

SOP Template: Recall Communication Template for Customers and Regulators

This SOP provides a standardized **recall communication template** designed for effectively notifying customers and regulators about product recalls. It ensures clarity, compliance with regulatory requirements, timely dissemination of essential information, and maintains transparency to protect public safety and uphold the company's reputation during recall incidents.

1. Purpose

To establish a formal template for communicating product recalls to customers and regulators in a clear, timely, and compliant manner.

2. Scope

This template applies to all products subject to recall and must be used for external communication with affected customers and applicable regulatory agencies.

3. Recall Communication Template

Subject: Important Recall Notice - [Product Name/Number]

Date Issued: [MM/DD/YYYY]

Dear [Customer/Regulator Name or "Valued Customer"/"To Whom It May Concern"],

We are writing to inform you of a recall regarding the following product(s):

- Product Name:** [Insert product name]
- Product Code/Batch/Lot Number:** [Insert code/batch number]
- Manufacturing/Distribution Dates:** [Insert date range]

Reason for Recall: [Clear and concise description of the nature of the issue, potential risks, and reason for the recall.]

Action Required:

- [Description of immediate actions customers/regulators must take, e.g., discontinue use, segregate product, return procedure, or disposal instructions]
- [How to identify affected products, including photos or lot numbers, if applicable]

Risk to Health: [Summary of any health hazards or safety risks associated with the affected product]

Corrective Measures:
[Description of corrective actions taken by the company and any additional instructions for regulators/customers]

Contact Information:
For questions or additional information, please contact:
Name: [Recall Coordinator Name]
Phone: [Phone Number]
Email: [Email Address]
Address: [Company Address]

We apologize for the inconvenience and are committed to ensuring your safety and satisfaction.
Thank you for your cooperation.

Sincerely,
[Authorized Signatory Name]
[Title/Department]
[Company Name]

4. Instructions for Use

- Fill in all bracketed information before sending.
- Adapt content as needed for specific product/regulatory requirements.
- Attach supporting documentation if required (photos, batch lists, etc.).
- Route communications through the Recall Management Team for approval before dissemination.

5. Distribution

- Send to all affected customers using their preferred method (email, mail, etc.).
- Notify all applicable regulatory agencies as required by law.
- Maintain records of all communications sent.

Note: *This communication template must be updated as per any changes in regulatory requirements and reviewed after every recall event for continual improvement.*