



Acceptable Use Policy

We all love the internet, and we love giving you unlimited broadband. It's what we've been passionate about since day one.

But like all things in life, things work best when everyone plays fair.

You see, the internet is a bit like a supply water pipe for a city (cue tenuous analogy...).

Let's say that city is London.

The pipe we own is big. And everyone can have more than enough for their needs. But if someone leaves the garden hose, kitchen sink and bath on, using up loads – then it spoils it for everyone else. (And what a waste!)

There are a few users who do this (booo) – and so we created this policy to safeguard against them, and protect your enjoyment of our service.

For everyone else, well, it shouldn't impact your unlimited broadband – in fact, it should make it better.

So, have a scan of the below policy – and if you have a question, chat with us online or give us a call on 0330 686 8000.

ACCEPTABLE USE POLICY (AUP)

Acceptable Use Policy:

So, if we determine in our sole opinion that your unlimited use of our Service either exceeds that reasonably expected of someone using the Service or materially affects other users' enjoyment of the Service, or has an adverse impact on our network, then we will by written notice, give you a 14 day period in which to reduce your usage to levels to be reasonably expected of a person using the Service.

As a result, if your levels of usage activity have not decreased within the 14-day notification period, we may at our discretion either:

1. Suspend or terminate your Service and/or
2. Place your Service under what we call traffic management (where a traffic management policy has been implemented) as and when we deem necessary to ensure the most efficient use of our network for all our customers.

Acceptance of Acceptable Use Policy:

By using our Service, you are deemed to have accepted this AUP. So if you do not accept the terms of this AUP, you must cease use of the Service with immediate effect.

This Acceptable Use Policy is incorporated into and forms part of the contract that you have with us and must be read in conjunction with our other terms and conditions and any applicable Additional Terms for the relevant Service.

So that we are all clear, the term "Service" shall include, without limitation the fixed mobile services, mobile internet services and refurbished services provided by us whether directly or indirectly to an end user.



Of course, and as usual we reserve the right to make changes to this AUP. You should visit our website from time to time to ensure you have the current version. Your continued use of the Services shall signify your acceptance of any changes to the AUP.

TRAFFIC MANAGEMENT

Our Service may be subject to a traffic management policy, which we will only use to improve the service for our customers. This can include traffic prioritisation or throttling speeds on specific or congested sites. We reserve the right to implement a traffic management policy at any time which we will publish on this webpage when it applies to our Services.

We hope this all makes sense. As mentioned before, if you have any questions please chat with our care team online or call them on 0330 686 8000 and we will be able to help you out.