

From: Soul Legion <Brodiess@REDACTED.email>
To: Trustpilot Help <support+idVX2P14-3GNGZ@trustpilot-help.zendesk.com>
Subject: Re: This message serves as a formal complaint regardi... - Ticket #34628817 - Ticket #35389509 - Ticket #35805033
Date: Fri, 11 Jul 2025 12:55:15 +1000

Subject: Escalation – Trustpilot Continues to Misrepresent My Business and Demonstrate Fundamental Misunderstanding

Dear Trustpilot Content Integrity Team,

It is now beyond clear that your team either does not understand the nature of my business or is deliberately choosing to ignore it. Let me spell it out for the final time:

My business is a Discord bot.

It is not powered by, built on, or marketed as any form of artificial intelligence.

The word “bot” does not mean “AI.” That distinction matters — legally and technically — and it is frankly embarrassing that a company claiming to specialise in digital trust and content integrity cannot grasp it.

You continue to justify your fabricated “artificial intelligence” tag on the basis that a single reviewer used the word “bot” in reference to my service. That is a categorical failure of logic, and more importantly, it is a breach of law.

By conflating the word "bot" with "artificial intelligence," and publishing that misrepresentation on a public business profile, you are not only misleading the public, but violating Australian Consumer Law (ACL) by:

- Making false and misleading representations (ACL s29)
- Engaging in deceptive conduct (ACL s18)
- Refusing to correct inaccurate personal/business information, which breaches APP 13 of the Australian Privacy Principles

This is not a vague matter of interpretation. You are making a false public claim about the nature of my product, and when shown indisputable evidence that it is incorrect — including your own system confirming that “artificial intelligence” appears nowhere in any review — you still refuse to remove it, correct it, or explain your system.

Not only that, but your team’s repeated, broken-record responses have failed to address:

- The manipulated autocomplete suggestions and rigged listing order that favors irrelevant, low-rated, unclaimed businesses
- The total suppression of my high-rated, verified business profile from search visibility
- The contradictory and dishonest public claim that you operate with transparency and integrity, when your actions prove the opposite

You are now on formal notice:

1. You have misrepresented my business publicly with incorrect, defamatory metadata.
2. You have shown repeated failure or refusal to investigate or acknowledge evidence.

3. You have provided responses that reflect an incompetent or AI-scripted understanding of the dispute, lacking any grasp of nuance, context, or legal relevance.
4. You have proven that your system — and your support team — do not know the difference between a Discord bot and an AI system.

You are publishing false information, refusing to correct it, and misleading your users in the process. That is a serious legal matter — not just an error.

I am no longer entertaining further template responses or technical deflection. This matter is now in the hands of a lawyer, and I am proceeding with formal complaints to:

- ACCC (for deceptive conduct, misrepresentation, and anti-competitive visibility suppression)
- OAIC (for refusal to correct personal/business data and misleading data practices)
- Public disclosure of your falsified metadata and misleading platform practices

Escalate this now to a native English-speaking supervisor capable of actually understanding what a Discord bot is and why falsely tagging it as artificial intelligence is both incorrect and unlawful.

Sincerely,
Anthony Brodie
<https://killfeed.co>

From: Trustpilot Help <support@trustpilot-help.zendesk.com>

Sent: Tuesday, July 8, 2025 6:39 PM

To: Anthony Brodie <legionkillfeed@outlook.com>

Subject: Re: This message serves as a formal complaint regardi... - Ticket #34628817 - Ticket #35389509 - Ticket #35805033



Abhinav A (Trustpilot Help)

8 Jul 2025, 09:39 BST

Hello,

Thank you for reaching out to us with your query. We understand you're asking about the "artificial intelligence" tag appearing on your profile,

Our platform uses advanced **automated detection technology** to identify various keywords and phrases within reviews. When a reviewer mentions terms like "bot," "AI," "artificial intelligence," or similar concepts, our system automatically detects these words and categorizes them. This is why you might see "artificial intelligence" appearing as a top mention, as it indicates that reviews contain these specific terms.

Please understand that **we cannot manually remove or alter these automatically generated "AI tags" or mentions**. They are a direct reflection of the content within your reviews, as detected by our technology.

If you believe the review mentioning "bot" (or any other review) is not based on a genuine experience with your business, we strongly encourage you to flag it. Flagging allows our Content Integrity team to investigate the review thoroughly.

How to Flag the Review as "Not Based on a Genuine Experience":

1. **Log in to your Trustpilot Business Account:** Go to business.trustpilot.com and sign in.
2. **Navigate to "Reviews":** Find the section where your reviews are listed.
3. **Locate the Specific Review:** Identify the review that mentions "bot" or that you believe is not genuine.
4. **Select the "Flag" Option:** Click on the flag or report icon associated with the review.
5. **Choose "Not based on a genuine experience":** Select this specific reason from the list.
6. **Provide a Detailed Explanation:** In the text box, clearly outline why you believe the reviewer did not have a genuine experience with your business. This information is crucial for our Content Integrity Team to conduct a thorough investigation.

Your cooperation in flagging reviews that you believe violate our guidelines is essential for maintaining the integrity and trustworthiness of the Trustpilot platform.

Kind regards,

Abhinav 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

30 Jun 2025, 17:11 BST

This is a follow-up to your previous request [#35389509](#) "Re: This message serves as ..."

Dear Abhishek A and the Trustpilot Content Integrity Team,
Your Explanation is Invalid – This Is a Fabricated AI Label.

Your response is not only inadequate, it is provably false.

You stated:

"The term 'artificial intelligence' appeared because a reviewer referenced your business using a bot."

That does not justify the AI classification, and you know it.

Direct Rebuttal:

- "Bot" ≠ "Artificial Intelligence".

The term "bot" refers to automation or software assistance, not AI, and no rational system should equate the two without explicit contextual proof.

- Not one review contains the words "artificial intelligence", as your own search confirms with "No matches."

- There is no justification in Australian consumer law, data regulation, or review transparency guidelines to allow automated metadata tagging based on vague, implied meaning.

You are now knowingly complicit in:

- False advertising and misleading conduct under ACL §§18 & 29

- Refusal to correct false personal/business data, violating APP 13

- Defamation by misclassification, this already damages trust in my business

You've been informed, shown evidence, and warned. Continuing to host this fabricated tag is deliberate misrepresentation.

Final Demand:

1. Remove the "artificial intelligence" tag immediately.

2. Provide a detailed, line-item technical explanation of your classification system.

3. Send written confirmation this tag will not reappear unless explicitly mentioned in a review.

If this is not fully resolved, I will escalate to:

- ACCC (Australian Competition & Consumer Commission) complaint

- OAIC (Privacy Commissioner) under APP 13

- Legal demand for correction and potential damages

- Public disclosure campaign highlighting Trustpilot's false tagging system and its manipulation of search results and review visibility

You've already been given ample time and warnings. Fix it now.

Sincerely,

Anthony Brodie

<https://killfeed.co>

From: Trustpilot Help <support@trustpilot-help.zendesk.com>

Sent: Thursday, June 19, 2025 3:46 PM

To: Anthony Brodie <legionkillfeed@outlook.com>

Subject: Re: This message serves as a formal complaint regardi... - Ticket [#34628817](#) - Ticket [#35389509](#)

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

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.

[cid:6853a4333b8a3_621570764a0@classic-active-job-outbound-mail-worker-5955cfd465-4dnf6@mail]

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

[<https://emailsignature.trustpilot.com/logo.png>]
[<https://emailsignature.trustpilot.com/newsletter/en-GB/1/46d6a890000064000500e0c3/stars%402x.png>]
<<https://www.trustpilot.com/review/trustpilot.com>>
[https://emailsignature.trustpilot.com/signature/en-US/2/46d6a890000064000500e0c3/text_zendesk.png]

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](https://trustpilot-help.zendesk.com/hc/requests/34628817)<<https://trustpilot-help.zendesk.com/hc/requests/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 defunctive. 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://trustpilot-help.zendesk.com/hc/requests/34628817>> [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/newsletter/en-GB/1/46d6a890000064000500e0c3/stars%402x.png>] [https://emailsignature.trustpilot.com/signature/en-US/2/46d6a890000064000500e0c3/text_zendesk.png] 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 Visit Trustpilot I Help Center I

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<<https://trustpilotcompliance.zendesk.com/attachments/token/4yGKeSTGI89L1ndq0drr22Z7q/?name=Proper+Order.png>>

FuckingTrustPilot.png<<https://trustpilotcompliance.zendesk.com/attachments/token/QScvn8uNS2fgjqv3TsACSyvgd/?name=FuckingTrustPilot.png>>

FuckOffTrustPilot.png<<https://trustpilotcompliance.zendesk.com/attachments/token/iMrblXTR9UBOAC4VscJkE5lvo/?name=FuckOffTrustPilot.png>>

Visit Trustpilot<<http://www.trustpilot.com>> | Help Center<<http://support.trustpilot.com>> | Trustpilot Privacy Policy<<http://legal.trustpilot.com/end-user-privacy-terms>> | Dispute our

Decision<https://trustpilot-help.zendesk.com/hc/requests/new?ticket_form_id=20760979389597&tf_4485399523985=decision_dispute_process_form_-_user_role_-_business&tf_4485409281297=35389509&tf_20921283130013=35389509&tf_28223032=&tf_28203981=>>

Trustpilot A/S

Pilestraede 58, 5th floor, 1112 Copenhagen K, Denmark
Company no. 30276582

[9Z50V9-5DW30]

Attachment(s)

[image.png](#)

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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
From	Soul Legion <Brodies@REDACTED.email>
To	Trustpilot Help <support+idVX2P14-3GNGZ@trustpilot-help.zendesk.com>
Subject	Re: This message serves as a formal complaint regardi... - Ticket #34628817 - Ticket #35389509 - Ticket #35805033
Thread-Topic	This message serves as a formal complaint regardi... - Ticket #34628817 - Ticket #35389509 - Ticket #35805033
Thread-Index	AQHb7+PO4u1pTfq3XUugbiBe1eqmV7QsPb+v
Date	Fri, 11 Jul 2025 12:55:15 +1000
Message-ID	<SL2P216MB20295C81C973E697DB012EE8DA4BA@SL2P216MB2029.KORP216.PROD.OUTLOOK.COM>
References	<VX2P143GNGZ@zendesk.com> <9Z50V95DW30_6853a4333c92c_621570765d6_sprut@zendesk.com> <SL2P216MB20299B08A4A61FDC4A0B7E68DA73A@SL2P216MB2029.KORP216.PROD.OUTLOOK.COM> <4EERPNDJNWN@zendesk.com> <4EERPNDJNWN_682cbb865b8ea_6934f8623ad_sprut@zendesk.com> <4EERPNDJNWN_683416ce9ce23_7a35341174969_sprut@zendesk.com> <9Z50V95DW30@zendesk.com> <SL2P216MB20296B51127F3BA1B884CB79DA46A@SL2P216MB2029.KORP216.PROD.OUTLOOK.COM> <VX2P143GNGZ_686cd934c7c68_5f159012258fa_sprut@zendesk.com>
In-Reply-To	<VX2P143GNGZ_686cd934c7c68_5f159012258fa_sprut@zendesk.com>
Content-Language	en-US
X-MS-Has-Attach	
X-MS-TNEF-Correlator	
X-MS-Exchange-Organization-RecordReviewCfmType	0
msip_labels	
Content-Type	text/html; charset="utf-8"
Content-Transfer-Encoding	base64
MIME-Version	1.0