

From: Trustpilot Content Integrity <contentintegrity@trustpilot.com>
To: Anthony Brodie <Brodies@REDACTED.email>
Subject: [Trustpilot Content Integrity Team] - #30491336 Decision on the review you've flagged - Ticket #30491336
Date: Fri, 06 Dec 2024 15:03:59 +1100



Trustpilot Content Integrity (Trustpilot Content Integrity)

6 Dec 2024, 04:03 GMT

Hi killfeed.co,

Thanks for your inquiry about the review by Brandon, which you recently flagged as not based on a genuine experience.

The assessment

When a review is flagged for this reason, we no longer ask the reviewer to provide documentation of their experience. Instead, we run it through our new detection software that analyses various factors, including:

- Reviewer history (e.g., number of previous reviews, past invitations to review other businesses),
- Other suspicious patterns detected by our [fraud detection software](#).

If the software determines that the content or the reviewer is suspicious, the review is taken offline; if not, it stays online.

The decision

In this case, we've assessed the review and determined that it goes against our [guidelines](#) as **not based on a genuine experience**. That means it's now been removed from Trustpilot and taken down from your profile page.

We've let the reviewer know about this decision. Keep in mind that if they dispute it and [provide information about their experience](#), the review may be reinstated.

If you have any questions or think we've made a mistake, please let us know by replying to this email.

Thanks,

Content Integrity Team

★ Trustpilot



We are rated **4.4** out of **5**

Trustpilot trades on the London Stock Exchange under the ticker **TRST**

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Company no. 30276582

Email Headers (Raw)

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From	Trustpilot Content Integrity <contentintegrity@trustpilot.com>
To	Anthony Brodie <Brodies@REDACTED.email>
Subject	[Trustpilot Content Integrity Team] - #30491336 Decision on the review you've flagged - Ticket #30491336
Thread-Topic	[Trustpilot Content Integrity Team] - #30491336 Decision on the review you've flagged - Ticket #30491336
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Reply-To	Trustpilot Content Integrity <contentintegrity@trustpilot.com>
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