

From: Trustpilot Content Integrity <contentintegrity@trustpilot.com>
To: Anthony Brodie <Brodies@REDACTED.email>
Subject: [Trustpilot Content Integrity Team] - #30814039 Decision on the review you've flagged - Ticket #30814039
Date: Thu, 19 Dec 2024 23:03:03 +1100



Trustpilot Content Integrity (Trustpilot Content Integrity)

19 Dec 2024, 12:03 GMT

Hi killfeed.co,

Thanks for your inquiry about the [review](#) by Karl Messer, 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 for the reason you flagged it and determined that it follows our [guidelines](#). Therefore, we'll keep the review online.

Keep in mind, a reviewer who's had a [genuine experience](#) may not have purchased anything. They could have made contact with your business another way, e.g. they may have browsed your website or had an online chat with your business.

Tell your side of the story

You can always [reply to this review](#) to help win respect and credibility. Replies appear alongside the review, so readers get the full picture from both a company's and reviewer's point of view.

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



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

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

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

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 SEWP216MB2944.KORP216.PROD.OUTLOOK.COM (2603:1096:101:29b::11) by SL2P216MB2029.KORP216.PROD.OUTLOOK.COM with HTTPS; Thu, 19 Dec 2024 12:03:06 +0000
Received	from DM5PR07CA0057.namprd07.prod.outlook.com (2603:10b6:4:ad::22) by SEWP216MB2944.KORP216.PROD.OUTLOOK.COM (2603:1096:101:29b::11) with Microsoft SMTP Server (version=TLS1_2, cipher=TLS_ECDHE_RSA_WITH_AES_256_GCM_SHA384) id 15.20.8272.15; Thu, 19 Dec 2024 12:03:05 +0000
Received	from DS3PEPF000099DC.namprd04.prod.outlook.com (2603:10b6:4:ad:cafe::b0) by DM5PR07CA0057.outlook.office365.com (2603:10b6:4:ad::22) with Microsoft SMTP Server (version=TLS1_3, cipher=TLS_AES_256_GCM_SHA384) id 15.20.8251.24 via Frontend Transport; Thu, 19 Dec 2024 12:03:04 +0000
Received	from mta-out11.pod29.euw1.zdsys.com (188.172.137.56) by DS3PEPF000099DC.mail.protection.outlook.com (10.167.17.198) with Microsoft SMTP Server (version=TLS1_3, cipher=TLS_AES_256_GCM_SHA384) id 15.20.8251.15 via Frontend Transport; Thu, 19 Dec 2024 12:03:03 +0000
Received	from zendesk.com (unknown [127.0.0.6]) by mta-out15.pod29.euw1.zdsys.com (Zendesk) with ESMTP id 8ee6d26f-af2a-412d-bd74-691f72298227 for <Brodies@REDACTED.email>; Thu, 19 Dec 2024 12:03:03 +0000 (UTC)
From	Trustpilot Content Integrity <contentintegrity@trustpilot.com>
To	Anthony Brodie <Brodies@REDACTED.email>
Subject	[Trustpilot Content Integrity Team] - #30814039 Decision on the review you've flagged - Ticket #30814039
Thread-Topic	[Trustpilot Content Integrity Team] - #30814039 Decision on the review you've flagged - Ticket #30814039
Thread-Index	AQHbUg33qkLHLt7ocE+rx6OKpBtBoQ==
X-MS-Exchange-MessageSentRepresentingType	1
Date	Thu, 19 Dec 2024 23:03:03 +1100
Message-ID	<V5J1Z9K1X4R_67640b77393a9_40395839518c0_sprut@zendesk.com>
Keywords	Purple category,Trustpilot
In-Reply-To	<V5J1Z9K1X4R@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	DS3PEPF000099DC.namprd04.prod.outlook.com
X-MS-Has-Attach	
X-Auto-Response-Suppress	All
X-MS-Exchange-Organization-Network-Message-Id	8195fbda-8dc8-4088-0b99-08dd202517b5
X-MS-TNEF-Correlator	
X-MS-Exchange-Organization-RecordReviewCfmType	0
received-spf	Pass (protection.outlook.com: domain of trustpilot.com designates 188.172.137.56 as permitted sender) receiver=protection.outlook.com; client-ip=188.172.137.56; helo=mta-out11.pod29.euw1.zdsys.com; pr=C
x-ms-publictraffictype	Email
x-microsoft-antispam	BCL:3;ARA:1444111002 461199028 1680799054 9000799050 9400799030 10300799035 440099028 3412199025 4302099013 4141999021 1360799030 1370799030 1380799030 56899033 1602099012;
X-Microsoft-Antispam-Mailbox-Delivery	ucf:0;jmr:0;ex:0;auth:1;dest:1;ENG:(5062000308)(920221119095)(90000117)(920221120095)(90011020)(91015020)(91040095)(9050020)(9060121)(9081003)(9100341)(944500132)(4810010)(4910033)(99300004)(9545005)(10172021)(9320005)(120001);
X-Message-Delivery	Vj0xLjE7dXM9MDtsPTA7YT0wOQ9MTiHRD0xO1NDTD0tMQ==
X-Microsoft-Antispam-Message-Info	yFFI3rxAR4Ob3WYImpqk978iMkLRB595QBKAoHGzdY12NUrnwR/QNhC2h4X7kvx7G3Cz8szLL8DqzMSSk9xBwLdKlNGwNoxJK4OQqMqfDqB8Okxq71ide5rgtxUnlR69TH0BNsnsT9c2OXLmMQSE0beUj/6oQcqDTV4RMBVehJRBhVQoz9uIXN6XuK4uPTgAiZ1IE2KAqAoikCpPU6+O+OHqsk/UTYwpyeD5OH24XQ+A+sddJE2uRVfaiAAzbdCd+/OmpqZubuNkQd4YZEAHG+Zlw9PSVWXaNJKa1JjMeclpZtKX/7MYlnPK/Kad9RjBklwxVMFgQcaxulObCjXj2NoYwl3lgDqpjsxlue4VSHFh1gEitDPRpJT56QAfC23wqZB6gd08l3d1HfOM7aHP3iqqOtIO65lkQbKR04XM44j/ef++iOV1hUor5DE+fm5JoiLeG1YmKDvrX8gBHtz8FJJC66X7IZgiHpefcGys009nR/12YAQ6GnR8loPQUhFtgP63ascraXxt+I OiWNwOx1RRQ+u8SL9a2DWjHOAbPe41ccLa0Fx3Z2f1XyWHrqvAOmDkRdca8QALyl6TUljb/Nb8vS0pT6RurDZKz/aYqK22Lc3BweDY4ExyiCbDbD0moC7l2DQM2sG2/QNhR7a44durUu8+XWOS6tFRX0dg4UWAastqcMkKAQclsHoAcWZNLm3RY93CEAhBdj8idhq3qgynVAU8g25VFS6Kyz59N872Zr2sFkFn1KCgiJsGF+962LNUllK61qmpVw1vh4jC5pivQD5+j5appCVj11NBli0qwQ8dPLVkcYStrXQjXHb0NWNnDB8Hly8aYuiMWt4dKsBThLrDNkXOrhYob068Ga/dgAUVK64lDelLHclD7y8km47WogdpvQU+28mEhXruM0kNstuy4ztfwu6BV1lPi7LFMfCJcfnUtJsf5s+ON5rHFLRB3htBn4aE1oek11/vxxST+36EHuuyehV5YXBmks1MwdrBM/DSpr/CxM6gVqjgGECkv/1f1KHbVr9PWLhiktpC0iPoQGZ7AMsQPuHc6Li2wY63hivczYa0dJlhwbU8X1NHMNp0YePdEf2Cqf3P1TSTqMSiE8io4DOqC8mnL4FHcJvTNsfboA2Erhb4J5l9bpo3zqm/FAOyWw+/U9H9z/e5185i3y7/6QMAyMzXv/y5iJWEQbBoMi6l9BazlbJKdeDJ5piTZdCCGk2qCtCt2ZYiAAmcwVvouwUpbLBHefTnjDshHjP3jXvw9FziOS1CfzT4N1KEpoNg/ewDqMHAYvB6VLubopT18lfck9sXs0WTY5yYdorSGahJKUL8i7leZ3Rr1oRpSJf5BAuq3lCasbnRkM/X7swcA1y1oFMzfclwJG/fO2ZT587aJ4uglB8qB68dRU4xOypBsZlhQAUVDoW/bOXJO5UwbU//D3oV0u6iijSZmmSubep2NPCLJd8EKM/7o9XyR+EautFDOKxJ9Sp4n/XETqQ1BgZ5jkrWxqjWsqnCPQP4JgIP6StG1ltd4OUsbvVdFO5V+dXrEERo2eH3o/SVEwVGaORvc+QmOKl9QqsX91D9v32UtnyOG/TsKwqTGZ/TiEvC7VU3DaScItUyoNZpsGzrT/UH+dJMo54wCddaefcKUbZ+crTEvfqb4tlvqqZoa1f/0kVc76tOgYnn0YygVgWkCmNJF/beQnCYfrBBoeHN0uiBFuoCfkjQQZpb3FQ2irn9+6QET4grBSq9j1RpuZ7Ou4uhFFktKggjs5lJg47McfBqUWOewidfwx+C8f9FQV4dgYdM6oqlgxrx2Eu0dwLdU5GPvh608teb8u

	CcUgipew8W6lqP0xPgVv5oW5gMok5rxM26o/IQT00EwHiAI0HoDGveQeoq/xCJQP53UsH9Agmlwg+w6zC0Lm4/4e xvJfM4CXUHDKLLU46ZnlaVGvJmPse9R8ngYFdckRyCtTqxmlrVsrkSdz7l++KXwCiAD6wQ2+KI9WmgfiGBApbq44 mWQrG/5ylxQe5IFwN+1RSOmXH7HhQgiSfGSB2gdTgywfQ==
Content-Type	text/html; charset="utf-8"
Content-ID	<73F9DE18971C29478CF085EC6A4CB288@KORP216.PROD.OUTLOOK.COM>
Content-Transfer-Encoding	base64
MIME-Version	1.0