

## Fake Reviews Prevention and Removal Policy

Last Updated: 28/05/2025

At Comfort Estates, we are committed to transparency, honesty, and integrity in all our customer interactions — including how we collect and manage customer reviews. This policy outlines our approach to preventing and dealing with fake or misleading reviews, as well as how we manage any incentivised feedback.

### 1. Definition of a Fake Review

A review will be considered potentially fake if it appears to be:

- Submitted by someone who has not used our services.
- Written by a competitor or an affiliate of a competitor with the intention to damage our reputation.
- Authored by a current or former employee posing as a customer.
- Fabricated or generated using artificial means (e.g., bots or review farms).
- Part of a pattern of suspicious activity (e.g., multiple reviews from the same IP address or using similar language).

### 2. Prevention of Fake Reviews

We take the following steps to help prevent fake or misleading reviews:

- Reviews are only invited from genuine customers who have used our services.
- We do not allow reviews to be submitted by individuals without a legitimate customer relationship with Comfort Estates.
- We maintain internal records to verify the authenticity of review requests sent to customers.
- Staff members are not permitted to post reviews about the business, nor request reviews from friends or family posing as customers.

### 3. Use of Incentives

On occasion, we may offer small incentives (e.g. entry into a prize draw or a thank-you gift) to encourage customers to leave a review. In such cases:

- The incentive is offered equally to all customers, regardless of whether they intend to leave a positive, neutral, or negative review.
- The fact that the review has been incentivised will always be clearly stated in the review or in accompanying text, in line with CMA guidance.
- Incentives are not conditional on leaving a favourable review.

### 4. Monitoring and Reporting

- We regularly monitor reviews left about our services to identify any that may be fake, misleading or otherwise inappropriate.

- If we identify a fake or misleading review on our own platforms, we will take immediate steps to remove it.
- If such a review appears on a third-party platform (e.g. Trustpilot, Google Reviews), we will report it to the platform owner for investigation and removal where appropriate.

## 5. Reporting a Fake Review

Anyone can report a suspected fake review. To do so, please contact us via:

- Email: [info@comfortestates.co.uk](mailto:info@comfortestates.co.uk)
- Post: 47 Derby Road, Nottingham, NG1 5AW

Please provide as much detail as possible, including:

- The platform where the review appears (e.g., Google, Trustpilot).
- A link to or screenshot of the review.
- The reason why the review is believed to be fake.

## 6. Investigation Process

Upon receiving a complaint, we will:

1. Acknowledge receipt of the report within 3 working days.
2. Assess the review against our criteria for identifying fake content.
3. Where necessary, contact the reviewer for verification.
4. Submit a formal complaint to the relevant review platform, supported by evidence.

## 7. Removal Requests

We cannot guarantee the removal of any review, as third-party platforms have their own policies and discretion. However, we will pursue all reasonable avenues for removal of reviews we believe are fake or defamatory.

## 9. Legal Action

In extreme cases, we reserve the right to pursue legal action against individuals or organisations responsible for knowingly publishing false or malicious content.

## 10. Policy Review

This policy is reviewed annually and updated as necessary to reflect changes in best practice and legislation.