

From: Trustpilot Help <support@trustpilot-help.zendesk.com>
To: Anthony Brodie <Brodies@REDACTED.email>
Subject: Re: This message serves as a formal complaint regardi... - Ticket #34628817 - Ticket #35389509
Date: Thu, 19 Jun 2025 05:46:27 +0000



Trustpilot

Abhishek A (Trustpilot Help)

19 Jun 2025, 06:46 BST

Hello Anthony,

Thank you for reaching out to us. We fully understand the complexity of your situation and are here to assist you further.

The **Top Mentions** filter on Trustpilot business profiles is designed to help users quickly find reviews that mention specific keywords. These keywords are generated automatically based on the content of reviews, for example, when certain words or phrases are repeatedly mentioned.

In your case, the term “*artificial intelligence*” appeared as a top mention because a reviewer referenced your business using a bot. Based on this context, our system automatically categorized it under *artificial intelligence*.

For your reference, we've attached a screenshot below.



Please note that we do not manually select or edit the **Top Mentions** — they are updated dynamically as new reviews come in.

Thank you for your understanding.

Kind regards,

Abhishek A,
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 Jun 2025, 16:48 BST

This is a follow-up to your previous request [#34628817](#) "This message serves as a fo..." Dear Adithyan S. and the Trustpilot Content Integrity Team, I am following up regarding your response dated 26 May 2025, in which you attempted to deflect responsibility for the false, misleading, and reputationally damaging inclusion of "artificial intelligence" as a "Top Mention" on my Trustpilot business profile for killfeed.co. Let me be absolutely clear: This misrepresentation is not only factually incorrect, it is also a violation of multiple Australian consumer protection laws and advertising standards.

Facts of the Matter: 1. The phrase "artificial intelligence" does not appear in any of the 46 reviews on my profile. * This is confirmed by your own search system returning "No matches" for the term. * Yet it is displayed prominently under "Top Mentions", which falsely implies that customers are referencing AI, when they are not. 2. Your autocomplete system suggests competitors who are not even in the Trustpilot listing for that keyword, while simultaneously omitting businesses (such as mine) with higher ratings and more relevance. 3. You previously misclassified my business as using "AI-generated responses" in replies, which was false and had to be manually removed. This proves a repeat pattern of inaccurate classification. 4. Your public claims of "transparency" in disputed reviews directly contradict the lack of transparency in your algorithmic classification system, which you now refuse to disclose or correct.

Legal Breaches You Are Now Repeating: You are in breach of the following Australian standards and laws: * Australian Consumer Law (ACL) – Schedule 2 of the Competition and Consumer Act 2010 * Sections 18 and 29 prohibit misleading or deceptive conduct and false or misleading representations about services. * Australian Privacy Principles (APPs) * Your classification falsely associates my business with automated systems it does not use or offer, potentially breaching APP 13 – Correction of personal information. * ACCC Guidelines on Online Reviews * You are misrepresenting my business based on metadata, not genuine user reviews, which is deceptive under the ACCC's own published review transparency policies. * Misleading Advertising Codes * The inclusion of "artificial intelligence" implies a technological offering that does not exist in my service, misleading both existing and potential customers. Your System Is Not Transparent – You Must Explain This Immediately: Your vague attribution to "the way the reviewer conducted the search" is both nonsensical and deflectionary. It does not explain: * Why your "Top Mentions" system invents phrases that are absent from review text. * Why your autocomplete gives higher visibility to lower-rated, less relevant listings (as evidenced in the attached screenshots). * How these manipulations are occurring without review evidence.

I Now Formally Demand: 1. Immediate removal of the "artificial intelligence" Top Mention from my business profile. 2. A full, written explanation of

exactly how your “Top Mentions” and “Autocomplete” systems work. * Why do lower ratings with fewer reviews appear higher? * Who/what decides which order to list these in? * Whether these decisions are automated, human-curated, or influenced by third-party indexing? 3. A written assurance that no future references to AI or similar misclassifications will be applied to my business profile unless directly cited by reviewers. 4. Permanent correction to your backend algorithm to ensure this does not occur again — not just to my listing, but to any business impacted similarly. _____

Final Notice Before Escalation: If the above actions are not completed and confirmed in writing, I will proceed with the following: * File a formal complaint with the Australian Competition & Consumer Commission (ACCC) for deceptive conduct and lack of transparency. * Submit complaints to the Office of the Australian Information Commissioner (OAIC) for improper data handling and profiling. * Pursue public exposure of your platform’s internal manipulation and false metadata tagging practices, using the extensive evidence already collected. * Notify any partners or consumers who rely on Trustpilot ratings that your AI classification and “Top Mentions” are demonstrably fabricated and untrustworthy. _____

You are a publicly traded company (LSE: TRST), and that obligates you to higher standards of accuracy and transparency. Misclassifying my business not once, but twice, is not just sloppy — it's negligent, misleading, and illegal in this jurisdiction. I strongly suggest your team treat this matter with the seriousness it warrants. Sincerely, Anthony Brodie Owner – Legion Killfeed  <https://killfeed.co>

[cid:5da30f58-e63a-4d57-91a6-a81e0d7dc5cf][cid:93960a27-6af5-451e-89f5-54de51193ce2]
[cid:38c31fe1-b388-4c78-aff1-c66d6823e90e] _____ From:

Trustpilot Help Sent: Monday, May 26, 2025 5:22 PM To: Anthony Brodie Subject: This message serves as a formal complaint regardi... - Ticket [#34628817](#)

[\[https://d1pggke3goo8l6.cloudfront.net/10x7HHXvSWyealMGYmoQ_tp-logo-rgb.png\]](https://d1pggke3goo8l6.cloudfront.net/10x7HHXvSWyealMGYmoQ_tp-logo-rgb.png) 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

[\[https://emailsignature.trustpilot.com/logo.png\]](https://emailsignature.trustpilot.com/logo.png)

[\[https://emailsignature.trustpilot.com/newsletter/en-GB/1/46d6a890000064000500e0c3/stars%402x.png\]](https://emailsignature.trustpilot.com/newsletter/en-GB/1/46d6a890000064000500e0c3/stars%402x.png)

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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

[\[https://www.trustpilot.com/review/killfeed.co\]](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 Visit Trustpilot | Help Center | Trustpilot Privacy Policy | Dispute our Decision _____

Trustpilot A/S Pilestraede 58, 5th floor, 1112 Copenhagen K, Denmark Company no. 30276582 [4EERPN-JDNWN]

Attachment(s)

[Proper Order.png](#)

[FuckingTrustPilot.png](#)

[FuckOffTrustPilot.png](#)

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

Email Headers (Raw)

X-Mozilla-Status	0001
X-Mozilla-Status2	00000000
Received	from PU4P216MB2157.KORP216.PROD.OUTLOOK.COM (2603:1096:301:131::9) by SL2P216MB2029.KORP216.PROD.OUTLOOK.COM with HTTPS; Thu, 19 Jun 2025 05:46:31 +0000
Received	from MW3PR06CA0012.namprd06.prod.outlook.com (2603:10b6:303:2a::17) by PU4P216MB2157.KORP216.PROD.OUTLOOK.COM (2603:1096:301:131::9) with Microsoft SMTP Server (version=TLS1_2, cipher=TLS_ECDHE_RSA_WITH_AES_256_GCM_SHA384) id 15.20.8857.21; Thu, 19 Jun 2025 05:46:29 +0000
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Date	Thu, 19 Jun 2025 05:46:27 +0000
From	Trustpilot Help <support@trustpilot-help.zendesk.com>
Reply-To	Trustpilot Help <support+id9Z50V9-5DW30@trustpilot-help.zendesk.com>
To	Anthony Brodie <Brodies@REDACTED.email>
Message-ID	<9Z50V95DW30_6853a4333c92c_621570765d6_sprut@zendesk.com>
In-Reply-To	<SL2P216MB20299B08A4A61FDC4A0B7E68DA73A@SL2P216MB2029.KORP216.PROD.OUTLOOK.COM>
References	<9Z50V95DW30@zendesk.com> <4EERPNJDNWN_683416ce9ce23_7a35341174969_sprut@zendesk.com> <4EERPNJDNWN_682cb865b8ea_6934f8623ad_sprut@zendesk.com> <4EERPNJDNWN@zendesk.com> <SL2P216MB20299B08A4A61FDC4A0B7E68DA73A@SL2P216MB2029.KORP216.PROD.OUTLOOK.COM>
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X-Zendesk-Email-Id	01JY3BJS5GCM6V3TZWRECM30RZ
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X-MS-Exchange-Organization-ExpirationStartTime	19 Jun 2025 05:46:29.2205 (UTC)
X-MS-Exchange-Organization-ExpirationStartTimeReason	OriginalSubmit
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X-MS-PublicTrafficType	Email

X-MS-TrafficTypeDiagnostic	SJ1PEPF00002312:EE_ PU4P216MB2157:EE_ SL2P216MB2029:EE_
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X-Microsoft-Antispam-Mailbox-Delivery	ucf:0;jmr:0;ex:0;auth:1;dest:1;OFR:SpamFilterPass;ENG:(5062000311)(920221119095)(90000117)(920221120095)(90012020)(91020020)(91040095)(9050020)(9100341)(1010050)(944500132)(2008001181)(4810010)(4910033)(9920006)(9510006)(10105021)(9320005)(9230038)(120001);
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