

# Microsoft Refurbished PC Programs

## Anti-Piracy Enforcement Messaging & Frequently Asked Questions

**Microsoft**  
**AUTHORIZED**  
Refurbisher

**Microsoft**  
**REGISTERED**  
Refurbisher

### Enforcement Messaging

- At Microsoft, we take the manufacture and sale of counterfeit software seriously. We are helping protect consumers and businesses from the dangers of counterfeit software disguised as genuine—and we are working to take the economic advantage out of dealing in pirated software.
- It is estimated that many refurbished PCs being resold today by companies that do not participate in one of the Microsoft Refurbished PC programs contain counterfeit software, putting customers at risk and harming legitimate refurbishers and resellers. Microsoft is committed to helping ensure that customers get the genuine Microsoft software they expect when purchasing a refurbished PC.
- The Microsoft Refurbished PC programs provide partners with a cost-effective means of delivering genuine Microsoft software, distinguishing their business practices and certifying the validity of their offerings. This enables eligible refurbishers that partner with Microsoft to preinstall genuine copies of Microsoft Windows operating system software and other Microsoft software on refurbished PCs.
- For customers, the benefits of the Microsoft Refurbished PC program includes knowing that the software installed on their refurbished computers is properly licensed and provides the same level of performance as they would expect when purchasing brand new machines. When they turn their PCs on, customers will get the out-of-the-box experience they expect from a new PC.
- Microsoft operates a program of refurbished PC test purchases to identify refurbishers and resellers who are marketing and selling counterfeit Microsoft software. Thousands of cases of illegal activity have been uncovered by Microsoft investigations into suspected illegal software, thanks to test purchases, mystery shopper programs and reports of suspected counterfeit from our customers and partners. This helps keep potential counterfeiters from viewing piracy as a crime without consequences.
- Intellectual property is a key driver of many economies around the world, and the refurbished PC test purchases are part of the Microsoft ongoing commitment to protect intellectual property, jobs, honest resellers and partners from dishonest dealers who victimize consumers and businesses by exposing them to the risks of counterfeit software.
- Although legal action is a last resort, Microsoft will act decisively to protect our partners from unfair competition and maintain a level playing field.

## Microsoft Refurbished PC Enforcement Frequently Asked Questions

### **Q. Why is software piracy such a big deal?**

A. Software piracy is a serious and extremely damaging global problem that affects the software industry, global and local economies, and users of software. Software counterfeiting costs thousands of jobs around the world, results in hours of lost productivity, and can cost organizations using counterfeit software dearly.

Every year, millions of consumers and businesses are hurt by counterfeit software that they have acquired unwittingly, and many companies that license legitimate software have difficulty competing with artificially low prices offered by software pirates. Consumers, businesses and resellers continually ask Microsoft for help in mitigating the threat posed by pirates. Microsoft works to educate the software ecosystem about piracy, to engineer products that address these concerns, and to enforce anti-piracy policies and laws.

The sale of counterfeit software hurts the honest channel partners who are just trying to earn a living. Partners who must compete with pirates lose more than software revenue; they lose system sales and the opportunity to service those customers over the years. Microsoft will continue to protect its customers, partners and resellers by pursuing companies who persist in counterfeiting Microsoft software.

### **Q. Can you tell me more about how the refurbished PC test purchase program works?**

A. When we receive notice from customers or partners that might suspect pirated or counterfeit software, we may decide to test purchase from that vendor. Microsoft makes the purchase of hardware and software in the same ways as our customers make the purchase from computer dealers and software resellers across the country. Just as a customer takes the PC or software home, Microsoft takes it to a lab where they can test the software and software components to determine their authenticity.

If the software turns out to be illegitimate, we send out cease-and-desist letters telling that dealer to stop their illegal activities and providing information on how the dealers can purchase and provide legal, genuine software. Filing lawsuits is the last step and is undertaken only when the dealer continues to distribute the illegal product after being asked to stop. We would much rather educate dealers so they purchase and sell genuine software than bring a lawsuit against them.

### **Q. Does Microsoft hire private investigators to help with anti-piracy enforcement? If so, does that mean Microsoft is 'treading on the toes' of local law enforcement?**

A. Microsoft works in partnership with law enforcement agencies and private investigators to co-operate with anti-piracy investigations, as appropriate.

### **Q. Counterfeiting is not a serious crime – why is Microsoft being so heavy-handed?**

A. Counterfeit software has an enormous impact upon the software industry. Microsoft invests a tremendous amount of resources in its software development and distribution, which is impacted greatly by the effects of piracy. Additionally, Microsoft is committed to protecting its customers and its legitimate software resellers and partners from the threat and losses associated with piracy, and to prevent counterfeiters from taking advantage of innocent victims. Our customers tell us that they appreciate our efforts and are increasingly involved in the enforcement process, submitting evidence that helps lead to effective enforcement actions.

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### **Q. What is the impact for the software industry when unlicensed software is sold?**

A. The unlawful distribution and sale of unlicensed software has several negative consequences. It undermines legitimate partners' ability to sell Microsoft product. According to the Ninth Annual BSA Global Software Piracy Study, 42 percent of the software was installed without legal licenses resulting in economic losses of nearly US \$63 billion. Customers are also defrauded into purchasing unlicensed software and end up with an unlicensed product that denies them future upgrades, support and other benefits.

### **Q. How does Microsoft justify going after smaller companies such as PC Products?**

A. Dealers who sell illegal products, whether big or small, harm other legitimate companies by undercutting their prices and causing them to lose business. Microsoft is committed to protecting customers, the legitimate channel and supporting honest resellers.

### **Q. How much does Microsoft spend on enforcement activities?**

A. Microsoft is unable to provide figures such as this; however, we continue to invest as necessary in all anti-piracy efforts.

### **Q. Why is it important to use genuine Microsoft software?**

A. By using genuine Microsoft software, you can be confident that you will have access to the latest features, security, and support, which will help to improve your productivity and expand the capabilities of your PC. You will also have access to new innovations and offerings available only to genuine Microsoft software customers.

### **Q. Why is it important for customers to buy from the legitimate channel?**

A. The value of genuine software is undermined when products are distributed by dishonest dealers. It is important for customers to purchase from the legitimate channel to ensure they receive genuine products that are manufactured to the highest possible standards of product quality and reliability and to ensure that their support requirements are met.

### **Q. What should customers do if they think they have been sold counterfeit software?**

A. Microsoft has a piracy web form that consumers and businesses can use to report piracy. If customers believe they may have been sold counterfeit software by a refurbisher, they should submit the web form found at [www.microsoft.com/piracy](http://www.microsoft.com/piracy) to report piracy or to request more information.

### **Q. How does Microsoft help customers when they've obtained illegal software?**

A. Microsoft is encouraging customers to use information available on <http://www.microsoft.com/genuine> to help ensure they have genuine software. To ensure customers receive genuine software and the best price, Microsoft recommends purchasing the operating system pre-installed on a new PC.

Additionally, Microsoft Web sites such as How to Tell at <http://www.microsoft.com/resources/howtotell>, provide detailed information and examples of counterfeit software and provide guidance on what consumers should watch out for before purchasing software, to ensure they are making informed decisions.

## Microsoft Refurbished PC Program Frequently Asked Questions

### **Q. What are the Microsoft Refurbished PC programs?**

A. Microsoft offers two Refurbished PC programs: the Microsoft Authorized Refurbisher (MAR) program and the Microsoft Registered Refurbisher (RRP) program.

### **Q. What are the differences between the two Microsoft Refurbished PC programs?**

A. The Microsoft Authorized Refurbisher (MAR) program is for large refurbishers who meet a minimum volume threshold of PCs shipped yearly. Refurbishers supply refurbished computers and servers with genuine Microsoft software preinstalled to businesses, consumers, and non-profits. The Registered Refurbisher program is for small and medium-sized refurbishers across the globe that wish to supply refurbished PCs preinstalled with Microsoft software to local consumers, and to qualified charities, non-profits, schools, and government programs.

### **Q. What are the benefits of the Microsoft Refurbished PC programs for refurbishers?**

A. The programs provide refurbishers several benefits including: recognition and status as a member of a Microsoft program, specially priced Microsoft software, and tools to help with software installation.

### **Q. How can I find more information on the Microsoft Refurbished PC program?**

A. More information about the MAR program is available at <http://www.microsoft.com/refurbishedpcs>.

### **Q. What is a 'refurbished' PC?**

A. As defined by Microsoft, a refurbished PC is a used PC that has gone through the following processes that leave the PC ready for use by a new owner:

- Data wiping to remove all data and software that was previously installed on the PC.
- Professional refurbishment includes the use of specialized disk formatting tools to ensure that data cannot subsequently be recovered.
- Testing to ensure that the PC works and is safe to use.
- Minor repair and/or replacement of defective PC components.

### **Q. What are the benefits of the Microsoft Refurbished PC program for customers who purchase refurbished PCs?**

A. Customers that purchase refurbished PCs from a member of a Microsoft Refurbished PC program can be assured that the PC is preinstalled with a genuine Microsoft software license(s). By obtaining refurbished PCs from a program member, customers have the opportunity to obtain a solution, rather than just hardware, and enjoy the benefits of genuine licenses including downloads, upgrades and enhanced features.