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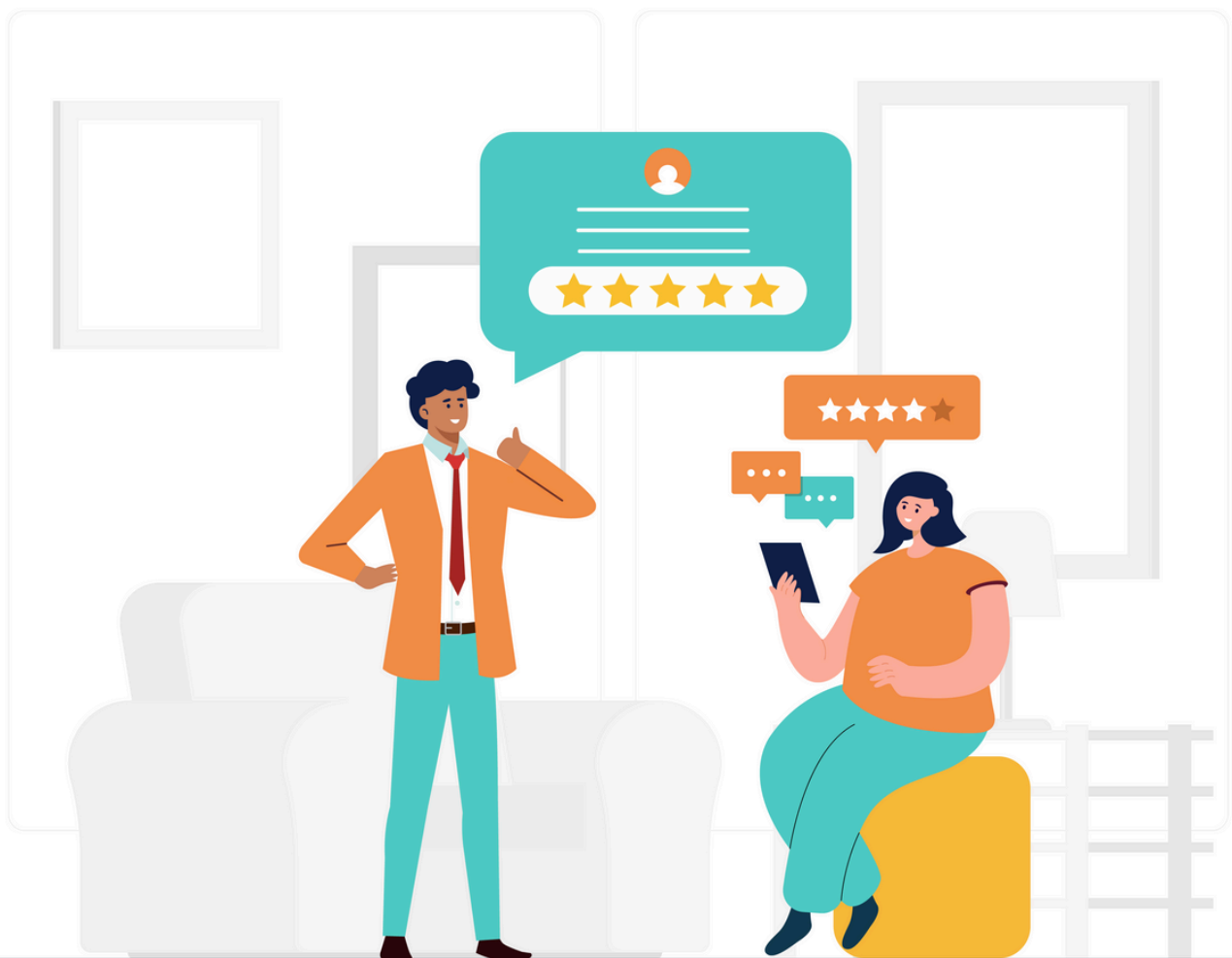
# Review Generation Compliance

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Businesses and consumers alike rely on online reviews. Though the way they use reviews may differ, the purpose for each is quite aligned. Businesses need reviews to attract customers, while consumers use them to help decide where to live, what to buy, or who to hire. Trust in reviews is necessary and must reflect the honest opinions of customers or experts who've personally used a product or service.

In this document we outline some of the compliance expectations and identify key principles for collecting, moderating, and generating reviews in ways that don't mislead consumers.



# Review Generation Compliance

It is important to know the guidelines of the platforms on which online reviews appear. Many guidelines apply to the writers/authors of the reviews, including who can leave a review, the type of language or content that may not be used in reviews, or other restrictions that may result in a disapproval or removal of a review. There are also many considerations, however, that apply to businesses and how they collect or respond to a review.

**Opiniion adheres strictly to the policies and expectations set by each review platform, in addition to government bureaus such as the FTC. We understand the intricacies of managing consumer feedback and reputation, and we want to emphasize that Opiniion has always been, and remains, fully compliant with these regulations—even as they evolve.**



# Complete Review Platform Policies

## GOOGLE

- [Maps user-generated content policy](#)
- [Google Terms of Service](#)
- [Google Maps/Earth Additional Terms of Service](#)
- [Google Privacy Policy](#)

## APARTMENTS.COM

- [Ratings and Reviews Terms of Use](#)
- [Privacy Statement](#)
- [Terms of Service](#)

## YELP

- [Content Guidelines](#)
- [Don't Ask for Reviews](#)

## FACEBOOK (META)

- [Community Feedback](#)
- [Terms of Service](#)

## FEDERAL TRADE COMMISSION (FTC)

- [Featuring Online Customer Reviews](#)
- [Soliciting and Paying for Online Reviews](#)
- [Consumer Review Fairness Act](#)
- [Endorsements, Influencers, and Reviews](#)

# Compliance & Review Gating

Review Gating is an industry term that represents a collection of the policies given by the FTC, Google, and other review sites. Furthermore, Review Gating can be demonstrated by a process where companies send a message asking first to rate whether an experience was positive or negative. Following which, those who rated positively are sent to leave an online review, and those who rated negatively are branched to a new or hidden path, such as being sent to fill a form for comments that will never be made public.

Opiniion is at the forefront against review gating and ensures that whether a customer's rating is positive or negative, they will be sent down the same path, including to leave a review on a public review platform should they choose to do so.

Reviews are useful for prospective customers when they're objective and honest. Having a mix of positive and negative reviews is more trustworthy than positive alone.



# Incentives

## FTC

Reviews must not be directly or indirectly incentivized.

## GOOGLE

Business owners shouldn't offer incentives to customers to leave reviews.

## APARTMENTS.COM

(No reviews) which were compensated or granted any consideration by any third party.

## META

(Don't) provide something of value, such as a monetary payment, free gift, or refund, in exchange for ratings, reviews, or answers.

## YELP

Don't offer freebies, discounts, or payments in exchange for reviews.



Opiniion does not suggest, promote, or otherwise incorporate methods to compensate/incentivize feedback or reviews from customers.

# Dishonest & Misleading

## FTC

Don't ask for reviews only from people you think will leave positive ones.

Don't prevent or discourage people from submitting negative reviews.

Treat positive and negative reviews equally. Don't subject negative reviews to greater scrutiny.

## GOOGLE

Discouraging or prohibiting negative reviews, or selectively soliciting positive reviews from customers.

## META

Community Feedback is intended to provide equal voice for all viewpoints that comply with Meta policies, including the full range of positive, negative, and neutral ratings and reviews.

## YELP

Your staff should never compete to collect reviews. Don't Ask for reviews.



**Opinion treats all customers the same, taking them through the same steps, even to a public review site without asking, regardless of whether an experience was good or bad.**

# Irrelevance & Conflict of Interest

## FTC

Don't ask for reviews from people who haven't used or experienced the product or service.

Don't ask staff, family, or friends to write reviews of your business, at least not without ensuring that they disclose in their review that you employ them & asked them to write it.

## GOOGLE

(No reviews) that are not based on a real experience and does not accurately represent the location or product in question.

## META

Community Feedback must be based on a reviewer's direct experience with a product, business, or seller.

## YELP

(No) reviews of your own business or employer, your friends' or relatives' business, your peers or competitors in your industry, or businesses in your networking group.



**Opiniion's automation ensures that only verified customers are targeted for feedback and reviews; and that they are targeted evenly, without bias.**





The goal of improving online ratings and visibility is an appropriate one. It is crucial, however that they are unbiased and honest, from actual customers. Just like with any other marketing effort, prospective customers cannot be misled about your products and services. Businesses having an interest in using fake reviews or manipulated rankings should also consider the severe damage to their brand image if the public learns of that breach of trust.

