

[DATE]

By Certified Mail

Ms. Jane Doe
[STREET ADDRESS]
[CITY], [STATE] [ZIP]

Dear Ms. Doe:

If you are represented by legal counsel, please direct this letter to your attorney immediately and have your attorney notify us of such representation. You are hereby directed to: **CEASE AND DESIST ALL PERSONAL DATA OR INFORMATION OF [CLIENT NAME]'S CHARACTER AND REPUTATION.**

[CLIENT NAME] is an educated, respected professional in the community. She has spent years serving the community in her profession and building a positive reputation. [YOUR WEBSITE OR COMPANY] has published personal and private data owned by [CLIENT NAME] that has severely damaged [CLIENT NAME] reputation. She is not able to get a job, land business deals or even get dates. [CLIENT NAME] has also spent thousands of dollars repairing the damage you have helped cause to her online reputation.

Under EU law, in accordance with existing regulations, and new regulations pending in the US; you can claim your right of access to, rectification and removal of data, as well as your "right to be forgotten"; normally available through the account settings on your website. In most jurisdictions it is unlawful to engage in defamation of another's character and reputation. I am also aware from Facebook congressional testimony that most websites that offer free services sell my personal data or otherwise profit off of posting information about her "Virtual You". Testimony made it clear that 1) I own my personal data 2) I own my "Virtual You". The right to be forgotten consists of:

The right to be forgotten is a concept that has been discussed and put into practice in both the European Union (EU), Argentina and elsewhere. The issue has arisen from desires of individuals to "determine the development of their life in an autonomous way, without being perpetually or periodically stigmatized as a consequence of a specific action performed in the past." Those in favour of the right to be forgotten cite its necessity due to issues such as revenge porn sites appearing in search engine listings for a person's name, as well as instances of these results referencing petty crimes individuals may have committed many years ago. The central concern here being, these results can unduly play a prominent role in a person's online presence almost indefinitely if not removed.
https://en.wikipedia.org/wiki/Right_to_be_forgotten

The Private Data involved include: [CIRCUMSTANCES AND/OR DESCRIPTION OF DEFAMATORY STATEMENTS]. The news link published back on February 7th 2008, be removed or blocked from Google and other major search engines. It was concerning misdemeanor stalking charges that I faced and subsequently recieved an "adjudication withheld" verdict. The second news link you published was based on a false allegation; my charges were completely dismissed by the state attorney and my record legally expunged.

Accordingly, we demand that you (A) immediately cease and desist publishing the personal data of [CLIENT NAME] and (B) provide us with prompt written assurance within ten (10) days that you will cease and desist from publishing further information of [CLIENT NAME]'s that may damage my character and reputation.

You can elect to leave the offending information on your website or your archive; but you can also block the offending link and information from being included in the Google & Bing search results. You can use the "no follow" html code or follow the proper instructions to prevent search engines from following the links to the story.

How to block or remove pages from Google search
<https://support.google.com/webmasters/answer/156449>

In the event you fail to meet this demand, please be advised that [CLIENT NAME] may pursue all available legal remedies, including seeking monetary damages, injunctive relief, and other online actions against you. Your liability and exposure under such legal action could be considerable.

Before taking these steps, however, [CLIENT NAME] wished to give you one opportunity to discontinue your conduct by complying with this demand within ten (10) days. Accordingly, if attached, sign and return the Defamation Settlement Agreement within ten (10) days to

[FIRM NAME]
[FIRM ADDRESS]
[FIRM CITY, STATE, ZIP]

I recommend that you consult with an attorney regarding this matter. If you or your attorney have any questions, please contact me directly.

Sincerely,

[YOUR NAME]

Warning: You should not use this Cease and Desist Letter without consulting first with an attorney to ensure that it complies with the law in your jurisdiction. Also, Cease and Desist Letters are best sent by attorneys because they carry more weight when a lawyer writes a letter threatening legal action if someone doesn't *cease and desist* illegal conduct.