



FTC Safeguards Rule

Emails Templates & Call

Scripts

Below you will find different email templates and call scripts to choose from to use in your customer conversations.

The bold black headline can be used as a subject line, followed by the body of the email you can just copy & paste.

Email Templates

New Safeguards Requirement – Are You Prepared?



Hi, I'm reaching out as a friendly reminder about the new Safeguards requirement that may affect your business.

By June 9, 2023, your business may need to comply with the [FTC's Gramm-Leach-Bliley Act \(GLBA\)](#).

Financial institutions, or any company that engages in significant financial activities, are required to develop, implement, and maintain a comprehensive information security program to protect the security of their customers' financial information.



This includes (among other requirements):

- Perform a written risk assessment
- Identify and manage assets (including data, personnel, devices, systems, and facilities)
- Establish multi-factor authentication
- Continuously monitor the system or perform an annual penetration test and biannual vulnerability assessment
- Establish a security awareness training program
- Establish a written Incident Response Plan

Are you prepared?

If you need a helping hand, **[channel partner]** and TPx's vast catalog of solutions can help you tick off these requirements one at a time (and before the June deadline). We offer unique services to make businesses defensible for the FTC Safeguards Rule, provide Security Awareness Training, and much more.

Do you have 15 minutes so we can review your company's needs and how you can become defensible? Let's set up a time to chat!

Time is Running Out | Meet New Regulations Now



How does your IT security program look? Are you sure it's compliant with the new Safeguards Rule going into effect on June 9, 2023? The new rule authorizes the FTC to impose fines on companies that don't comply. **The maximum fine you can incur is \$11,000 per day per occurrence of a breach.**

[Channel partner] and TPx can help. We have several solutions that will directly help your team become defensible:

- **Security Program Create** – TPx security experts will create or review and modify more than 9 security policies.
- **Security Program Maintain and Report** – If your security program is in place, TPx can verify that the program is current, monitor that your policies are enforced properly, and report on the program annually.



- **Security Program Complete** – This solution combines Security Program Create and Security Program Maintain and Report. TPx will define, create, maintain and report on the program per FTC Safeguards Rule definition, offering a complete solution to get you on track on day one
- **Best Practice Review** – TPx experts will review an organization's existing security program, policies, and operations, as it relates to nonpublic personal information.
- **Vulnerability and Penetration Scanning** – TPx will perform the scan of your external environment and provide mitigation recommendations for any vulnerabilities.
- **Train Your Staff** – TPx provides security awareness training for your employees. We also offer managed inbox detection and response to further beef up your user security.

A strong overarching IT security program gives your company the compliance-ready foundation it needs to be ready for the deadline.

Do you have some time to discuss? It's important to act now to meet the FTC deadline!

Overwhelmed About FTC Compliance? [Channel partner] and TPx Can Help

The new Safeguards Rule has nine requirements for companies with more than 5,000 customers total. Nine requirements may sound like a daunting task considering your current workload.

[Channel partner] and TPx can help your business keep your IT up to date and get your security program defensible for the FTC Safeguards Rule.

Here are the nine new Safeguards Rule requirements that you must have in place by June 9, 2023:

- Identify an organization (like [channel partner] and TPx) or a qualified employee to head up your cybersecurity program
- Run a risk assessment



- Deploy safeguards and mitigate risks
- Regularly examine your infrastructure
- Train staff on security awareness
- Monitor progress with the designated service provider
- Run cybersecurity updates
- Prepare for potential cyber attacks
- Regularly report and document progress

We can create, own, and maintain your cybersecurity program so it is defensible for the FTC Safeguards Rule. [Channel partner] and TPx can make it easy.

Feel free to reply with some times that work best for you. We can review your needs and get you on your way to becoming defensible by the deadline.

Call Scripts

Customer picked up

Hello (Name),
My name is [redacted] and I am calling on behalf of [channel partner's name]. I'm following up on an email I sent earlier about the new FTC Safeguards Rule requirements coming into effect in June. Most companies find it pretty overwhelming, so I wanted to check if [channel partner's name] could help you prepare for it. Do you have time to chat about this real quick?

Reached voicemail?

Hello (Name),
My name is [redacted] and I am calling on behalf of [channel partner's name]. I'm following up on an email I sent earlier about the new FTC Safeguards Rule requirements coming into effect in June. Most companies find it pretty overwhelming, so I wanted to check if [channel partner's name] could help you prepare for it. Please give me a call back at your convenience to discuss if your company may be affected and how we can help. My phone number is [redacted].
Thank you.