

Guidelines to write reviews for consumers

Consumers expect reviews to be independent and genuine to help them make more informed purchasing decisions. Reviews should be based on their own firsthand experience with a business.

Please use the following guidelines to write reviews:

Consumers

- ✓ Only the person who experienced the product or business should write a review
- ✓ A third person should not write a review if they have not used the service or product
- ✓ Reviews should be independent and genuine, so please do not a review if you will receive a benefit, financial or otherwise.

Business owners writing on behalf of their business

- ✓ You should not encourage family and friends to write reviews about your business without disclosing their personal connection with your business in that review
- ✓ solicit others to write reviews about your business or a competitor's business if they have not experienced the good or service

Do we screen reviews?

Reviews written by consumers will be screened by HelloQld as soon as they arrived. We will publish, reject or remove any reviews known to be fake.

If HelloQld has evidence a reviewed business is responsible for the posting of fake reviews about itself or its competitors, it may choose to monitor future reviews of that business or remove its review page entirely depending on the extent of review manipulation.

Reviews we accept

HelloQld will accept both positive and negative reviews and comments, so long as they appear to be honest, authentic and written by someone who has had first-hand experience with the business or with a product.

We prefer reviews and comments which are helpful, interesting and meaningful and honest. Providing as much detail and supporting information as possible will make it more likely for a review to be accepted

Reviews we reject:

We will reject reviews we consider to be misleading or offensive. We will determine if the review is misleading or offensive on the following bases:

- a) If the review contains offensive material such as:
 - ❖ racist, sexist or homophobic language,
 - ❖ Contain swear words, or
 - ❖ Don't make any sense of the business.

- b) Reviews related to experience with a business
 - ❖ Reviews we believe that are not genuine
 - ❖ Not having the first-hand experience with the business
 - ❖ from another source or someone motivated to write a review which are part of a significant 'spike' in reviews about a particular business over a limited period of time

- ❖ written about the same business, good or service where the accounts of those who wrote reviews demonstrate abnormal similarities, e.g. similar email addresses, user names, passwords or IP addresses
- ❖ Copied from another misleading review which use the same exact language as other reviews of the same business or product

c) Reviews written by other business owners or competitors

- ❖ Review written by a competitor of a business
- ❖ Reviews written by staff and ex-staff

Reviews will not be removed merely because it is negative.

Process to handle rejected reviews

- ❖ We will designate a person responsible for monitoring and responding to negative reviews
- ❖ HelloQld will check the overall impression created by a body of reviews to ensure that it is an accurate reflection of the standard of the business
- ❖ Where a reviewed business has a well substantiated reason to believe that a review is fake, HelloQld will follow an investigation and if appropriate, remove the review as soon as possible and send an email to the reviewer.
- ❖ We will be responsive to concerns and react swiftly if evidence suggests that a review does not reflect a genuinely held opinion