

From: Trustpilot Content Integrity <contentintegrity@trustpilot.com>
To: Anthony Brodie <Brodies@REDACTED.email>
Subject: Why are you falsely advertising my business? - Ticket #30727397
Date: Wed, 18 Dec 2024 19:27:49 +1100



Muhammed H (Trustpilot Content Integrity)

18 Dec 2024, 08:27 GMT

Hi again,

I understand how important this matter is to you and want to provide clarity.

The AI feature you referenced **is purely optional** and is only intended as a tool for businesses that choose to engage with it. The system has identified that you have merged profiles, and it's just a recommend method to assist your business in managing its profile effectively. This approach is designed to enhance engagement with your reviews. As it's also applicable to specific business plans as it discussed here : [How to reply to reviews – Trustpilot Help Center](#).

Best regards,

Muhammed H,
Content Integrity Team

★ Trustpilot



We are rated **4.4** out of 5

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

Anthony Brodie

18 Dec 2024, 04:46 GMT

"As we've previously discussed, the AI feature you're referring to is an optional tool available on our platform to assist businesses in managing their replies more efficiently. It is not mandatory

to use, nor does it automatically apply to your profile without your engagement."

Advertising potential features the way you have implied I use them and negatively affected my business. It should only be shown to me, not to everyone else if it's a "POTENTIAL FEATURE", showing it as if I have used it is not advertising. It is unlawfully defamation of my business. I have never paid to use a single thing with your company so implying I have used a paid feature that negatively affects my business is false information.

"Regarding your concern on removing the domains , each review is user-generated content owned by its author, so once a business is reviewed on Trustpilot, we don't remove the profile page or the attached reviews unless we're made aware that there's a breach of our rules. If you think a review violates our Guidelines for Reviewers<<https://uk.legal.trustpilot.com/for-reviewers/guidelines-for-reviewers>>, you can flag that review and we'll look into it. See more here<<https://support.trustpilot.com/hc/en-us/articles/207312357-For-which-reasons-can-companies-report-reviews>>."

What gives them the right to post defamation of a business? You use pattern recognition software to decide if it is defamation which can easily be circumvented by using creating wording. Directly stating our services do something that it cannot possibly do is defamation and you clowns refuse to recognise it. Your entire platform and business model relies on defamatory content and even when they cannot provide proof, you still allow it to be posted.

Basically, you're telling me, I have to make my other website (which is for a discord bot I do as a hobby, not a business) violate your guidelines to have it removed.

Copyrighted content is protected under Australian Laws and the miss-information posted about `DayZMultiTool.com` violates those laws. Whether you have guidelines or a policy about it or not, it does not matter, I have declined profusely to have my copyrighted content on your website because it is not factually correct, not accurate and not even possible, but you outright refuse to remove it.

Muhammed H (Trustpilot Content Integrity)

17 Dec 2024, 13:52 GMT

Hi again,

I truly understand how important it is to protect your business's reputation.

As we've previously discussed, the AI feature you're referring to is **an optional tool** available on our platform to assist businesses in managing their replies more efficiently. It is **not mandatory** to use, nor does it automatically apply to your profile without your engagement.

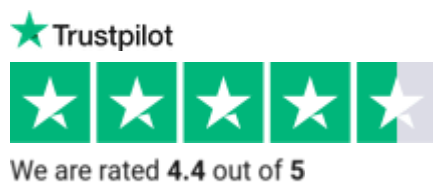
Our intention is to provide tools that simplify the work for businesses, and we in no way aim to impact your operations negatively. For your reference, I've included a link to our **Help Center** that explains this feature in detail **and for which business plans can use it** : [How to reply to reviews – Trustpilot Help Center](#).

Regarding your concern on removing the domains , each review is user-generated content owned by its author, so once a business is reviewed on Trustpilot, we don't remove the profile page or the attached reviews unless we're made aware that there's a breach of our rules. If you think a review violates our [Guidelines for Reviewers](#), you can flag that review and we'll look into it. [See more here](#).

We allow consumers to freely share their experiences, it's the consumers themselves who decide which companies are reviewed on Trustpilot. We do not actively create company profiles, nor do we remove them.

Best Regards,

Muhammed H,
Content Integrity Team



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

Anthony Brodie

17 Dec 2024, 09:22 GMT

First of all, on the AI crap. It's a poor excuse for how you operate and putting it under my businesses name you are falsely telling people I use AI to reply to their reviews which whether you will acknowledge it or not, is seriously damaging to any business, telling customers they mean so little to your company that pre-scripted auto-response software (because it's not AI, AI is meant to think for itself, we still do not have that technology in existence) is more suited to replying to them is an insult, making them feel undervalued.

Do not ever put anything under my businesses name that will negatively affect its ability to operate without my explicit consent. Remove that crap about your knock off pattern recognition program from it that you have already used to negatively affect my business.

But on that note, I have tried to decline another of my websites be on Trust Pilot and I was outright denied and told that you never remove websites (even though you add them without our consent or knowledge) so now you're saying I can have my OTHER website removed?

Muhammed H (Trustpilot Content Integrity)

17 Dec 2024, 08:21 GMT

Hello,

Thank you for reaching out to us and bringing this matter to our attention. I fully understand the importance of receiving this notification and appreciate the opportunity to address your concerns.

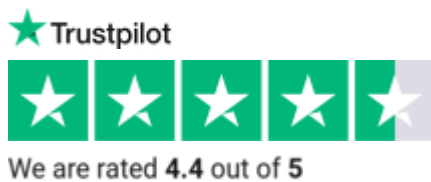
Please be advised that the notification you received is a feature that may be utilized in the future, but it is not mandatory. It is, in fact, an advertisement designed to inform you of potential services that may be of interest.

As you are aware, many services today are powered by AI, and our goal is to provide you with convenience. However, we want to assure you that you have the right to decline such advertisements should you choose to do so.

Should you have any further questions or concerns, please do not hesitate to contact us.

Best regards,

Muhammed H,
Content Integrity Team



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

Anthony Brodie

16 Dec 2024, 09:44 GMT

****name**** (15/12/2024 22:59)

Why are you falsely advertising my business? I do not need nor want AI Assist. Nor do I want a lie advertised on your website about my business.

I will never pay for anything involving your services because your services are forced, you blackmail us all, forcing us to use your shit, so I won't pay for it. Now remove that bullshit from my profile about AI replies. Gronks,

Submitted from: <https://businessapp.b2b.trustpilot.com/company-settings/>

[Visit Trustpilot](#) | [Help Center](#) | [Trustpilot Privacy Policy](#) | [Dispute our Decision](#)

Trustpilot A/S
Pilestraede 58, 5th floor, 1112 Copenhagen K, Denmark
Company no. 30276582

Email Headers (Raw)

X-Mozilla-Status	0001
X-Mozilla-Status2	00000000
Received	from SE2P216MB1876.KORP216.PROD.OUTLOOK.COM (2603:1096:101:fa::5) by SL2P216MB2029.KORP216.PROD.OUTLOOK.COM with HTTPS; Wed, 18 Dec 2024 08:27:55 +0000
Received	from CH0PR03CA0285.namprd03.prod.outlook.com (2603:10b6:610:e6::20) by SE2P216MB1876.KORP216.PROD.OUTLOOK.COM (2603:1096:101:fa::5) with Microsoft SMTP Server (version=TLS1_2, cipher=TLS_ECDHE_RSA_WITH_AES_256_GCM_SHA384) id 15.20.8272.13; Wed, 18 Dec 2024 08:27:53 +0000
Received	from CH2PEPF00000148.namprd02.prod.outlook.com (2603:10b6:610:e6:cafe::5a) by CH0PR03CA0285.outlook.office365.com (2603:10b6:610:e6::20) with Microsoft SMTP Server (version=TLS1_3, cipher=TLS_AES_256_GCM_SHA384) id 15.20.8251.22 via Frontend Transport; Wed, 18 Dec 2024 08:27:52 +0000
Received	from mta-out3.pod29.euw1.zdsys.com (188.172.137.48) by CH2PEPF00000148.mail.protection.outlook.com (10.167.244.105) with Microsoft SMTP Server (version=TLS1_3, cipher=TLS_AES_256_GCM_SHA384) id 15.20.8251.15 via Frontend Transport; Wed, 18 Dec 2024 08:27:50 +0000
Received	from zendesk.com (unknown [127.0.0.6]) by mta-out15.pod29.euw1.zdsys.com (Zendesk) with ESMTP id e8077b18-381a-4fa8-be32-7e1658946613 for <Brodies@REDACTED.email>; Wed, 18 Dec 2024 08:27:49 +0000 (UTC)
From	Trustpilot Content Integrity <contentintegrity@trustpilot.com>
To	Anthony Brodie <Brodies@REDACTED.email>
Subject	Why are you falsely advertising my business? - Ticket #30727397
Thread-Topic	Why are you falsely advertising my business? - Ticket #30727397
Thread-Index	AQHbUFyuFmpzhQfZCkWuTRPD2U7NFbLqJn/FgABOmDqAAPVvRYAAQjox
X-MS-Exchange-MessageSentRepresentingType	1
Date	Wed, 18 Dec 2024 19:27:49 +1100
Message-ID	<LD5EDWEZ39Y_67628784e1554_3e395873152d_sprut@zendesk.com>
References	<LD5EDWEZ39Y@zendesk.com> <LD5EDWEZ39Y_6761821688ab4_3e3944100474_sprut@zendesk.com> <LD5EDWEZ39Y_675ff69837e44_57395861647d_sprut@zendesk.com> <LD5EDWEZ39Y_676134885d980_56395824101b6_sprut@zendesk.com> <SL2P216MB20290380D694FC00E906D591DA042@SL2P216MB2029.KORP216.PROD.OUTLOOK.COM> <SL2P216MB2029E8237CE854EABA9AB7C5DA052@SL2P216MB2029.KORP216.PROD.OUTLOOK.COM>>
In-Reply-To	<SL2P216MB20290380D694FC00E906D591DA042@SL2P216MB2029.KORP216.PROD.OUTLOOK.COM> <tLD5EDWEZ39Y_6761821688ab4_3e3944100474_sprut@zendesk.com>
Reply-To	Trustpilot Content Integrity <contentintegrity@trustpilot.com>
Content-Language	en-US
X-MS-Exchange-Organization-AuthAs	Anonymous
X-MS-Exchange-Organization-AuthSource	CH2PEPF00000148.namprd02.prod.outlook.com
X-MS-Has-Attach	
X-Auto-Response-Suppress	All
X-MS-Exchange-Organization-Network-Message-Id	3041fdec-a977-4677-66ed-08dd1f3ddc3e
X-MS-TNEF-Correlator	
X-MS-Exchange-Organization-RecordReviewCfmType	0
received-spf	Pass (protection.outlook.com: domain of trustpilot.com designates 188.172.137.48 as permitted sender) receiver=protection.outlook.com; client-ip=188.172.137.48; helo=mta-out3.pod29.euw1.zdsys.com; pr=C
x-ms-publictraffictype	Email
x-microsoft-antispam	BCL:3;ARA:1444111002 461199028 10300799035 9000799050 9400799030 1680799054 56899033 1360799030 1370799030 1380799030 1602099012 3412199025 440099028 4302099013;
X-Microsoft-Antispam-Mailbox-Delivery	ucf:0;jmr:0;ex:0;auth:1;dest:1;OFR:SpamFilterPass;ENG:(5062000308)(92022119095)(90000117)(920221120095)(90011020)(91015020)(91040095)(90500020)(9060121)(9081003)(9100341)(1010050)(944500132)(4810010)(4910033)(9920006)(9510006)(10105021)(9320005)(9230038)(120001);
X-Message-Delivery	Vj0xLjE7dXM9MDtsPTA7YT0wO0Q9MTiHRD0xO1NDTD0tMQ==
X-Microsoft-Antispam-Message-Info	HjcygVIMrcI5k9eAgJfB0wGIU+TTLtu1fvKAAsdivR20pksXT+VLUrfI0i+XM21+OJoD9wLBIO7j/ETPPB0TNUC0op6xLjWOsh9fwBdfiOcOfwQ0rt1OxQPWkNrdpMAU+pVjDxp2EFestG0VD3Lni1rgx4VrFpMfbxVEmqddcap2KDOQMULs1lwg8uJEEydeffV0KUTvwldnm4hwVcm6aGgs/wxqaeMrvuXPLhYE2u76HDAKTUpngvYtyEPoTrvNgfJK2kzyMnnR1xntnEvMNRlhDeOvOgy+BPNTaqtH7dxoLJYO05SCr8lljkMZezigEMhAxPOLxyRS40x1yzOum2AUx3oVFcK1Zhus3TgMiZ4JAoh3vCUQ23Xi6OHBIPwKv42g8oFC8uOATv8oHPwwO0hMNPcRvHkhHcbHlSw3gSa7c5EPgoiphjlXWs/YeNfYeqdR+fzncips4+tv7b6h5060t/iOf6MZCF8cASv/SH6Ib0BiH/OHsEag2B4MUCCA2qxY41W5QXsjm2JGCHWLhbpzLTVM90jfmCawm5IAP+9kqZCVP0QPCcTFKIE34BdToBDIBs8mH70o3LwowSn10DxB6+6tJKGNQKEea3FX6qTWkomiCdApN4M1SFKyUVLoakLMzOv3cfPSY4RnmSlZY2jJHohTzayFaYkh+9XAeb85ApD0o7xAMwCjyk9aZEfqtnCOlrkXlsYDB6JMI711sTGC1VTi5riylFT6qPWGkNxn8NMitNaxAgzTz6Lbgvyb7wLHufuVS6VevmANtrqeItuM0DjqPWWxp4KTztGjbZF5g4Fj9+piQLgrzywuPOOwsljM3JnYseWzwVKDBfwqVLOaqrxEprgSe9ID2icZKrT9UfYBR9QSYKkH7JITTrVOPCq0ufxzhBbQ00m2VMFJh7i1MXkF1Xo0QM/2g+prTEqV6QYqijMQudNmMlfnB6E+TRZJEs/aAJh0M/BfHLUCrdJFw0oUTwqv1g2Bcl45ETGqB4yj159NHGUNUTCsQEXKk+COB+R0xlbFQ0LQbM39mChlNtm1G9YwT/VW4CQrh1TJPyQKgcWNNlr49W/WxpfStw+JL++lhiQ0v0Pabe1XUblmplTyH7nkFZDKvbHQWWj62VPHL4f5oqUWHqCh0jgn7O2fyUwELMpMMCWyySnm/IN8uz4e9nptZYjg5XA4iLLjKMOI0ESZQ28wdDw10CFY2ShdTauD5RJsdey6awlk/ZTx4taye01IE1wkZSDk1fPvRDQWVCnNwc2cahWmFncuvA0plZjsGLa3rN7NFIZeKynbdXpW0gaOUpn

	3HBbm0YHI0ZGKjn1d90PJN3AAerhOWZWLGin/CZu3LSXKG4/KpVySDaK7eDZMEGZH7eNBbJjliV5yPVY/QZOLa5956ZRI2P9puDarQTwySaJRf6QAoQubv3jbUS4T5R5uPFFSsDSxV77AICJ6plgG2H2SL5TbAt0jskOTMG7JaLm9Xw5P/kOcWCBUVbZX2PIXjBI7I5n90ktOJBSQaM3detQKcWKNz05IZf3KaUWtC1KbC6yVKIDUu7/wfGTggWkqZMA4BQ+isteWdpjQZH1G6IUR2YzFiuYIW+KlvG8ZBOIHdDASyw9gAnNb0dG+IXPbDB+oaPin1eVekRuqWA08lzbTFyKgkZHtd2MmW77mBV9s0ugp4DvZ1IL3erabq4sW63d1xeoajlqcjesFn411sXluekFelKrx0l+/FohKDCvEQ8ux1aclRSbePRtiz4TXG327K+YF3TM0qvbqgdkxyZwcEw5kO1SsARNg37bD5b8MacgaVxweLBBVsdn3daCs3VonwN6UWhAWastyh/uidG0r+ZrFmC2KDdZzamMTrAZsKToAs1Jl2cfdT4H82REJWskxm4jgMnXHPbGXtq43EXemDZ6RIW4n3X355nDxLUgPHGffe/3v8pl+6iuSZ4oWAQrp2jIU8nR3nNMv+upmwcsJxWtaQxEuzBj2wmjYJNNzSNOZ0ulPz73S6MtZpGgLhCX+CKYUZ9w2zPrANv8Zkf/3LGwzMCKUD1X8slKLH4X9yDymcHuJFhcaNQpEGnw+u7q9MsTb7gs38oVGCgAk6f75kznI3vP5MHIGDpGZ4eG/c040+OP+clucB0ZJ+kyqJ8/ieuk1OSLsNFpC/pdw1QzyStY4perzHRM9rJWCe2z/ZXVQ2mcaRlpjie0YXQKBC9taAdRMQoreqEoylSEfk
Content-Type	text/html; charset="utf-8"
Content-ID	<C3B052CA83490C429E8E9EED07E775B7@KORP216.PROD.OUTLOOK.COM>
Content-Transfer-Encoding	base64
MIME-Version	1.0