

From: Trustpilot Content Integrity <contentintegrity@trustpilot.com>
To: Anthony Brodie <Brodies@REDACTED.email>
Subject: [Trustpilot Content Integrity Team] - #37034853 Decision on the review you've flagged - Ticket #37034853
Date: Sun, 10 Aug 2025 00:01:51 +1000



Trustpilot Content Integrity (Trustpilot Content Integrity)

9 Aug 2025, 15:01 BST

Hi killfeed.co,

Thanks for your inquiry about the [review](#) by Robert McDonovan, 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.

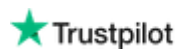
Tell your side of the story

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**

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

Email Headers (Raw)

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From	Trustpilot Content Integrity <contentintegrity@trustpilot.com>
To	Anthony Brodie <Brodies@REDACTED.email>
Subject	[Trustpilot Content Integrity Team] - #37034853 Decision on the review you've flagged - Ticket #37034853
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