

[Insert Date]

VM/BPI Ref: Virgin Media Letter

Dear Virgin Media Customer

Enjoying Music On The Internet & Illegal Filesharing

We're writing to you about enjoying music on the internet and about illegal downloading and filesharing. It's an issue which affects you, so it's very important that you read this letter carefully.

We're exceptionally lucky in Britain to have a world-beating music-making community, with a strong and sophisticated fan base. But we can only keep it that way if we all work together to ensure that the musicians who create this great music are rewarded for doing so.

That's where copyright comes in – copyright applies just as much to online music as it does to physical CDs. That means that you can't upload or download files on your computer without the authorisation of the copyright owner. Legal download services such as iTunes and 7digital authorise you to download music and make a few copies for your own personal use. But, unless you have specific permission from the copyright owner, it's illegal to download from peer-to-peer/P2P networks such as BitTorrent and Limewire or to share music files with other people. Otherwise musicians won't be paid and record labels won't be able to invest in the kind of new music that you might want to enjoy in the future.


That's why the BPI team carries out regular checks online. We have information that someone – and it may not be you – is using your Virgin Media internet account to access music illegally. However it happened, it is illegal. We therefore need you to take steps to stop it from happening again. The steps you can take are set out in the enclosed 'What To Do Next' section. You should know that if you don't do this and the problem happens again, then you could face legal action.

We don't want you to face legal action or risk losing your internet service - we want you to enjoy music legally. The good news is that there is plenty of online music for you to download legally. Take a look at www.pro-music.org for a list – there are millions of tracks available of all types and genres.

If you'd like to discuss any concerns you have in relation to this letter, then please don't hesitate to get in touch. Our contact details are set out in the 'What To Do Next' section. We're ready to help.

Thanks for your time.

Yours sincerely



Geoff Taylor
Chief Executive, BPI
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What To Do Next

Here are some helpful hints to ensure that music files can't be illegally uploaded from or downloaded to your Virgin Media internet connection in the future:

- You may be in a household where other people have access to a computer connected to your Virgin Media internet connection. However, you are the account holder and you are therefore responsible for the internet connection that Virgin Media supply you with. You should therefore check that everyone in your household is aware of the difference between the legal and illegal use of internet services and sites.
- If you want to discuss this issue with your children or other young people in your household, and you're worried that they don't understand the implications of what they are doing, then the charity Childnet has worked with the BPI to publish a useful guide called 'Young People, Music and the Internet'. A copy of it can be legally downloaded at: http://www.childnet-int.org/downloads/CN_IFPI_MusicLeaflet.pdf.
- If you are using a wireless internet connection, it is possible that it could be being accessed from outside. You should therefore secure the connection using both encryption and password protection. The instructions for your wireless router will explain how to do this.
- There is a possibility that your computer could have been infected with viruses or malware as a result of using unlawful P2P services. You should therefore install anti-virus software. Up-to-date anti-virus software can screen most things downloaded to your computer, including spyware. Virgin Media recommends that all customers use appropriate security solutions to safeguard their computers whilst online, and therefore recommends that you use PCGuard, Virgin Media's suite of security services, which can be found at: www.virginmedia.com/pcguard. This can also help to prevent the spread of computer viruses which are sometimes disguised as illegal music files and can put your private information at risk.
- Finally, if you are not sure as to what programs are on your computer, you can download free software that will help you identify music files and uninstall P2P software. Just go to <http://www.ifpi.org/dfc> where you can freely download and run on your computer/s a piece of software called 'Digital File Check'.
- We hope this helps explain how to prevent illegal uploading and downloading. However, if there's anything else you'd like to know about it, just call the Virgin Media Internet Security Team on 0845 454 1098. Alternatively, you can contact the BPI team at VirginCustomerQueries@bpi.co.uk. It's that simple.