



Reviews at Keith Pattinson Ltd

Policy Statement

- This policy outlines Pattinson's commitment to ensuring the accuracy and trustworthiness of online reviews and ratings. We prohibit the creation, submission, or hosting of any fake, misleading, or deceptive reviews or ratings, including those that conceal any form of incentive or payment for writing a review.
- We are committed to complying with the Competition and Markets Authority (CMA) guidelines and relevant consumer protection laws regarding online reviews.

Prohibited Conduct:

- **Creating or Submitting Fake Reviews:**

Employees, contractors, or any third party acting on behalf of the company are prohibited from creating or submitting fake reviews or ratings. This includes, but is not limited to, creating multiple accounts to submit multiple reviews, using false identities, or writing reviews that do not reflect genuine experiences.

- **Concealing Incentivised Reviews:**

It is prohibited to submit or host reviews that conceal the fact they have been incentivised (e.g., through payment, discounts, free products, etc.). All incentivised reviews will be clearly and prominently disclosed as such.

- **Manipulating Review Presentation:**

Pattinson's will not manipulate the presentation of reviews to mislead consumers, such as by combining positive reviews for one product with reviews for another, or by hiding negative reviews.



Detection and Removal Procedures:

- **Monitoring and Analysis:**

We will continuously monitor and analyse patterns of review submission to identify potential fake or misleading reviews.

- **Human Review:**

We will have personnel to manually review and investigate reported or flagged reviews.

- **Reporting Process:**

We have a clear process for users to flag suspected fake or misleading reviews. These reviews would be flagged to our IT Manager who would second check the review before reporting it via external procedures based on the review site this was placed.

- **Prompt Removal:**

We will promptly remove any reviews identified as fake or misleading.

Enforcement:

- **Consequences for Violations:**

Violations of this policy may result in disciplinary action, up to and including termination of employment or contract, or legal action as appropriate.

- **Legal Compliance:**

We are committed to complying with all applicable laws and regulations, including those related to consumer protection and unfair commercial practices.

Review and Updates:

- This policy will be reviewed and updated periodically to ensure its effectiveness and relevance.