



Marshall Creative Disaster Recovery Plan

1. Introduction

1.1 Purpose

The purpose of this Disaster Recovery Plan (DRP) is to establish a comprehensive framework for responding to and recovering from disasters that may impact Marshall Creative's critical business functions and information systems.

1.2 Scope

This plan covers all aspects of disaster recovery, including the identification of critical systems and data, recovery objectives, emergency response, and the restoration of normal operations.

2. Objectives of the Disaster Recovery Plan

- **Minimize Downtime:** Ensure the timely recovery of critical business functions and minimize the impact of disruptions.
- **Protect Data:** Safeguard critical data and information systems to prevent loss or compromise.
- **Ensure Employee Safety:** Prioritize the safety and well-being of employees during and after a disaster.

3. Roles and Responsibilities

3.1 Emergency Response Team

A designated Emergency Response Team will be responsible for immediate actions during and after a disaster. This team will include individuals with specific roles such as emergency coordinators, communication officers, and safety officers.

3.2 Disaster Recovery Team

The Disaster Recovery Team will be responsible for the overall coordination of the recovery efforts. This team will include representatives from IT, operations, communication, and management.

4. Risk Assessment and Business Impact Analysis (BIA)

- **Conduct a thorough risk assessment** to identify potential disasters and their impact on business operations.
- **Perform a Business Impact Analysis (BIA)** to identify critical business functions, dependencies, and recovery time objectives.



5. Critical Systems and Data

Identify and prioritize critical information systems, applications, and data. Develop a comprehensive inventory that includes backup and recovery procedures for each critical component.

6. Backup and Recovery Procedures

Establish robust backup and recovery procedures for critical systems and data. Ensure that backups are regularly tested for integrity and that recovery procedures are well-documented and accessible.

7. Alternate Sites and Facilities

Identify alternate sites for business operations and data centers in case the primary locations are inaccessible. Ensure that these sites are equipped with the necessary infrastructure to support critical functions.

8. Emergency Response Procedures

Develop and document emergency response procedures for various disaster scenarios. These procedures should cover immediate actions, communication protocols, and steps to ensure employee safety.

9. Communication Plan

Establish a comprehensive communication plan that includes both internal and external communication during and after a disaster. Designate communication officers responsible for updating employees, clients, and other stakeholders.

10. Employee Safety and Well-being

Prioritize employee safety and well-being during a disaster. Develop evacuation plans, establish emergency assembly points, and provide training on emergency procedures.

11. Vendor and Supplier Coordination

Coordinate with key vendors and suppliers to ensure they have their own disaster recovery plans in place. Establish communication channels and contingency plans for critical dependencies.

12. Testing and Exercises

Conduct regular testing and exercises of the disaster recovery plan to ensure its effectiveness. Analyze the outcomes of tests and exercises to identify areas for improvement.



13. Training and Awareness

Provide regular training to employees on their roles and responsibilities during a disaster. Raise awareness about the importance of individual contributions to the overall recovery effort.

14. Documentation and Reporting

Maintain detailed documentation of the disaster recovery plan, including procedures, contact lists, and recovery strategies. Report on the outcomes of recovery efforts and lessons learned after each disaster.

15. Continuous Improvement

Establish a continuous improvement process to regularly review and enhance the effectiveness of the disaster recovery plan. Incorporate feedback and lessons learned from each disaster or exercise.

16. Review and Revision

The Disaster Recovery Plan will be reviewed periodically to ensure its continued relevance and effectiveness. Necessary revisions will be made to adapt to changes in technology, business processes, and industry best practices.

This Disaster Recovery Plan reflects Marshall Creative's commitment to a swift and effective response to disasters, ensuring the continuity of critical business functions and the protection of vital information systems and data.

Signed
Darren Marshall [DIRECTOR]



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