

## **Successful legal action against computer retailers protects consumers from the dangers of illegal software**

Microsoft aims to reduce the risks that unlawful computer programs pose by educating local PC stores about the hazards of selling unauthorised software

**Reading, UK, 9th May:** Today, Microsoft announces success against computer retailers around the UK who have admitted to unlawfully trading in Microsoft software. Today's news reveals that ten computer shops have been found guilty, or admitted to dealing in counterfeit or unlicensed software\* over a period of six months. This highlights that the illegal software trade is a big issue for consumers, who are put at risk when they unwittingly purchase illegal computer programs. Microsoft's aim is to protect these consumers, who are vulnerable to computer viruses and identity theft when they use this software, and to support genuine businesses whose livelihood is endangered by unscrupulous traders.

### **Eastbourne business admitted to trading in unlicensed software**

Eastbourne based Powerpacks PC has admitted to involvement in unlawful software activity including the sale of unlicensed software and hard disk loading\*. The positive outcome of this case is that the Eastbourne business is now committed to working more closely with Microsoft to ensure they remain compliant and stop selling unlicensed software.

As Kenneth Kelly from Powerpacks PC comments: "We recognise that we were dealing with Microsoft software incorrectly and have since worked cooperatively with Microsoft to ensure this does not happen again. It's good to see Microsoft working with small, local businesses like ourselves to ensure that we are fully educated about the rules of software usage and remain compliant at all times."

In a further nine separate cases, the following PC retailers have each faced court action and admitted to involvement in unlawful software activity including the sale of unlicensed software and hard disk loading:

- Wicked Computers (Devon)
- Computer Shop (Birmingham)
- SupporTech (Newport)
- MP Computers (Dewsbury)
- OneStopComputers Ltd (Stoke on Trent)
- Inspire Media Solutions (Falkirk)
- Whitchurch Computer Centre (Bristol)
- Director CTi Technology Ltd (Oldham)
- Andrew Largent (Ipswich, trading as himself)

Michala Wardell, Head of Anti Piracy at Microsoft UK, comments "Today's announcement indicates that illegal software is not just a top level, national problem but very much a local issue. Microsoft is determined to protect customers from the pitfalls of unlawful software and is committed to working with local businesses to convey the importance of selling genuine computer programs. This latest success in clamping down on the sale of illegal software

underlines just how important it is for Microsoft to work on a local level - it is our job to ensure customers are not being ripped off when they buy Microsoft computer programs. We have a duty to ensure that customers are given a good deal and are not unwittingly purchasing illegal software that puts them at risk from dangers such as computer viruses and identity theft.

By educating and informing local firms to ensure they are fully aware of the rights and wrongs when trading in Microsoft software, we can ensure that customers are not left out of pocket by illegal software trading. We want to help local computer firms operate in a legal and safe way and we believe that selling reliable, genuine software is the best way for them to keep their customers happy and their businesses profitable.

What most people don't realise is that they could have unwittingly bought counterfeit computer programs which they purchased with their PC, that are likely to be infected or harmful. In Britain, we've found that one in three computer programs installed on computers are counterfeit which puts consumers at great risk as using these programs can lead to a loss of bank details, for example, or even a loss of items such as family photo albums and music collections saved on their computer. Because of this, it's important that we minimise the dangers consumers face from fake software by educating local computer shops and clamping down on the dishonest PC dealers who are also putting genuine computer firms out of business."

#### **Sussex Enterprise backs Microsoft's regional efforts**

Microsoft's regional approach to educate local computer businesses about the dangers of selling illegal software and the consequences this has for their customers is also supported by Sussex Enterprise.

As Mark Froud, Chief Executive at Sussex Enterprise said "Counterfeit products, software piracy and Intellectual Property theft cause substantial financial loss to computer retailers of Sussex. It's great to see that software companies such as Microsoft understand these dangers, are committed to educating and informing local PC retailers on the do's and don'ts of software trading and are doing something effective about it."

**=ENDS=**

#### **Notes to Editor**

##### **Definitions**

##### **Unlicensed software**

Unlicensed software is a common type of piracy. It happens when individuals and businesses make copies of software without a licence to do so. People may copy a program and give it to their friends/family without realising that this is software piracy.

Sometimes an organisation will install software on more computers than its licenses allow. Aside from the financial harm this causes, it puts users at risk because they are using software without a licence.

##### **Hard disk loading**

Hard disk loading normally happens when builders of computer systems sell PCs with unlicensed software pre-installed. These dealers use one copy of a software program but install it illegally on many machines.

The original disks and the documents that should come with the PC are often missing or incomplete. If they are supplied, they frequently turn out to be counterfeit.

**About Microsoft**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

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