PRIVACY COMMUNICATION PLANNING TEMPLATE

COMMUNICATION PLAN

Organization: [Your Organization Name]
Period: [e.g., 2025 Annual Plan]
Prepared by: [CPO/Privacy Team]
Date: [DD/MM/YYYY]

INTERNAL COMMUNICATIONS

What	Who (Audience)	When	How	Responsible
Privacy policy	All employees	Annually + onboarding	Email + intranet + training	CPO
Privacy metrics/KPIs	Executive team	Monthly	Dashboard + meeting presentation	CPO
Major privacy incidents	All employees	Immediately	Email from CPO	CPO
Privacy training reminders	All employees	Monthly until complete	Automated email	HR + CPO
Regulatory changes	Privacy champions	As they occur	Email + briefing session	CPO
PIMS performance report	Board of Directors	Quarterly	Written report + presentation	CPO

Privacy objectives progress	Department heads	Quarterly	Email + department meeting	CPO
Audit findings	Management team	After each audit	Meeting + written report	CPO
New privacy procedures	Affected departments	Before implementation	Training session + documentation	Privacy Team
Success stories	All employees	Monthly	Newsletter + intranet	CPO

EXTERNAL COMMUNICATIONS

What	Who (Audience)	When	How	Responsible
Privacy notice	Website visitors	Upon first visit	Website posting	Marketing + CPO
Privacy notice	Customers	At data collection	Email/app/in-person	Marketing + CPO
Data breach notification	Supervisory authority	Within 72 hours	Official notification system	CPO + Legal
Data breach notification	Affected individuals	Without undue delay	Email + letter	CPO + Legal
Data subject access requests	Requesting individual	Within 30 days	Secure email or portal	Privacy Team
Rectification/erasure requests	Requesting individual	Within 30 days	Email confirmation	Privacy Team

Sub-processor changes	Enterprise customers	30 days advance notice	Email notification	CPO
ISO 27701 certification	Customers + public	Upon achievement	Website + customer email + press release	Marketing + CPO
Privacy policy updates	All customers	30 days before effective	Email + website banner	Marketing + CPO
Annual transparency report	Public	Annually (Jan)	Website publication	CPO
Customer privacy updates	Enterprise clients	Quarterly	Email + portal posting	CPO
Regulatory inquiries	Supervisory authority	Per authority timeline	Official channels + email	CPO + Legal
Privacy program updates	Business partners	As needed	Email + meetings	CPO

COMMUNICATION ESCALATION MATRIX

Severity	Who to Notify	Timeframe	Method
Critical (Major breach, regulatory action)	CEO, Board, Legal, affected parties	Immediately (within 1 hour)	Phone + email + meeting
High (Significant incident, compliance issue)	Executive team, CPO, Legal	Within 4 hours	Email + meeting
Medium (Minor incident, process issue)	CPO, relevant department head	Within 24 hours	Email

Low (General updates, routine matters)	Privacy team	Normal schedule	Email

---

CONTACT INFORMATION

Role	Name	Email	Phone
Chief Privacy Officer	[Name]	[Email]	[Phone]
Data Protection Officer	[Name]	[Email]	[Phone]
Legal Counsel	[Name]	[Email]	[Phone]
Privacy Team	[Name]	privacy@company.com	[Phone]

COMMUNICATION CHANNELS

Internal:

- Company email

- Intranet (privacy section)

- All-hands meetings

- Department meetings

- Training platform

- Internal newsletter

External:

- Website (privacy page)

- Customer email

- Customer portal

- Regulatory submission systems

- Press releases

- Social media (if applicable)

REVIEW AND UPDATES

Review Frequency: Quarterly

Next Review Date: [DD/MM/YYYY]

Updates Trigger:

- New regulations

- Organizational changes

- Stakeholder feedback

- Communication effectiveness issues

- New communication channels

Approval:

CPO: _____ Date: _____

CEO: _____ Date: _____

GROUP ACTIVITIES

Scenario: Healthcare technology company (200 employees) providing telemedicine services, implementing ISO 27701.

Tasks:

1. Resources: List 5 specific resources needed (amounts and purposes)

2. Competence: For Privacy Analyst role, define:

- 3 knowledge requirements

- 3 skill requirements

- Minimum experience

- Education/certification

3. Awareness: Write one paragraph for clinical staff explaining their contribution to privacy and implications of non-conformance

4. Communication: Create communication plan for one internal and one external communication (what, who, when, how)