



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

FTC Safeguards: Are you defensible?

Hi, I'm reaching out as a friendly reminder about the new Safeguards requirement that may affect your business. Last year, the FTC's Gramm-Leach Bliley Act (GLBA) went into effect.

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

Amongst others, requirements include:

- 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

If you need helping to become defensible to the standard, [channel partner] and TPx's vast catalog of solutions can help.

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

The FYI on FTC

[Name],

How does your IT security program look? Is it compliant with the new Safeguards Rule that went into effect last year? If you're not sure, [Channel partner] and TPx can help.

We have several solutions that will 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.



- 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 a scan of your external environment and provide mitigation recommendations for any vulnerabilities.
- Train Your Staff – TPx provides security awareness training for your employees.

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

Do you have time to discuss this week or next? I’ll make it worth your while!

Checking back in

Hi [name],

I’m checking back in to see if you need any assistance with your FTC Safeguards compliance. If so, [Channel partner] can help!

As a reminder, here are the nine requirements for companies with 5,000+ customers that went into effect last June:

1. Identify an organization (like [channel partner] and TPx) or a qualified employee to head up your cybersecurity program
2. Run a risk assessment
3. Deploy safeguards and mitigate risks
4. Regularly examine your infrastructure
5. Train staff on security awareness
6. Monitor progress with the designated service provider
7. Run cybersecurity updates
8. Prepare for potential cyber attacks
9. Regularly report and document progress

If that feels overwhelming, I get it. Let’s schedule a quick call to talk through what you need and make sure we get you compliant.

CALL SCRIPTS

Customer picked up

Hello (Name), My name is _____ and I am calling on behalf of [channel partner’s name]. I’m following up on an email I sent earlier about the FTC Safeguards Rule requirements that went into effect last year. 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? I’ll make it quick!



Reached voicemail?

Hello (Name), My name is _____ and I am calling on behalf of [channel partner's name]. I'm following up on an email I sent earlier about the FTC Safeguards Rule requirements that went into effect last year. 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. My phone number is _____. Thank you.