Dear Google Webspam team member,

Thank you for taking the time to read this request. **WEBSITE.COM** was given a manual penalty a couple weeks ago for unnatural links. We previously employed an SEO agency to help promote our site. While working for us, without our knowledge or consent, they built over **XX,XXX** links to our website, almost all of which were manipulated, paid, or generated by programs. Though the SEO agency took those actions, as we employed them, we bear the ultimate responsibility. We no longer employ that agency.

Since receiving the manual penalty, we have ensured that we bring our online marketing into compliance with Google’s guidelines. We have worked tirelessly and meticulously to remove the aforementioned links. Since then, we have reviewed every one of our links, have found the contact information for the webmasters of their associated domains, and have contacted and re-contacted them to have the links removed. We have searched websites for e-mail addresses, used contact forms, WHOIS lookups, and any other means available to us. The effort has been highly successful and we estimate that we have had over **XX,XXX** links removed. The following spreadsheet shows all of the backlinks we were able to find and what we have done to remove them: **[Link to Google Doc]**

Our discourse with each webmaster was different, but for reference, the following document shows examples of e-mails we have sent: **[Link to Google Doc]**

For all of the unnatural links we were unable to remove, we have submitted a disavow.txt file to Google Webmaster Tools (on October 9th, 2013). A copy of that file can be found here: **[Link to Google Doc]**

We at **Company** and I, personally, would like to thank you in advance for your time. We pride ourselves on ethical and honest business practice. We have worked hard to resolve all quality issues both on our site and with the links to our site and will ensure total compliance with Google's quality guideline from this point forth.

Sincerely,   
**Me**