[insert date letter is sent]

[insert postal address of media outlet]

**By email only:** [insert email address of media outlet complaints department / editor] *Note: this letter may only be sent via email, but please still include postal address in relevant brackets above*

Dear Sirs

**Re: Breach of Copyright**

I am writing to you in relation to the article entitled [insert full title of article], published on [insert date] on [insert media form e.g. Mail Online] [which can be found at the following URL – [insert URL link to article]] (“**the Article**”).

The Article displays headshot image[s] of me (“**the Images**”).

*Delete one of the square brackets below, depending on copyright ownership. Attach Assignment of Copyright form if using option 2:*

*option 1 (if the image is a selfie)* [The Image[s] contained in the Article [is /are] original artistic work[s], known as [a] ‘selfie[s]’, taken by me. The copyright of which lies with me as the original ‘author’ of the work.]

*option 2 (if the image was taken by someone other than you)* [The Image[s] contained in the Article [is / are] original artistic work[s], copyright of which has been transferred to me and is now owned by me. Please see enclosed an Assignment of Copyright.]

The Image[s] [has / have] been taken from my social media account and reproduced by you in the Article without my consent. In the circumstances, this amounts to breach of copyright.

Action Required

This infringement is unacceptable. Please remove these Images as a matter of urgency and by no later than 48 hours from date of finalised letter, providing written confirmation to me that they have been taken down.

Further, in lieu of bringing proceedings against the [insert media outlet] for breach of copyright, I am willing to accept [a lump sum payment of £[X],] £150 per Image[s] unlawfully used in the Article. This sum should be payable to [insert your bank details] or [the BMA Strike Fund] and made within 7 days from the date of this letter.

If proceedings become necessary (which may be issued and served without further notice to you), I will seek an injunction preventing your continued use of the Images together with damages and legal costs. In the interim, I reserve all of my rights in this matter.

I look forward to hearing from you by 48 hours from date of finalised letter.

Yours faithfully

[name of sender]

[title of sender]

Email: [insert your email address]

[Enc. Assignment of Copyright] *if using option 2.*