

Subject: Formal Notice to Cease and Desist: Unauthorized Use of Proprietary Reviews and Testimonials

Date: [Insert Date]

To: [Insert Name/Company of Scraper/Website Owner]

Address: [Insert Address if known]

Email: [Insert Email Address]

From: [Your Name/Company Name]

Address: [Your Business Address]

Website: [Your Website URL]

Dear [Recipient Name or Site Administrator],

It has come to our attention that your website, located at [Insert URL of the infringing site], is currently displaying client reviews and testimonials that have been scraped and copied directly from our official website, [Your Website URL].

Specifically, the following content has been reproduced without our authorization:

- [List specific review titles or client names found on their site]
- [List specific URLs on their site where the content appears]

These testimonials are the intellectual property of [Your Company Name] and are protected under copyright law. Furthermore, these reviews were provided by our clients specifically for use on our platform. Your unauthorized scraping and redistribution of this content constitutes copyright infringement and may also violate consumer protection laws regarding misleading advertising and misappropriation of business reputation.

We hereby demand that you:

1. Immediately remove all reviews, testimonials, and associated client data scraped from [Your Website URL] from your website and servers.
2. Cease any further automated or manual scraping of our website content.
3. Confirm in writing within [Insert Number, e.g., 48] hours that these actions have been taken.

Failure to comply with this request may result in further legal action, including but not limited to, filing a formal DMCA Takedown Notice with your hosting provider and pursuing damages for intellectual property infringement.

We look forward to your prompt cooperation in this matter.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title/Position]

[Your Company Name]