Anti-Piracy Policy

Consumer customers

Version: November 2026

About this policy

This Anti-Piracy Policy (the **"Policy"**) **forms part of the wider Agreement between you (the person buying services and products from us) and us (Vodafone Limited, also referred to as 'we' or 'our').** It supplements the Vodafone TV terms and conditions and applies specifically to piracy, unlawful use, Content protection and misuse relating to the Vodafone TV Service.

Our contact details

This is how you can get in touch with us:

General enquiries:

Phone
191 (free from a Vodafone SIM)
08080 057 444 (free from any UK mobile or landline)

Post
Vodafone House, The Connection,
Newbury, Berkshire RG14 2FN

Chat
www.vodafone.co.uk/contact-us

Website
www.vodafone.co.uk

Service and equipment issues:

Phone
191 (free from a Vodafone SIM)
03333 040 191 from any UK landline or mobile

Post
Vodafone House, The Connection,
Newbury, Berkshire RG14 2FN

If we need to get in touch with you or send notices, we'll send these by post, voicemail, text or email.

Need this document in a different format?

For a large print, braille, dyslexia- friendly, or audio CD version of this document:

Phone 03333 043 222

Email disability.access@help.vodafone.co.uk

Vodafone Limited, registered in England & Wales under number 1471587 at Vodafone House, The Connection, Newbury, Berkshire, RG14 2FN

1. Our Anti-Piracy Policy

1.1 This Policy applies to your use of the Vodafone TV Service, Vodafone TV Box, Vodafone TV App, Equipment and relevant third-party Content, apps, subscriptions and services.

1.2 This Policy should be read with the following documents, where they apply to you, available at https://www.vodafone.co.uk/terms-and-conditions:

(a) the Vodafone TV terms and conditions;

(b) the Vodafone TV Box terms of use;

(c) the Vodafone TV App terms and conditions;

(d) the Vodafone Entertainment Terms and Conditions;

(e) our Acceptable Use Policy via https://www.vodafone.co.uk/terms-and-conditions/consumer/mobile/other/acceptable-use-policy/;

(f) our Traffic Management Policy via https://www.vodafone.co.uk/terms-and-conditions/consumer/network-and-coverage/traffic-management/;

(g) the Privacy Policy, including the Vodafone TV and Vodafone TV App privacy supplement via https://www.vodafone.co.uk/privacy; and

(h) any Partner Terms applying to third-party Content, apps, subscriptions or services.

1.3 This Policy explains what we mean by piracy, what you must not do, what action may be taken if Vodafone reasonably believes that piracy, fraud, unlawful use or serious misuse has occurred, and how suspected piracy may be reported.

2. Vodafone TV and third-party Content

2.1 The Vodafone TV Service may enable you to access Content, apps and services provided by Vodafone and Third-Party Providers, where available. Third-Party Providers remain responsible for their own Content, apps, accounts, charges, privacy notices and services. This does not affect any responsibility Vodafone has to you under any relevant Agreement or applicable law.

2.2 Vodafone may take reasonable measures to protect the Vodafone TV Service and prevent misuse relating to copyright infringement, fraud, piracy, Content protection, digital rights management or rights-holder restrictions.

3. What is piracy?

3.1 For the purposes of this Policy, piracy includes conduct involving:

(a) copying, recording, ripping, downloading, redistributing, rebroadcasting or otherwise reproducing or extracting Content without permission;

(b) sharing access, streams, subscriptions or accounts outside permitted household, user or device limits;

(c) accessing, promoting or facilitating pirate internet protocol television (IPTV) or other illegal streaming services;

(d) using modified or illicit devices, apps, software or methods to access paid or restricted Content;

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(e) bypassing, disabling or attempting to circumvent payment, encryption, security, location, device, Content protection, digital rights management or rights-holder controls; or

(f) supplying, advertising, promoting or facilitating any device, software or method intended for those purposes.

3.2 Conduct described in this Policy may be unlawful, prohibited by the relevant Agreement or prohibited by applicable Partner Terms, depending on the circumstances. It may result in legal action.

3.3 Piracy and unauthorised access can harm rights-holders, Content providers, service providers and customers using legitimate services. Illegal streaming services, modified apps and unauthorised devices may also expose users to malware, fraud, loss of personal information, poor service quality and service disruption.

4. What you must not do

4.1 You must use the Vodafone TV Service only for personal, domestic and non-commercial use. You must not:

(a) copy, record, rip, download, redistribute, rebroadcast or otherwise reproduce or extract Content, unless permitted by law or expressly authorised by Vodafone or the relevant Content provider;

(b) use software, equipment or any device to record, capture, reproduce or extract Content from the Vodafone TV Service;

(c) use bots, scripts, automation tools or other software to access, monitor, scrape, copy, collect or extract Content, data or metadata from the Vodafone TV Service;

(d) resell the Vodafone TV Service or charge another person to watch or use any part of it;

(e) access, promote or facilitate pirate IPTV or other illegal streaming services;

(f) show, stream, broadcast, communicate or perform the Vodafone TV Service or Content in public, including on social media, unless permitted by law or expressly authorised;

(g) use the Vodafone TV Service or Content in pubs, bars, restaurants, clubs, offices, hotels or any other commercial premises or business environment;

(h) breach any viewing rule, Content-use restriction or other requirement imposed by Vodafone, a Content provider, broadcaster, app provider or rights-holder;

(i) tamper with, modify, compromise, interfere with, reverse engineer, or attempt to bypass the Vodafone TV Box, Vodafone TV App, software, security features, digital rights management technologies, Content protection measures or rights-holder restrictions;

(j) bypass or attempt to bypass payment, encryption, security, location, device, Content protection or rights-holder controls;

(k) supply, advertise, promote or use modified or illicit devices, software or methods for any prohibited purpose;

(l) infringe copyright or other intellectual property rights;

(m) access the Vodafone TV Service or Content without paying applicable charges or holding the required subscription, entitlement or permission;

(n) share login credentials, passwords or authentication details, or allow another person to access accounts, subscriptions or Content, except where expressly permitted by the applicable terms; or

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(o) use any Vodafone TV Box, device, Vodafone TV App, subscription, service, software or operating system unless supplied, approved or made available by Vodafone or the relevant Third-Party Provider for use with the Vodafone TV Service.

4.2 You must comply with applicable Partner Terms when using third-party Content, apps, subscriptions or services through the Vodafone TV Service.

5. Platform security and privacy

5.1 To protect the Vodafone TV Service and prevent misuse, Vodafone may work with Third-Party Providers to use reasonable and proportionate technical and operational measures, including:

(a) access controls and security features;

(b) device-level or account-level restrictions;

(c) reasonable monitoring for abnormal or suspicious usage patterns linked to misuse; and

(d) enforcement of applicable device, stream or feature limits.

5.2 Vodafone processes personal information for platform security, fraud prevention, anti-piracy, Content protection, proportionate misuse investigations, diagnostics and service support in accordance with our Privacy Policy, including the Vodafone TV and Vodafone TV App privacy supplement.

6. What Vodafone may do if we suspect piracy

6.1 Where Vodafone reasonably believes that your relevant plan, Vodafone TV Service, account, device or Content is being used for piracy, fraud, unlawful use or serious misuse, Vodafone may take action that is reasonably necessary and proportionate.

6.2 Any action taken will be in accordance with the terms applying to your Underlying Plan and the Vodafone TV Service.

6.3 Actions may include restricting access, blocking a device or account linked to misuse, ending the Vodafone TV Service in serious or repeated cases, taking legal action, or co-operating with rights-holders, regulators, law-enforcement authorities or other competent authorities.

6.4 Vodafone will give any notice required by the terms applying to the relevant service, applicable law or regulation and, where reasonably possible, explain why action has been taken. Notice or an explanation may not be provided where Vodafone is prevented from doing so by law, regulation, security, fraud-prevention requirements or the need to protect an investigation.

7. Rights-holder enforcement

7.1 A rights-holder may restrict access to its affected Content or service in accordance with its applicable terms of use.

7.2 Vodafone may be required to co-operate with a rights-holder, regulators, law-enforcement authorities or other competent authorities, or to comply with a court order or legal direction relating to infringing services or Content.

7.3 Vodafone does not control enforcement action taken directly by a rights-holder.

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8. Reporting piracy

8.1 If you believe the Vodafone TV Service is being used to facilitate illegal streaming or piracy, you can report this to us via ukfunc.vodafonetvpiracy@vodafone.co.uk. Please include, where possible, the link or URL, platform name, screenshots, stream identifiers, and the date and time you observed the activity.

9. Changes to this Policy

9.1 Vodafone may update this Policy to reflect legal, regulatory, technical or security developments. Where a change is material, Vodafone will provide any notice required under the terms applying to your plan, applicable law or regulation. If a change gives you a right to leave, Vodafone will explain that right and how to exercise it.

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