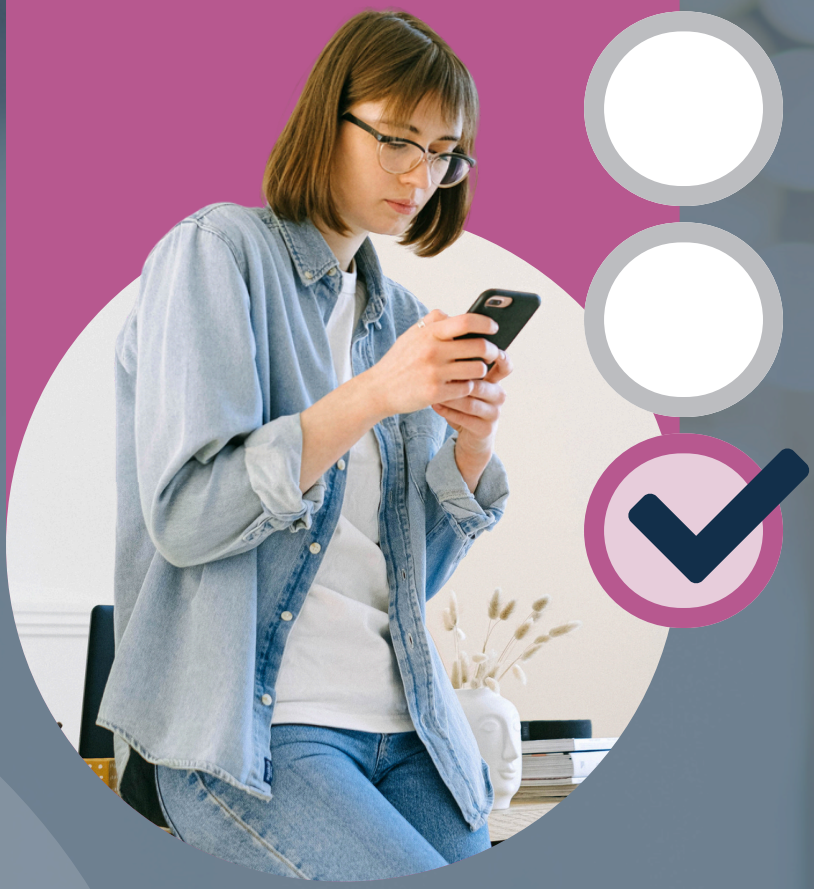

TEMPLATE

Data breach response plan template for PR teams

PRESSPAGE

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Data breach response plan template for PR teams

Use this template to map your communications response before, during, and after a data breach. It is designed to help PR teams stay aligned with legal, security, leadership, and customer-facing teams when information is moving fast.

A strong response plan does not give you all the answers upfront. It gives you a process for gathering facts, approving messages, publishing updates, and keeping stakeholders informed without speculation.

How to use this template:

Work through each phase and assign clear owners before a crisis happens. For every stage, define who needs to be involved, what information must be confirmed, which messages need approval, and where updates will be published.

Use it during planning sessions, crisis simulations, and live incidents. After a breach, return to the template to review what worked, what slowed you down, and what needs to change before the next crisis

Detection

Purpose: understand the issue before public communication begins.

- [ ] **Confirm the internal incident lead**
- [ ] **Open a live communications timeline**
- [ ] **Gather the first verified facts**
- [ ] **Identify affected systems, audiences, and regions**
- [ ] **Start media, social, search, and AI monitoring**
- [ ] **Draft internal holding lines**

Key question: What do we know, who confirmed it, and what is still unknown?

Internal alignment

Purpose: create one approved fact base.

- [ ] **Bring legal, security, PR, support, HR, and leadership together**
- [ ] **Confirm notification duties with legal**
- [ ] **Map affected audiences**
- [ ] **Agree approval routes**
- [ ] **Create internal Q&A**
- [ ] **Prepare spokesperson lines**

Key question: Are all teams using the same verified information?

First response

Purpose: prepare a controlled first statement.

- [ ] **Acknowledge the incident**
- [ ] **State what is being investigated**
- [ ] **Share confirmed facts only**
- [ ] **Explain actions already taken**
- [ ] **Point people to the official update channel**
- [ ] **Set timing for the next update where possible**

Key question: Does this statement reduce confusion without overclaiming?

Public messaging

Purpose: give customers, media, employees, and partners clear information.

- [ ] **Publish the statement in the newsroom or breach update page**
- [ ] **Add customer instructions where relevant**
- [ ] **Brief media contacts and customer support**
- [ ] **Prepare executive talking points**
- [ ] **Align regional language versions**
- [ ] **Keep the message factual and human**

Key question: Can someone understand what happened and what to do next within 60 seconds?

Ongoing updates

Purpose: maintain control of the official record.

- [ ] **Publish timestamped updates**
- [ ] **Correct inaccurate claims**
- [ ] **Update FAQs**
- [ ] **Refresh media lines**
- [ ] **Monitor search and AI summaries**
- [ ] **Keep internal teams briefed**

Key question: Where will people find the latest verified information?

Resolution and learnings

Purpose: rebuild confidence and improve the next response.

- [ ] **Publish a closure update where appropriate**
- [ ] **Explain customer protections**
- [ ] **Summarize key actions taken**
- [ ] **Review the comms timeline**
- [ ] **Update the response plan**
- [ ] **Run a post-incident debrief**

Key question: What did we change because of this incident?

Your next steps!

A data breach can get away on you fast. The best response is built before the story breaks, with clear roles, approved messaging, and one place for people to find the latest verified information.

A dedicated PR platform like Presspage helps you:

- ✓ Publish instantly in a branded newsroom
- ✓ Distribute updates to the right journalists
- ✓ Manage media inquiries without chaos
- ✓ Monitor how your message is landing
- ✓ Stay crisis-ready with aligned messaging

Sound good? Explore what Presspage can do for you in a short demo!

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