



Broadband Fair Usage Policy

Version 2.0 (August 2011)

Why is there a need for a Fair Usage Policy?

Daisy is committed to providing their customers with a high quality broadband service suitable for typical business use, at a competitive price.

To achieve this Daisy has built an IP network that only carries data for businesses (which send and receive far less data than residential users, subsequently using less bandwidth). We manage and monitor the available bandwidth carefully and very closely. As with all broadband offerings the available bandwidth is contended across all users; if a group of users use a disproportionately large amount of bandwidth (i.e. download or transfer a disproportionately large amount of data) then this may:

- negatively impact the available bandwidth for the rest of the users
- potentially degrade the service for all users
- drive up the cost of delivering the service to the aggregated Daisy customer base

As Daisy provides a mixture of "capped" or metered (where we charge for the excess amount used above the stated "capped" limit) as well as "unlimited" or un-metered services (where we do not charge for the total amount of data transferred) it is important that we ensure that all customers use the service fairly. Ultimately providing a poor quality of service is not an option for us, so unfair and disproportionate use of the Daisy service would lead to an increase in prices across all users. So as to ensure a high quality service at a competitive price, a FAIR USAGE POLICY applies to all users. Daisy is committed to providing responsible monitoring of every customer's use of each service, and where appropriate, will communicate with customers to try and establish what is causing high levels

of usage and what corrective measures can be used to reduce any disproportionate usage. Daisy will follow an enforcement procedure, which may include network management controls to reduce the impact that heavy users have on the service.

If a Customers' usage is continually either excessive, unfair, inappropriate, affects other users enjoyment of our broadband Service, or is not consistent with the usage we would typically expect on the Customers current package, we reserve the right to upgrade customers to a package more suited for their usage or, in extreme cases, suspend or terminate their ability to access Daisy broadband services.

How will this policy affect customers?

Customers that will be affected by this policy are those using significantly higher levels of network capacity. This may be because they are abusing the terms of the service and are sending large volumes of spam email, are using file sharing software such as peer-to-peer or are excessive users of binary newsgroups (USENET). Such software is normally used for residential applications, and is used to send and receive large files (typically music and videos) and is normally left running throughout the day - this unreasonable use of the internet uses a massive amount of bandwidth and in many cases is illegal as it breaches copyright and intellectual property legislation. Under our terms and conditions, any illegal use of the service will be a breach of contract and will allow us to end the service.

Customers using their broadband service for sending e-mails, browsing web-pages and other typical business applications will not be affected.



In order to maintain a business grade service, residential applications such as these should not be used.

What is the policy?

Unless a specific usage cap has been selected as part of the service, the following fair usage threshold has been set for the Daisy broadband product set:

Standard ADSL services (all speeds) are not expected to transfer more than 5 Gigabytes of data during the course of a calendar month.

ADSL Max and derivative services are not expected to transfer more than 40 Gigabytes of data during the course of a month.

ADSL2+, LLU, Annex M and FTTC services are not expected to transfer more than 100 Gigabytes of data during the course of a month.

Data transfer is measured on the total amount of data downloaded during a particular month.

Should any user exceed their cap Daisy reserve the right to charge the customer for any usage over and above this level.

Usage Charges when capped level exceeded (correct as of August 1st 2011)

For each 1GB, or part thereof, used over the cap the charge will be £1.00 per GB. Part GB usage will be rounded up to the next full GB charge.

What is the process for monitoring usage?

Month 1 - The total amount of data a customer downloads is measured in Gigabytes (GB) and this usage is measured for billing purposes. Usage Warning - If a user is seen to exceed the relevant monthly limit then we will contact the customer by their nominated e-mail address or by telephone and invoice them for excess usage. The customer will be expected to modify their usage accordingly. Advice can be given to help identify causes for disproportionate network usage. If the usage is legitimate, Daisy may recommend that the customer be migrated or upgraded to a more appropriate level of service.

Month 2 - If disproportionate usage continues, and the customer does not want to migrate to an alternative service, Daisy may decide to use network management controls during peak hours (0800 – 2000), by placing them into a 50:1 contended pool, which will reduce the customer's download and upload speeds and will continue to apply excess usage charges.

Month 3 – If disproportionate usage continues, Daisy will reduce the customer's download and upload speeds and will continue to apply excess usage charges. Daisy reserves the right to issue MAC codes to customers who remain in breach of our FUP.

Depending on the extent of their over-usage, heavy users may be moved to one of the following bandwidth restrictions:

- Move into restricted daytime context*
- Move into restricted all hours context**

*Restricted Daytime Context

- Contended 50:1 during business hours 0800 - 1800.
- No restrictions outside of these hours.

**Restricted all hours context

- Contended 50:1 24/7/365.

Restricted daytime context: Business cases where one line is part of a multi-site VPN or similar will be considered, traffic profiles and type will be taken into consideration. Non business traffic users will have to remain in the restricted daytime context.

Restricted all Hours context: Business cases where one line is part of a multi site VPN or similar will be considered, traffic profiles and type will be taken into consideration.

What affect will restricting a customer's service have?

The customer will experience a slowing down of their service. The extent of this degradation will depend on what the customer is doing and how many users are connected to the service. If a small number of users are web-browsing



and reading emails, they will notice a slowing of the service. If on the other hand they are using Peer-to-Peer or file sharing software, or they are downloading files from the internet or an external server, they will experience a significantly slower service.

Appeals

Please email abuse@daisyplc.com to register an appeal against our decision.

Persistent Heavy Usage or Illegal Activities

Daisy will monitor the data usage on a monthly basis. Should any user persistently exceed their cap for 3 consecutive months we reserve the right to terminate the connection and contract.

If the customer is not willing to pay for the excess usage, then the customer's service will be restricted - we will make available less bandwidth for the customer to use. This restriction will be placed on their service until the 1st working day of the next month.

Applicable Products

The Fair Usage Policy applies to all ADSL variants, but does not apply to SDSL products.

