

# Virgin Media Business Acceptable Use Policy

Version 2, January 2021

## Mobile SIM for Business

Virgin Media Business mobile services (“our services”) are intended for business use only and are designed for business customers with up to 250 employees. Business price plans are only for reasonable business usage by the account holder or its duly authorised employees, agents or consultants acting in the course of their employment or engagement with the account holder. As such, you must not use our services in any way that is not in keeping with that reasonably expected of a business or a duly authorised employee, agent or consultant acting in the course of their employment or engagement.

**Uses of our services for the following activities will constitute a breach of our Acceptable Use Policy:**

- Use for calling “cash back” or “cash for calling” numbers (i.e. where you are paid, in monetary or other terms (e.g. by receiving gift vouchers, credits for goods or services, or anything similar) by the provider for calling that number is not an acceptable use of our services;
- Use predominantly for calling 087 or 084 numbers;
- Use predominantly for calling international calling card numbers;
- Any other calls that result in a calling pattern or patterns that are disproportionate to the overall type, amount, duration and/or extent of calls which would be expected from good faith usage of our Network or Services (also referred to as “artificially inflated traffic”);
- The sending of high volumes of SMS messages (as we may determine at our sole discretion) or sending SMS messages to very large numbers of recipients or distribution groups or the sending of automated or unsolicited SMS messages (“spam”);
- Use in any Equipment or Service for any purpose that may be commercial, abusive, a nuisance, illegal, or fraudulent;
- Use in any Equipment other than a mobile device that does not need to be permanently plugged in to a mains electrical output in order to be operational;
- Use that may do anything that causes the Network to be impaired;
- Use automated means to make calls, texts or send data (including via a GSM Gateway); or
- Use the Services in a way which is inconsistent with good faith commercial practice to Virgin Media Business’ detriment.

The account holder is liable for all use of all accounts in its name, irrespective of use without its knowledge and/or consent. Each individual who is granted access to use any account by the account holder shall be liable for all use of such account(s), irrespective of use without their knowledge and/or consent.

Further, you must not use our services in any way that is unlawful or illegal or in any way to the detriment of other users. You also must not allow anybody to use your account, or our services which we provide to you, in any way that is unlawful or illegal or in any way to the detriment of other users or the network.

Use of our services, your SIM or any allowances permitted under your tariff are provided to you in accordance with and subject to our Mobile SIM for Business standard Terms and Conditions and this Acceptable Use Policy.

We may change our Acceptable Use Policy from time to time and will inform you on this website when we do so.

## Roam Like Home

Roaming in the EU at domestic rates (Roam Like Home) is for business use only and is designed for business customers with up to 250 employees periodically travelling within the EU. As such, you must not use our services in any way that is not in keeping with that reasonably expected of a business or a duly authorised employee, agent or consultant acting in the course of their employment or engagement whilst periodically travelling within the EU.

When we say EU we mean the 28 member states of the European Union (excluding the UK), plus The Canary Islands, The French Antilles, French Guiana, Gibraltar, Guadeloupe, Iceland, Liechtenstein, Martinique, Mayotte, Monaco, Norway, Reunion Islands, Saint Barthelemy, San Marino and Vatican City (Italy).

To be in line with our Roam Like Home Fair Use Policy your use must meet the following conditions:

- a. In any rolling 4 month period, you must use more data, SMS and calls in the UK than the EU – we call this “prevailing domestic consumption”; or
- b. In any rolling 4 month period, you must spend more days in the UK than the EU – we call this “prevailing domestic presence” (we count each day you connect to our network in the UK as a day in the UK).

Other things that indicate your use is outside of our Policy include:

- a. Long inactivity of a SIM card which is most often (if not exclusively) used while roaming; and
- b. Subscription and sequential use of multiple SIM cards while roaming.

If your use is outside of our Roam Like Home AUP we may apply a surcharge to the applicable domestic retail price while you are roaming in the EU. We will give you at least 2 weeks’ notice before applying any surcharge, and we will stop applying the surcharge as soon as your usage is in back in line with our Roam Like Home AUP. You can see the surcharge rates in our pricing guide at [www.virginmediabusiness.co.uk/mobileroaming](http://www.virginmediabusiness.co.uk/mobileroaming)

To comply with EU Regulations, Roam Like Home also has a monthly data cap in place. If you use more data than the monthly cap allows we may apply a surcharge to any data above the cap. The data cap is set by the Regulations and depends on the price of your airtime plan.

It’s a simple calculation: twice your monthly airtime cost (before VAT) divided by the current EU data wholesale capped rate. You can view your monthly airtime cost using Your Account at [virginmediabusiness.co.uk/mobilecare](http://virginmediabusiness.co.uk/mobilecare)

You can see the surcharge rates and the latest EU data wholesale capped rate in our pricing guide at [www.virginmediabusiness.co.uk/mobileroaming](http://www.virginmediabusiness.co.uk/mobileroaming)

# Thank you

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