

VioPixel Crisis & Incident Response Policy

Effective Date: 03/01/2019

1. Purpose

At VioPixel, we prioritize **Transparency is Key** and **People Over Profits**, ensuring that in times of crisis, we act swiftly, responsibly, and with clear communication. This policy establishes a structured approach to managing crises and incidents that may impact VioPixel, our employees, our clients, or our reputation.

2. Scope

This policy applies to all employees, contractors, and leadership at VioPixel. It covers incidents that may include, but are not limited to:

- Cybersecurity breaches, data leaks, or IT system failures
- Workplace safety threats or emergencies
- Public relations crises affecting VioPixel's brand
- Financial fraud, theft, or misconduct
- Legal or regulatory violations
- Any other unexpected event requiring immediate action

3. Crisis Classification

- **Low-Level Incident:** A minor issue that can be handled internally without external impact. Example: Temporary website downtime.
- **Moderate-Level Incident:** An issue affecting operations or clients but not requiring external escalation. Example: A service disruption that delays client projects.
- **High-Level Crisis:** A major issue with significant impact on VioPixel, requiring immediate leadership intervention. Example: A data breach or legal compliance failure.

4. Incident Response Team (IRT)

To ensure quick and effective resolution, VioPixel designates an **Incident Response Team (IRT)** responsible for handling crises. The IRT consists of:

- **Crisis Manager:** Leads the response, assigns roles, and ensures communication.
- **IT & Security Lead:** Handles cybersecurity threats, system breaches, and data protection.
- **HR & Operations Lead:** Manages employee safety, internal conflicts, and operational risks.
- **PR & Communications Lead:** Controls public messaging and client communications.
- **Legal & Compliance Advisor:** Ensures compliance with laws and regulations.

5. Crisis Response Procedures

Step 1: Identification & Reporting

- Any employee who becomes aware of a potential crisis must immediately report it to their manager or the designated IRT contact.
- The IRT will assess the situation and determine the severity level.

Step 2: Containment & Mitigation

- The IRT will take immediate action to prevent escalation, such as isolating affected systems, securing sensitive data, or addressing media inquiries.
- If necessary, employees may be asked to halt work on affected systems until resolution.

Step 3: Communication & Transparency

- **Internal Communication:** Employees will be informed about the incident, steps being taken, and any actions required from them.
- **Client & Stakeholder Communication:** Clients will be notified if they are affected, with clear guidance on next steps.

- **Public Relations & Media Handling:** All external communication must go through the PR Lead to ensure accurate and consistent messaging.

Step 4: Resolution & Recovery

- The IRT will work to resolve the issue, whether through technical fixes, legal action, or process improvements.
- Affected employees or clients will receive ongoing updates until the crisis is fully managed.

Step 5: Post-Incident Review & Prevention

- Once the incident is resolved, VioPixel will conduct a review to analyze causes, effectiveness of response, and areas for improvement.
- Policy updates, training sessions, or new security measures may be implemented to prevent future occurrences.

6. Employee Responsibilities

- Stay alert and report any suspicious activity or incidents immediately.
- Follow company security protocols and safety guidelines.
- Refrain from making public statements about incidents unless authorized by the PR Lead.

7. Enforcement & Consequences

Failure to comply with this policy, including withholding information about a crisis or mishandling sensitive data, may result in disciplinary action, up to and including termination.

8. Commitment to Resilience & Trust

By having a clear, structured response plan, VioPixel reinforces its commitment to **Creativity First, Transparency is Key, and People Over Profits**—ensuring that no challenge can disrupt our mission to create **Memorable Websites That Leave Impressions**.