



## **Fair Use Policy for Prism Broadband**

If you're on either our unlimited or uncapped broadband service then our Fair Use Policy applies to you.

### **Why have one?**

Well it's designed to make sure your broadband service is fast and reliable whenever you use it.

Some of our broadband customers use file sharing software and download large files like music and videos. This uses up lots of network capacity leaving less available for you. If they're doing this at peak times, it could mean that the speed of your broadband service will be affected.

### **Am I likely to be affected by the Fair Use Policy?**

If you don't use file sharing software or download large files from the Internet it's unlikely you'll ever be affected by this policy. If you do, all we ask is that you do so considerately, perhaps by downloading outside the peak hours of 6pm to 11pm.

We continuously monitor network performance and reduce the speed available to very heavy users (typically less than 1 per cent of all customers) during a given month to ensure that the service received by other customers is not impacted through extremely heavy usage by a minority of people.

Customers who are classified as very heavy users will experience significantly reduced speed at peak times (typically 8AM-6PM every day but these times may change depending on the demand on the network) for a period of 30 days, or for as long as very heavy use continues.

### **What is your policy on Peer-to-Peer (P2P) applications?**

P2P refers to certain applications that enable files and program sharing between groups of people logged on to a P2P network. Because they use uploads and downloads and are often left running 24/7, they consume significant bandwidth, even when being used by just a small number of customers.

Because a lot of P2P traffic is not time-critical, e.g., downloading and uploading TV programmes or movies for later viewing, we treat P2P traffic differently from time-critical traffic (such as surfing, streaming or internet telephony) and apply speed restrictions to all P2P traffic. We manage these restrictions daily based on the demands on the network, but downstream restrictions will typically be in place 8AM – 6PM, upstream restrictions may be in place at other times.

**What will happen if my use is very high?**

If you only occasionally have very high usage, we're unlikely to be concerned unless it becomes a regular occurrence. If this does happen then we'll get in touch to help you find ways to reduce your usage.

If your usage continues to be very high, we'll get in touch again. Ultimately, if your usage still remains excessive despite our attempts to help you reduce it, we may have to suspend your service and possibly close your account.

We don't want to do that, and with your support and goodwill we'll work with you to see if we can avoid this happening.