[My address]

[Today’s date]

Your reference: [Reference from the debt collection letter]

Dear Sir / Madam,

I received your letter dated [Date from their letter]

The debt is denied. Please refer the case back to your principal.

The debt is denied for the following reasons:

* [List here]
* [E.g. the signage did not create a contract, no contravention occurred, the signage did not contain the information required by distance selling contracts, keeper liability under the Protection of Freedoms Act 2012 was not established etc.]

Since the debt is denied, debt collection activities are not appropriate and will be wasted costs on your part. I am prepared to settle the matter using alternative debt resolution procedures. Should the principal wish to settle the matter in court, please ensure they follow the appropriate practice directions for the civil courts.

Please do not contact me again. Any further correspondence from you will be considered harassment and will be reported to the appropriate authority.

Yours faithfully,

[Your name]