

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 00:52:22 +1100



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



We are rated **4.4** out of 5

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.

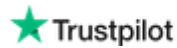
Please be advised that the notification you received is a feature that may be utilized in the future, but it is not mandatory. It is, in fact, an advertisement designed to inform you of potential services that may be of interest.

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



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

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)

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X-Mozilla-Status2	00000000
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From	Trustpilot Content Integrity <contentintegrity@trustpilot.com>
To	Anthony Brodie <Brodies@REDACTED.email>
Subject	Why are you falsely advertising my business? - Ticket #30727397
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