**INSTRUCTIONS & TEMPLATE EMAIL - WRITING TO YOUR MP**

You can use the draft below to write to your MP. It provides a brief summary of our concerns, a call for MPs to write to the relevant Ministers involved in the consultation to raise these concerns, as well as an invitation to discuss this further. This is what we'd like you to do:

* **Personalise the draft template with details about yourself** - for example, are you writing as an individual or as a business owner. Are you positively using AI in your work currently? **Most importantly include your full postal address** so that the MP knows you are emailing from their constituency.
* **Send the email to your local MP as soon as possible** – you can find your local MP by entering your postcode [here](https://members.parliament.uk/FindYourMP). This will take you to your MPs parliamentary webpage where you can find their contact details. Please use the email address given for their Parliamentary Office.
* **Confirm with BPI that you’ve sent the email** – and communicate to us any response from the MP when it is received by emailing publicaffairs@bpi.co.uk. This helps us join-up our approach in our public affairs activity.

**\*\*PLEASE PERSONALISE THE TEMPLATE IN THE YELLOW HIGHLIGHTED AREAS BELOW AND SEND TO YOUR MP IN THE BODY OF AN EMAIL\*\***

**Email subject line**: Show your support for the UK’s world leading creative industries

Dear [Mr/Ms] [MP surname]

*[COMPANY EMAIL:]* I am writing to you from [company name]. As you may know, we are [type of business e.g. an independent record company] based in your constituency. [Add here specific detail about your business e.g., have been in business for X years / employ ## people / specialise in xyz genre / recently had success with etc.].

*[INDIVIDUAL EMAIL:]* I am writing to you as [an employee in a recorded music business], living in your constituency. [Add here specific detail about your role and passion for music.].

The UK is known around the world for the power of its creative industries, which are worth £125bn to our economy and growing at five times the rate of the economy as a whole. The UK is the third largest music market globally and is the second biggest exporter of recorded music in the world.

However, despite this excellent record, the UK’s creative industries are facing a significant threat as a result of the Government’s proposals on [Copyright and AI](https://www.gov.uk/government/consultations/copyright-and-artificial-intelligence/copyright-and-artificial-intelligence). [We need you to oppose these proposals and protect independent SME businesses such as ours.]

Creative works protected by copyright, such as music, images, videos, and literary works including books and news articles are routinely scraped from the internet by generative AI developers without permission or payment. These creative works are then used to train AI models and generate an unlimited number of outputs – which in turn compete with human creators. This type of ‘ingestion’ of copyrighted materials is illegal, morally wrong and devalues human creativity. Some generative AI developers are calling on the UK Government to weaken copyright protections, threatening creatives’ livelihoods and the creative industries.

We do not support the Government’s proposed approach of introducing a new exception to copyright and a requirement for the creative industries to ‘opt-out’ their content from being ingested through a rights reservation system (Option 3 in the consultation). This reverses the principles of copyright and places an unreasonable burden on rightsholders to protect their work, despite it already being protected by copyright. There is also no workable system to ensure that all of your content is effectively ‘opted-out’, leaving us vulnerable to continued scraping.

The priority should be to ensure that our existing gold standard copyright laws are respected and enforced. The Government must:

* Protect our existing copyright laws, in turn supporting a dynamic licensing market that ensures creators are fairly remunerated and provides certainty for businesses.
* Introduce meaningful transparency obligations on generative AI developers to disclose detailed information on all creative works used in AI training.
* Take advantage of the UK’s world-leading creative and tech sectors to set a global standard for AI that supports, not undermines, the creative industries.

As your constituent, I am asking you to write to Peter Kyle, Secretary of State for Science, Innovation and Technology to share our concerns and support the creative industries in the House of Commons. When writing to Peter Kyle, please copy in Feryal Clark, Parliamentary Under-Secretary of State for AI and Digital Government, and Sir Chris Bryant, Minister for Creative Industries, Arts and Tourism.

We recognise and share the Government’s ambition for growth. Our industry is embracing new technologies and AI is already being used successfully across the creative industries. The Government has rightly identified the growth potential in our industry but in order for this to continue, our intellectual property needs to be respected. There is a world where both industries can grow in tandem but not if the Government progresses with its proposed approach.

I would be happy to meet with you to discuss this issue or provide any further briefing materials that would be helpful.

Yours sincerely

[ENTER YOUR NAME AND THE FULL POSTAL ADDRESS OF YOUR BUSINESS PREMISES/HOME ADDRESS]