

1. No transmitting message
 2. Tittle is too generic
 - urgent signal + Company name
 3. Tone
 - Too factual, not very emphahetic
 4. Better organised
- Ratings: 2.5/6

Sample B

To: Marilyn@tbmg.com

Re: Data Breach On January 10

Dear <Name of affected patient>,

Indirect Message

Ethos/Pathos: Establish trust and credibility. [Cannot use in crisis]

Thomas Bingley Medical Group (TBMG) is honoured to be your trusted partner for health all these years and our unwavering mission has always been to enhance health and well-being of our patients by providing the best total healthcare.

Use logos driven buffer: Use data breaches that have occurred recently. Cyberattacks etc

Over the past weekend, TBMG experienced a security breach into our IT systems and discovered a case of data leakage for some of our patients. Due to the advanced IT security systems put in place, we managed to detect this breach swiftly but despite our best efforts, we were unable to stop the leakage of some of your personal, medical and financial information which include:

- Identity card and passport numbers, addresses, contact details and your date of birth.
- Medical diagnoses and treatment history.
- Financial records and bank statements.

Language used might not be appropriate

This breach will not be tolerated by TBMG and we will ensure that your information is protected at all costs. TBMG has already lodged a police report and launched a full scale investigation with the help of expert digital forensics professionals. Please be assured that we will be sparing no effort to recover all leaked data while we work with the police to limit any further circulation. Your data is our utmost priority and we will do everything we can to rectify this breach.

We sincerely apologise and ask for your kind understanding as we restore this situation to normalcy. TBMG has always invested in the best IT security systems and we will continue to reinforce and strengthen our data systems to prevent such occurrences from happening again.

Please be wary of phishing calls claiming to be TBMG staff and requesting for your personal information. TBMG will never call via Whatsapp, Line, Viber or any other voice messaging applications and we will never request for personal or medical information over the phone. If you receive such calls, hang up and call TBMG's official hotline to verify if these calls are legitimate. Please do not hesitate to call 1800 123 456 to speak with one of our officers regarding this breach and we will do all that we can to help you tide through this situation.

Yours sincerely,

Marilyn Teo *Used CEO for this message*

Director

Commercial Affairs

Thomas Bingley Medical Group

What happened?

Corrective Actions

Protective actions. Shouldn't be in conclusion