

From: Trustpilot Help <support@trustpilot-help.zendesk.com>
To: Anthony Brodie <Brodies@REDACTED.email>
Subject: This message serves as a formal complaint regardi... - Ticket #34628817
Date: Mon, 26 May 2025 17:22:54 +1000



Adithyan S (Trustpilot Help)

26 May 2025, 08:22 BST

Hello,

We hope you're doing well.

Regarding the classification issue you mentioned, we wanted to clarify that it was not done by the other side.

It appears that the way the reviewer conducted the search has inadvertently led to this outcome.

We completely understand how this may have caused some confusion, and we truly appreciate your patience as we looked into it.

We're committed to ensuring transparency and accuracy, and we'll make sure this point is clearly communicated going forward.

Please feel free to reach out if you'd like to discuss this further.

Warm regards,

Adithyan S,
Content Integrity Team



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

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

Anthony Brodie

20 May 2025, 18:27 BST

This message serves as a formal complaint regarding the continued and false misrepresentation of my business on your platform.

For the second time, Trustpilot has incorrectly categorized or labeled my business as using "artificial intelligence" in some manner. Most recently, as seen in the attached screenshots, your system includes the phrase "artificial intelligence" under the Top Mentions section on my Trustpilot business profile (<https://www.trustpilot.com/review/killfeed.co>), despite not a single review referencing or mentioning AI in any form.

Previously, you falsely included a statement that my business uses "AI-generated replies" to respond to customer reviews — which was not only misleading but entirely untrue. I had to request its removal.

I want to make it absolutely clear:

My business does not use artificial intelligence in any capacity related to customer service, responses, or automation of Trustpilot interactions.

There is no mention of AI in any reviews posted by users, as your own filtering confirms with "No matches" when "artificial intelligence" is searched.

These false classifications are damaging, misleading, and legally questionable.

I demand the following immediate actions:

Remove "artificial intelligence" from the Top Mentions section of my business profile.

Review and permanently correct your classification system to prevent this from happening again.

Issue a written confirmation that this false label will not be re-applied in the future without legitimate review evidence.

If this is not resolved within 7 business days, I will escalate this further through appropriate legal avenues, including lodging a formal complaint with the ACCC (Australian Competition & Consumer Commission) and other relevant consumer protection bodies.

Attached are screenshots clearly proving this misrepresentation.

Attachment(s)

[Trust Pilot1.png](#)

[Trust Pilot2.png](#)

[trust_pilot3.png](#)

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
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From	Trustpilot Help <support@trustpilot-help.zendesk.com>
To	Anthony Brodie <Brodies@REDACTED.email>
Subject	This message serves as a formal complaint regardi... - Ticket #34628817
Thread-Topic	This message serves as a formal complaint regardi... - Ticket #34628817
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Reply-To	Trustpilot Help <support+id4EERPN-JDNWN@trustpilot-help.zendesk.com>
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