

From: Trustpilot Help <support@trustpilot-help.zendesk.com>
To: Anthony Brodie <Brodies@REDACTED.email>
Subject: Acknowledgement: Your dispute has been received - Ticket #36813814 - Ticket #36813814
Date: Tue, 12 Aug 2025 21:56:57 +1000



Erika (Trustpilot Help)

12 Aug 2025, 12:56 BST

Hi Anthony,

Thank you for your email. I apologise for any misunderstanding on my part; the review by WARZONE is currently offline. There was an error in my previous email.

I acknowledge that this matter is now with the legal department, and I will refrain from further replies. I merely wished to confirm that I have received your correspondence.

Kind regards,

Erika,

Escalation Team - Content Integrity



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

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

Anthony Brodie

11 Aug 2025, 15:05 BST

Hi Erika,

I have been trying for days to reach a human about defamatory content and am now receiving overlapping replies from multiple departments. This is wasting time and creating confusion.

Effective immediately, please:

1.

Route all current and future communications about Legion Killfeed to your Legal team only and CC the CEO.

2.

Instruct all staff to forward existing threads and materials to Legal and stop contacting me from other departments.

3.

Confirm a single Legal point of contact and the active reference number.

4.

Place a litigation hold and preserve all records, including reviews, flags, moderation notes, internal messages, logs, and related metadata.

5.

Confirm removal of the remaining defamatory review(s) and provide a written summary of actions taken.

6.

Provide your proposed resolution, including compensation for the harm caused.

I will communicate only with your Legal team.

Regards,

Anthony Brodie

Owner, Legion Killfeed

ABN 28387377607 (see how I provide my ABN, you are legally required to when asked, so far, you haven't.)

legionkillfeed@outlook.com

<https://killfeed.co>

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

Sent: Tuesday, August 12, 2025 12:02 AM

To: Anthony Brodie <legionkillfeed@outlook.com>

Subject: Acknowledgement: Your dispute has been received - Ticket [#36813814](#) - Ticket [#36813814](#)

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

Erika (Trustpilot Help)

11 Aug 2025, 15:02 BST

Hi Anthony.

Thank you for your email.

This is a courteous reminder that you have contacted the dispute team, which specializes in managing disputes. We also prioritize one case at a time. I We have completed the investigation regarding the review of WARZONE. The investigation has concluded, and the review will remain available online.

Should you wish to discuss a different matter, please do not hesitate to utilize our contact form<https://help.trustpilot.com/s/article/How-do-I-contact-Trustpilot?language=en_US>.

Kind regards,

Erika,

Escalation Team - Content Integrity

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

[<https://www.trustpilot.com/review/trustpilot.com>](https://www.trustpilot.com/review/trustpilot.com)

[\[https://emailsignature.trustpilot.com/signature/en-US/2/46d6a890000064000500e0c3/text_zendesk.png\]](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

10 Aug 2025, 13:26 BST

Formal Escalation – Trustpilot’s Misconduct in Handling Defamatory Content

To: Trustpilot A/S – Executive Team & Legal Department (Copenhagen, DK)

CC: Australian Competition & Consumer Commission (ACCC); Office of the Australian eSafety Commissioner; UK Competition & Markets Authority (CMA); Danish Competition and Consumer Authority; EU Digital Services Act Regulators

From: Anthony Brodie – Owner, Legion Killfeed (Sydney, Australia)

Date: 10 August 2025

Subject: Urgent Demand – Removal of Defamatory Content & Cease Retaliatory Conduct Against Legion Killfeed

Dear Trustpilot Team,

I am writing to formally escalate a complaint regarding Trustpilot’s handling of a coordinated defamation and harassment campaign against my business, Legion Killfeed. I am an Aboriginal and disabled business owner in Australia, and over the past two weeks I have endured relentless attacks which Trustpilot’s platform not only failed to prevent but has actively exacerbated. Despite repeated notices – including a cease-and-desist sent on 4 August – Trustpilot has refused to remove blatantly fake and defamatory reviews, and instead engaged in what appears to be retaliatory misconduct (such as a baseless “misuse” accusation against my business after I raised legal concerns). This email is addressed to Trustpilot’s leadership and copied to multiple regulatory authorities across Australia, the UK, the EU, and Denmark, because Trustpilot’s inaction and retaliation have now triggered legal violations in all these jurisdictions. The situation is untenable and demands immediate corrective action.

Trustpilot’s Misconduct and Retaliation

Trustpilot’s handling of this matter has been deeply improper on multiple fronts:

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Hosting Defamatory Fake Reviews: Since late July, several malicious 1-star “reviews” have been posted on Trustpilot for Legion Killfeed. These reviews are patently false and violate Trustpilot’s own guidelines (they contain personal insults, obscenities, and untrue accusations). For example, one review was posted by a user literally named “Cunt” (an obscene slur) and falsely claimed that my business “robs people of their money and then blocks them” – an outrageous lie by someone who was never even our customer. Another fake review by “WARZONE” simply called our service “trash” and alleged we “treat you like st,” with no factual basis. A user “Danny Hayes” (using the name of a known competitor orchestrating this attack) posted a review labeling us “toxic scammers” and urging readers to “REPORT ONLY!”, even bizarrely telling people to avoid one of our community members by name. None of these reviewers had genuine service experiences – they were part of a brigade attack. Yet Trustpilot allowed these posts to go live and remain public** long enough to inflict serious damage.

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Refusal to Remove Defamation (Even After Flagging): I immediately flagged each offending review through the Trustpilot Business dashboard as they appeared (starting 29 July). These were textbook cases of “harmful or illegal content” that violate your Terms of Use. Initially, some action was taken: on 2 August I received notice that the review by “WARZONE” was removed after the user failed to verify any genuine experience (Trustpilot contacted the reviewer for proof of purchase

and none was provided, so the review was taken down). However, Trustpilot inexplicably reversed course on another clearly violative review. The review by “Cunt” – which contained both a vulgar term and defamatory lies – was temporarily hidden pending investigation, only to be reinstated shortly thereafter with a message from your Content Integrity agent stating the review “follows our guidelines”. This decision is baffling and unacceptable: an account using a racial/sexual slur as a username and spreading false accusations plainly does not follow your guidelines (which forbid obscenities and defamation). In the email on 2 August, your agent even acknowledged “we don’t allow any content that includes... obscenities, defamation” yet still concluded the post didn’t merit removal. Such a determination defies logic and directly contradicts Trustpilot’s policies. It suggests a severe breakdown in Trustpilot’s content moderation process.

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Retaliatory “Misuse” Accusation: Rather than promptly addressing the abuse, Trustpilot’s response to my protected complaints was disturbingly retaliatory. Mere days after I served Trustpilot with a formal legal notice (cease-and-desist) on 4 August demanding removal of the defamatory content, I received a notice accusing my business of “Trustpilot brand misuse.” This notice claimed that the way I displayed Trustpilot’s logo or TrustScore on my website violated branding guidelines. The timing and pettiness of this accusation make it clear it was an act of bad-faith retaliation. At a moment when I was pleading for relief from ongoing defamation and harassment, Trustpilot chose to threaten my account over an irrelevant technicality. This conduct is beyond unprofessional – it is punitive and malicious. (For context, my use of the Trustpilot widget/logo was in good-faith and in line with common practice, but I immediately adjusted it regardless. The issue here is Trustpilot’s intent: you sought to punish the victim raising a complaint, instead of punishing the abusers.) Such retaliation not only violates basic standards of fairness, it may itself breach consumer protection laws (by seeking to silence a complainant via intimidation).

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Erratic Moderation & Broken Integrity Processes: Trustpilot’s overall moderation of this situation has been grossly one-sided. While failing to remove obvious fake reviews that flouted your rules, Trustpilot did remove a legitimate 5-star review from a real customer around the same time – apparently flagging it as “suspicious” simply because that customer (Ms. Madelyn Maddock) had defended us publicly against the mob. In other words, Trustpilot’s system falsely punished a genuine user supporting our business (likely due to some algorithmic heuristic), even as it protected trolls posting under obscene pseudonyms. One of the defamatory reviews (by “Danny Hayes”) even named this innocent supporter in a harassing way, yet Trustpilot initially left that intact. The irony and bias on display are astounding: Trustpilot’s automated filters and moderators were tougher on a real positive review (perhaps thinking it was “too favorable”) than on a slew of obvious bad-faith negative ones. This calls into question whether Trustpilot’s “Content Integrity” team truly had my business’s rights or the truth in mind during their reviews. It appears, frankly, that Trustpilot was bending over backward to excuse or retain negative content (no matter how abusive) while nitpicking or nuking positive content – a perverse outcome that diminishes trust in the Trustpilot platform itself.

In summary, Trustpilot has failed to uphold its own standards or the law in this case. The platform was misused to propagate lies and harassment, and once those violations were brought to your attention, you not only failed to correct them, but engaged in retaliatory and obstructionist behavior. This is a serious breach of trust and creates potential legal liability for Trustpilot (as detailed below). I urge you to recognize that this is not a normal “customer dispute” – it is an outright abuse of your platform that Trustpilot has become complicit in.

Individuals Behind the Harassment and False Reviews

To leave no doubt about the bad-faith nature of these “reviews,” I will summarize the key individuals involved in the coordinated campaign against Legion Killfeed (across Facebook, Trustpilot, and other platforms). All of these persons are working in concert to harm my business, and their identities and actions are well documented:

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Daniel Santos – Originator of the smear. Mr. Santos (Facebook alias “dani23COVID”) is believed to be a disgruntled former user. On 28 July 2025, he published the initial defamatory Facebook post that incited this campaign. In that public

post, he falsely accused Legion Killfeed of “scamming” and abusing customers, and explicitly urged others to “take down” my business. Santos actively participated in the ensuing pile-on, hurling insults and even threatening me by saying “Legion will fall one way or another, you are trash...”. His post became the flashpoint that rallied others to attack.

*

Danny Hayes – UK-based competitor and ringleader. Mr. Hayes operates a rival DayZ kill-feed service in the UK. He eagerly seized upon Santos’s post to orchestrate a mob attack against me. In the Facebook comments, Hayes openly incited others to flood my platforms with reports and fake reviews. For example, he posted: “Here is the report link guys... Please report to Discord... I have reported the Facebook and filed a report against scammers... as well as a bad review...”. He also encouraged people to seek fraudulent refunds via PayPal (“that’s the fix then – PayPal refund and don’t use Legion again!”), essentially urging them to financially sabotage us. Hayes’s Trustpilot review (posted under his real name around 31 July) mirrored his defamatory rhetoric – calling us “disgusting, toxic scammers” and telling everyone they’ll “regret purchasing” our service. Trustpilot did eventually recognize this review as a breach (given Hayes’s clear conflict of interest as a competitor) and removed or flagged it. However, Hayes’s role in instigating the wider harassment is unmistakable. His motive (eliminate a competitor) makes his abuse particularly egregious.

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Brett Jones (alias “MrTech9” or “MrTechN9ne”) – Former affiliate turned harasser. Mr. Jones (believed based in North America) was loosely affiliated with Legion Killfeed until mid-July 2025, when I banned him for gross misconduct. He had made an earlier outrageous false accusation against me (falsely calling me a “pedophile” during a voice chat) which resulted in his expulsion. In retaliation, Mr. Jones joined forces with the above individuals in the recent campaign. He amplified the slander in Discord chats and likely on Trustpilot as well. We suspect he may have posted or contributed to one of the anonymous reviews (possibly under a pseudonym like “WARZONE” or “Cunt”) if he didn’t use his real name. Even if not directly identifiable in a Trustpilot username, Mr. Jones’s involvement is clear from the extremity of the lies being spread (the “pedophile” slur, for instance, is his hallmark). He has been spewing heinous lies about me to anyone who would listen, driven purely by revenge. His conduct constitutes targeted harassment and defamation of the worst kind.

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Dan Ahern – Associate participant. Mr. Ahern’s exact identity is less clear, but he is an associate of Hayes and/or Santos (possibly U.S.-based) who joined the group harassment. He was active in abusive Discord chats and likely involved in amplifying the smear on various platforms. While he may not have written a standout review or post himself, Ahern contributed to the dogpiling – adding to the chorus of insults, reinforcing the mob mentality, and possibly creating fake accounts to attack us. His role, along with others in the mob, was to pile on pressure and fear.

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Zeus Lozano – Malicious opportunist (Canada). Mr. Lozano injected himself into the Facebook thread to lob a specific false accusation: he claimed I “stole” his server configuration and urged everyone to “please report both the server and discord” related to Legion Killfeed. This claim is entirely fabricated – I have never interacted with any of his server files. It was clearly meant to incite more hatred by painting me as a thief. Lozano’s lie had no purpose except to rile people up and justify further mass-reporting of my services under false pretenses. He essentially yelled “fire” in a crowded theater of social media to get the crowd to turn against me.

*

“Robert McDonovan” (alias “Matt Mcglouglin”) – Fake persona for a Trustpilot review. On 5 August 2025, after some of the earlier fake reviews were removed, a new Trustpilot account under the name “Robert McDonovan” appeared and left a 1-star review titled “Absolute SCAM”. The review claimed “He takes your money and deleted your server if you disagree with anything he says”. This is not only false and defamatory, it is technically impossible – my service cannot delete customers’ game servers (we have no such control). We have no record of any customer by the name Robert McDonovan or Matt Mcglouglin, confirming this was a fabricated persona. The lie about “deleting servers” is a blatant attempt to scare potential customers with a horror story that has zero basis in reality. We suspect this alias was used by one of the above attackers (quite possibly Dan Ahern or Brett Jones) to continue the defamation after “Danny Hayes” and others were

taken down. In any case, “Robert McDonovan” is not a real customer – it’s simply another weaponized false review created to harm us.

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“Z Doneskies” – Another fictitious reviewer. In early August (just after one of the previous fake reviews was removed), an account under the name “Z Doneskies” posted yet another 1-star review. This one alleged that I “ban and curse out people who ask simple questions” and insinuated that our bot “hasn’t worked well in 2 weeks,” etc. – again making it sound like I abuse my users and our product is broken. Notably, this reviewer spoke in generalities (“it was just a sad sight to see”) and basically admitted they were observing rather than an actual paying customer. We have no customer by that name either. This was clearly another placeholder account used to keep the flow of negativity going as others got removed. It parrots the same theme: painting me as unprofessional and cruel to users, which is false and part of the attackers’ narrative. The timing of these posts (each popping up right after Trustpilot would remove one) underscores that this is a coordinated effort by a group, not organic individual opinions.

Each of these named persons (or aliases) has played a role in a targeted harassment and defamation campaign. They are not genuine dissatisfied customers – they are acting with malicious intent to destroy my business’s reputation. This context is crucial, because Trustpilot was made aware of it. I explicitly informed Trustpilot’s support and legal team about the coordinated nature of this attack, naming these individuals and providing evidence of their collusion. Thus, Trustpilot cannot claim ignorance that “maybe the reviews were real experiences” – you knew these were orchestrated fake reviews tied to a harassment mob.

Timeline of Key Events (28 July – 10 August 2025)

For clarity, here is a chronological timeline of the major events in this matter, including the Facebook incitement, the wave of Trustpilot reviews, my reports to authorities, and Trustpilot’s responses:

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28 July 2025: Daniel Santos publishes a defamatory Facebook post in a DayZ gaming group that becomes the catalyst for the attack. In this post (and subsequent comments), he accuses Legion Killfeed of scamming users and essentially calls for a mob retaliation against us. I first learn of this post as hostile comments start flowing.

*

29–31 July 2025: The harassment rapidly escalates. On Facebook, multiple individuals (Danny Hayes, Zeus Lozano, Dan Ahern, Brett Jones, etc.) join Santos’s thread and coordinate actions: mass-reporting our Discord server and Facebook page, encouraging fake refund disputes, and hurling abuse. Crucially, during these days the attackers also extend the campaign to Trustpilot: Several new or pseudonymous Trustpilot accounts are created in quick succession, each leaving a malicious 1-star review for killfeed.co. The reviews by “Cunt”, “WARZONE”, “Danny Hayes”, etc., all appear during this period. I receive notification emails of new reviews that are plainly suspicious (e.g., obscene usernames, outright lies copied from the Facebook comments). I immediately flag all of them via the Trustpilot dashboard as fake/abusive. Around this time I also alert local authorities to what is happening (the level of vitriol and explicit incitements to harm my business led me to begin documenting evidence for police).

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30–31 July 2025: As the fake reviews pile up, my Trustpilot TrustScore plummets (dropping from a 4.7 “Excellent” rating to around 4.4 within days). Legitimate customers are seeing these defamatory reviews, and I start receiving concerned messages from users. The damage is already underway: I notice a couple of subscribers cancel their subscriptions, and new sign-ups slow down. On 31 July, one of the fake reviews is posted under the name “Danny Hayes” (the UK competitor); given the obvious conflict of interest, I flag it specifically for Conflict of Interest/Competitor violation.

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1 August 2025: I submit additional detailed flags/explanations through Trustpilot’s system, making it clear that these handful of new 1-star reviews are not genuine. I mention in the flag comments that a coordinated harassment campaign is occurring, referencing the Facebook group incident. Trustpilot’s automated processes start the “find the reviewer” protocol

for some flags.

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2 August 2025: I begin to see some responses from Trustpilot's Content Integrity team. On this date, Trustpilot notified me that at least one review was removed for guideline violations: the review by "WARZONE" was taken down after the user failed to respond with proof of a genuine service experience. (This matches Trustpilot's normal procedure for suspected fake reviews – outreach for proof, then removal if none provided.) However, on the same day I receive a deeply troubling email regarding the "Cunt" review: Trustpilot reinstated that review, stating it "follows our guidelines" and that no further action would be taken. This reversal is communicated by agent Ansa J. at 10:25 BST on 2 August. I am stunned – this review unquestionably contains both defamatory content and obscene language, so I cannot comprehend how it was deemed acceptable. Immediately upon receiving this, I write a strongly-worded rebuttal email (approximately 10:33 BST on 2 August) to Trustpilot, addressed to the Content Integrity team and CC'ing whomever I can. In that email, I formally notify Trustpilot that the content is defamatory and unlawful, cite my evidence that the reviewer is not a real customer, highlight the abusive username, and inform Trustpilot that by refusing removal, they are forfeiting their legal safe-harbor (I specifically cite the UK Defamation Act 2013, Section 5 protections being lost once notified). I give Trustpilot 24 hours to reconsider, and explicitly warn that I will pursue legal action (including holding Trustpilot liable as a publisher) if this isn't fixed. This is effectively a "cease and desist" notice, in writing, referencing relevant law and the ongoing police case number. No reply comes on this day beyond an automated acknowledgment.

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3 August 2025: The "Cunt" review remains live on our Trustpilot page, continuing to poison our reputation. I send follow-up communications, including screenshots of the Facebook mob's coordination, to leave no doubt in Trustpilot's mind that these reviews are part of a targeted attack (not genuine reviews). I emphasize that Trustpilot is now on notice that these users are bad actors. I hear nothing substantial back. It's an extremely distressing day – I realize that if Trustpilot won't even remove a cut-and-dry case like an obscene fake review, my business is basically defenseless on that front. I begin preparing more formal documentation to escalate outside of Trustpilot's normal support channels.

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4 August 2025: Having received no satisfactory response from Trustpilot's content moderators, I escalate the matter to Trustpilot's Legal Department directly. I send a comprehensive legal complaint letter to Trustpilot (via the legal@trustpilot.com address and any other channel I have for your legal team). This letter (dated 4 August 2025) details the entire situation, identifies the fake reviews/users, cites the laws being violated, and demands immediate removal of all defamatory content and suspension of the perpetrators' accounts. In it, I explicitly invoke relevant statutes (UK Defamation Act, Australian law, EU law) and note Trustpilot's obligations. I also indicate that I have notified regulators (ACCC, eSafety Commissioner) and law enforcement of the issue. Indeed, on this date I formally lodge a complaint with the Australian eSafety Commissioner (as this constitutes serious cyber-harassment of an Australian citizen/business), and I file a report with Thames Valley Police in the UK (since the primary instigator, Danny Hayes, is UK-based). I likewise submit a complaint to the ACCC (Australia's consumer watchdog) about Trustpilot's facilitation of misleading and harmful conduct. All of these complaint documents are attached to the email I sent Trustpilot Legal. By end of day 4 August, Trustpilot's legal team has been fully informed of the situation and its gravity. Later that evening, I receive a brand misuse warning from Trustpilot (described earlier) – which I interpret as a very disheartening sign that Trustpilot is focusing on the wrong issue.

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5 August 2025: Partially due to my efforts (and possibly Trustpilot's own review), some progress is made: the defamatory Trustpilot review posted by "Danny Hayes" is removed (Trustpilot apparently recognized it as a breach of guidelines to have a competitor post a review). I notice our profile's review count changed, indicating one of the fakes came down. However, just as one fire is put out, another is lit: A few hours after Mr. Hayes's review disappears, a new 1-star review pops up – the "Robert McDonovan" review described above, which calls us a "Scam" and lies about me deleting servers. This happens on 5 August (in the US/UK timezones, it was dated 4 August on Trustpilot's site, but effectively post-removal of Hayes). I immediately flag the "Robert McDonovan" review as defamation and "not based on a real

experience.” Given how blatant it is, I fully expect Trustpilot to remove it quickly (especially now that your Legal team was aware of our case). Separately, on this day I also file a criminal harassment complaint in Canada against Brett Jones and any Canadian participants, since Brett’s defamation (the pedophilia slur) may violate Canadian law and he’s in their jurisdiction. My communications to Trustpilot and authorities are now in overdrive, as this has consumed my life.

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6 August 2025: At 00:36 BST on 6 August, I receive another shock from Trustpilot: an email stating that Trustpilot “determined that the content is not defamatory” and has therefore reinstated the “Robert McDonovan” review. In other words, despite my flag and all the evidence provided, Trustpilot’s system or staff concluded that accusing my business of outright fraud and sabotage (by an anonymous profile with no evidence) somehow “follows the guidelines.” This is utterly bewildering and infuriating. By this point I realize that normal channels within Trustpilot are failing completely. I draft a “Final Notice of Imminent Legal Action” – essentially a final ultimatum. On 6 August, I send this Final Notice to Trustpilot (addressed to both Content Integrity and Legal), again laying out the remaining fake reviews (listing each by name, date, and why it’s false/defamatory). I reiterate the laws Trustpilot is breaking by continuing to publish this material. I demand removal of all defamatory reviews within 48 hours (by 8 August 2025), and I state that if Trustpilot needs slightly more time for technical reasons, to at least provide an action plan. Otherwise, I will take immediate legal action against Trustpilot. This Final Notice references UK Voller case law that even platform staff can be personally liable once aware, and explicitly mentions that I will sue Trustpilot in the UK and Australia and report to regulators if they don’t comply. It is, essentially, the last warning.

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7–9 August 2025: During these days, the harassment continues on and off, though the intensity on Facebook has died down (likely because the perpetrators feel they achieved their goal of damaging my reputation). On Trustpilot, I notice that after my Final Notice, one of the fake reviews (“Z Doneskies”) was removed or hidden (perhaps Trustpilot finally deleted it upon internal review). However, at least one defamatory review still remains live (the “Robert McDonovan” one, which Trustpilot obstinately decided to keep online). I send follow-up emails on 7 and 8 August, practically begging Trustpilot to do the right thing, sharing any new evidence I have. On 8 August, I receive a brief reply from another Content Integrity rep, essentially saying all my flagged reviews are “being reviewed in accordance with our guidelines” and suggesting there’s no further comment at this time. In short, Trustpilot stonewalled – the message implied that if I want to formally escalate, I should do so via some other process, which is ironic because I had already escalated to your Legal team. Frustrated, I expand my outreach: I inform the media (I begin drafting an open letter to tech journalists about this fiasco) and I brief members of several online communities I’m part of about what’s happening, preparing them for a possible public call to action. The stress on me personally is immense (as detailed in the next section). By 9 August, Trustpilot has still not removed all the fake reviews, and I have not received any assurance that they will comply with my demands.

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10 August 2025: As of today, defamatory content remains published on Trustpilot’s site about Legion Killfeed. Trustpilot has provided no indication that it will fully rectify this. Therefore, I am left with no choice but to send this formal escalation email to Trustpilot’s highest levels and to involve the regulatory authorities in four jurisdictions. This email serves as a final timeline of events and a record of Trustpilot’s failures from 28 July through 10 August. I am now setting a hard deadline of 6:00pm AEST on 11 August 2025 (that is 9:00am BST, 11 August) for Trustpilot to remove ALL defamatory content and confirm in writing that it has done so and will prevent further abuse. If that confirmation is not received by the deadline, I will immediately proceed with the consequences outlined below.

[cid:5ec78646-c007-4a63-9fd7-a79da9260a68]

(Please note: There is extensive evidence for each of the above events, including screenshots of Facebook threads, copies of Trustpilot emails, and law enforcement reports. For brevity, I have summarized the timeline, but all specifics can be corroborated by attached documents or the evidence archive.)

Trustpilot’s Legal Violations and Liability

Trustpilot’s conduct (or lack thereof) in this matter is not just unconscionable – it is unlawful. By knowingly continuing to

host defamatory content after being notified, Trustpilot has likely forfeited certain legal immunities and is now exposed to liability under multiple laws:

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UK Defamation Act 2013 (Section 5) – Under UK law, website operators have a defense against defamation if they are neutral hosts and comply expeditiously with takedown requests from defamed parties. However, Section 5's protection is lost if the operator fails to respond adequately to a notice of complaint. I provided Trustpilot such notice on 2 August and again on 6 August, complete with details of why the statements are false and defamatory. Trustpilot's refusal to remove the content after notice disqualifies it from the Section 5 defense. In effect, Trustpilot has now become a publisher of these defamatory reviews (not merely an intermediary), because it knew of the illegality and decided to keep them online. UK case law (e.g. *Delfi v Estonia* in Europe, and analogous principles in *Voller* as mentioned below) underscores that once notified of defamatory content, a platform must act promptly or face liability. Trustpilot's inaction for days (and outright decision to "leave it up" in at least two instances) makes it liable for the continued publication. The false reviews in question clearly meet the UK's "serious harm" threshold for defamation, as they have caused serious reputational and business harm to me (a fact I can demonstrate via lost business and distress). Thus, if needed, I am prepared to bring a defamation claim against Trustpilot in the UK, where the damage (and Trustpilot's legal presence) exists.

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Australia – Defamation & *Fairfax v Voller* (2021) – In Australia, the High Court's decision in *Fairfax Media v Voller* HCA 27 established that entities who run social media pages or similar platforms can be considered publishers of third-party comments. In that case, media companies were held liable for defamatory comments users posted on their Facebook pages, even if the companies were not aware of each specific comment. The court confirmed that liability is strict once you facilitate the communication of defamatory material. By analogy, Trustpilot – which actively manages a platform for user-posted content and encourages users to post reviews – could be deemed a publisher of defamatory reviews posted on its site, especially once it has the capacity to exercise editorial control (which it does via the flagging system). Crucially, the High Court noted that having a mechanism to hide or remove comments means the platform participates in publication if it leaves them up. Moreover, the defense of innocent dissemination (akin to EU's hosting immunity) may not apply if the platform knew or ought to have known of the defamation. Trustpilot was repeatedly informed, so it certainly knew. Additionally, Australia's defamation law (at least until recent reforms) does not offer broad immunity to interactive web services, and Trustpilot has local presence via its usage here. In sum, Trustpilot could face liability in an Australian court as a publisher of the defamatory reviews. At minimum, the *Voller* precedent underscores that prompt removal upon notice is essential to avoid liability. Trustpilot's delays and errors run afoul of this – the company did not act as a diligent intermediary once I raised the alarm.

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Australian Criminal Code (Section 474.17) – This law makes it a criminal offense to use a carriage service (internet) to menace, harass, or cause offense. The individuals harassing me are clearly in violation of this (with their threats and abuse). While Trustpilot, as a platform, might not be directly charged under this section, by knowingly allowing the misuse of its service to menace/harass me after being notified, Trustpilot is arguably facilitating ongoing criminal conduct. In my formal notices I highlighted that continuing to publish this content could make Trustpilot complicit in the harassment. This is not a theoretical concern – Australian authorities can and do prosecute serious online harassment, and platforms have a duty to take reports seriously. I have indeed reported the matter to Australian regulators. Trustpilot's choice to ignore a victim's plea for help (and worse, to intimidate the victim) will not sit well with regulatory and law enforcement bodies here.

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EU Digital Services Act (Articles 14–16) – Trustpilot operates in the EU (headquartered in Denmark) and is subject to the Digital Services Act (DSA), which came into force in 2023–2024. Under DSA Article 14, hosting platforms have a binding obligation to provide an effective notice-and-action system for illegal content and to act "expeditiously" to remove or disable access to content that is illegal (such as defamatory content) upon receiving a notice. Article 15 and 16 outline requirements for handling complaints and working with "trusted flaggers," etc. Trustpilot's failure to remove clearly illegal

defamation after repeated notices is a direct violation of the DSA's requirements. Furthermore, under Article 17, platforms must provide statements of reasons for moderation decisions – the “reasons” given to me (claiming the content followed guidelines) were demonstrably baseless and did not reflect a careful assessment. The EU regulators (through the Digital Services Coordinator in Denmark, and potentially the European Commission if escalated) have the power to sanction platforms for non-compliance. Trustpilot's inaction here is exactly the kind of scenario the DSA intends to prevent. I will be informing the EU authorities that Trustpilot A/S has knowingly ignored over a dozen formal takedown notices and allowed new, similarly false reviews to be posted by the same group. Under the DSA, this could result in investigations and fines. In short, Trustpilot's content moderation failure is not just a PR issue – it's now a regulatory compliance issue in the EU.

*

Other Jurisdictions: This campaign and Trustpilot's platform reach multiple countries (my customers span globally). In the United States (where Trustpilot Inc. also operates), the content constitutes defamation per se and harassment. While Trustpilot might ordinarily invoke 47 U.S.C. §230 (CDA Section 230) immunity in the US, note that Section 230 does not immunize federal criminal law nor does it stop me from pursuing the individuals in US courts. I have already filed a complaint with Canadian authorities as well, since Canadian law also addresses online harassment and defamation. The cross-jurisdictional nature of this situation means Trustpilot's behavior is under the microscope of international regulators and law enforcement – a point I stressed in my communications.

To put it plainly: Trustpilot had a legal duty to remove obviously defamatory and abusive content once it was made aware. Trustpilot has failed that duty. Trustpilot's own policies state you do not allow defamatory or hate content, yet your team oddly “found no breach” in content that any reasonable person can see is vile and false. This failure to enforce your policies not only harms me, it undermines the trust of all users in your platform. Additionally, by attempting to silence me with a brand misuse warning rather than fixing the issue, Trustpilot may have engaged in unconscionable conduct under consumer protection laws (it appears as an attempt to deter me from exercising my rights).

I urge you to consider the precedent this sets. If Trustpilot is willing to let a small business be destroyed by fake reviews and does nothing even after legal notice, it calls into question the integrity of every review on your site. No business (or consumer) can have confidence in a platform that seemingly protects attackers over the attacked. Beyond the moral responsibility, Trustpilot now faces potential civil liability and regulatory penalties if this isn't immediately rectified. The CMA in the UK has been cracking down on fake reviews on platforms, the ACCC in Australia likewise has broad powers to act against businesses facilitating harmful misrepresentations, and the Danish authorities will certainly be interested in a Danish company flouting the DSA and enabling defamation globally. I have already indicated to these bodies that Trustpilot's actions (and omissions) here may warrant investigation.

(References: UK Defamation Act 2013 §5; Fairfax Media v Voller (HCA 2021) confirming hosts as publishers; Australian Criminal Code 1995 §474.17 on using carriage service to menace; EU Digital Services Act 2022, Articles 14–16 on notice and action obligations. Each of these is directly relevant to Trustpilot's obligations in this scenario.)

Impact on My Business and Wellbeing

Trustpilot's failure to act has caused severe damage to my business and to me personally:

*

Business Losses: In the short span of this campaign, Legion Killfeed's reputation has been dragged through the mud on what is supposed to be a trusted review platform. Our Trustpilot rating dropped from 4.7 to 4.4 due to the influx of fraudulent 1-star reviews, tarnishing the hard-earned positive feedback from real customers. I have already lost at least several paying subscribers who cited “seeing bad reviews” or “concerns about scams” as reasons for canceling. New user sign-ups have dwindled – I went from a steady growth to almost none in the past week. I conservatively estimate that I've lost dozens of prospective customers, and this could worsen if the false reviews remain. For a small solo business, even a handful of lost clients can be devastating to the bottom line.

*

Time Devoted to Damage Control: Instead of focusing on improving my software and serving my customers, I have spent

40+ hours per week for the past two weeks on nothing but crisis management. Every day, I've been collecting evidence (screenshots, logs), responding to abuse, writing detailed complaints to Trustpilot and various authorities, and reassuring existing customers of the truth. This is effectively a full-time job forced upon me by the attackers – and Trustpilot's inaction compounded it. All those hours are time I couldn't spend coding new features or providing support for my paying users. The opportunity cost is enormous; I am a one-person operation, so when I'm tied up with this, the business effectively stalls. The campaign thus achieved one of its aims: it disrupted my business operations, costing me countless hours and likely setting back development timelines by weeks. Trustpilot must understand that every additional day I had to fight to get these lies removed was a day of productivity and income stolen from my business.

*

Mental and Emotional Distress: The personal toll this has taken on me is profound. I have faced online harassment before, but this episode – and the feeling of abandonment by a platform that should help – has pushed me to my limits. Being publicly labeled a scammer, thief, and worse in front of one's customers is a nightmare for any honest business owner. I have experienced intense anxiety, stress, and insomnia over these weeks. It is extremely distressing to wake up each day and check if another defamatory lie has appeared, and to wonder how many potential customers saw it overnight. The fear and helplessness inflicted on me cannot be overstated. I've suffered panic attacks reading some of the hateful false accusations. The situation even stirred traumatic stress, as some attackers dredged up grotesque lies (like the aforementioned pedophilia slur) which left me feeling sick and humiliated. I am not ashamed to admit this has made me cry in frustration on multiple nights. Trustpilot's negligence greatly amplified this distress – knowing that a large platform was broadcasting the falsehoods to the world, and that my pleas for help were being brushed aside, left me feeling despair. I've had to seek support from friends and advisors to cope. This kind of emotional harm is precisely what online abuse laws recognize as serious; yet Trustpilot's actions have shown a disregard for the human impact of defamatory content.

*

Harassment and Safety Concerns: Beyond the reviews themselves, the coordinated harassment included direct abuse towards me and anyone defending me. I've received vile messages on Discord and other channels from unknown persons echoing the smears, clearly emboldened by the fact the posts on Trustpilot/Facebook lend them "credibility." I faced cyberbullying on a scale I hadn't before – being told to "kill yourself," being called slurs about my appearance and intellect, and threats that my business would be "taken down." One commenter gleefully reacted to my mention of contacting authorities with "hahaha this is AWESOME" – indicating they derive joy from my suffering. This level of hateful dogpiling can have serious consequences; people have been driven to self-harm from less. I have been strong enough to hold on, but the mental anguish inflicted is real and actionable. The content allowed on Trustpilot contributed significantly to this harassment campaign's visibility and longevity – it gave the attackers a public stage and sense of accomplishment. By leaving defamatory reviews up, Trustpilot effectively validated the abusers in their eyes, encouraging them to continue. It's hard to quantify how horrifying that feels on the receiving end.

*

Reputational Sabotage: My business, Legion Killfeed, exists in a niche community where word-of-mouth is key. The attackers strategically used Trustpilot – a high-profile public review site – to create a false narrative about me that could poison the well for anyone searching my service. This is long-term damage. Those fake reviews, even if eventually removed, may have already been seen by hundreds of eyeballs and possibly archived by search engines. Every day they remained up, potential customers could have read and believed those lies (especially since Trustpilot inexplicably left them with a stamp of "does not breach guidelines," which could mislead readers into thinking Trustpilot somehow verified them). I will likely have to engage in a sustained PR effort to undo the doubt and negativity seeded by this campaign. The attackers' goal was to destroy my reputation, and Trustpilot's lapse made that much easier for them. A business's reputation is its lifeblood – and Trustpilot's negligence almost bled mine out.

*

Disproportionate Harm to a Vulnerable Individual: I want to highlight that I am not a large corporation with teams of lawyers. I am a single developer who is also an Indigenous Australian and a person with a disability. These aspects of my

identity compound the hardship I'm experiencing. As an Aboriginal entrepreneur, I've worked hard to overcome barriers and biases in the tech/gaming space; seeing my work torn down by malicious actors – and feeling unsupported by a major platform – is disheartening on a deeper level. My disability (which I will not detail here for privacy) means I already cope with certain challenges daily – this stress and harassment have directly impacted my health in ways an able-bodied person might not experience. It is well documented that online harassment can disproportionately affect marginalized people and those with mental or physical health struggles. I am living proof of that. The exhaustion and exacerbation of symptoms I've felt these past days would perhaps be trivial to a big company, but to me it's huge. Trustpilot should be aware that by allowing this abuse to persist, it has inflicted particular harm on a person of protected characteristics – something regulators and the public take very seriously. In the ACCC complaint I filed, I even noted my Indigenous status and disability, because I want authorities to know how the impact here isn't just financial – it's deeply personal. All I ask is to run my small business safely and with dignity, but Trustpilot's failure made that feel impossible in this moment.

To illustrate the above: in my ACCC report (Reference No. IRU-2025-08-04...), I described how 13 formal notices to Trustpilot were ignored and how that led to significant loss of income and intense mental strain. I explained that I've spent weeks fending off abuse and that the situation drove me to anxiety and exhaustion. These are not exaggerations – they are on record with a government agency. I have attached supporting documents (PDFs) that detail these impacts. It's important that Trustpilot and any cc'd authorities appreciate that this isn't just "a few bad reviews" – it's a concerted attack causing real human harm.

Formal Complaints to Authorities & Evidence Archive

As noted, I have already taken the step of reporting Trustpilot's conduct, and the attackers' conduct, to various authorities. Below is a list of formal complaints and reports lodged, with reference to attached documents (by file name) containing full details and evidence:

*

Complaint to Australian eSafety Commissioner (Filed 4 August 2025): I submitted a detailed complaint letter to the Office of the eSafety Commissioner titled "Formal Complaint to the eSafety Commissioner – Coordinated International Harassment and Defamation Campaign". This document (PDF attached) outlines the cross-platform harassment, names the individuals involved, and requests intervention under Australia's Online Safety Act (Adult Cyber Abuse provisions). It references prior Case #ACA-2024-0528878 (a related harassment case from 2024 that remained unresolved). The complaint emphasizes that the content on Trustpilot is part of this coordinated abuse and is causing harm in Australia. It asks eSafety to liaise with platforms (including Trustpilot) to get the content removed and hold perpetrators accountable. (See attached PDF: Formal Complaint to the eSafety Commissioner – Coordinated International Harassment and Defamation C.pdf)

*

Complaint to Australian Competition & Consumer Commission (ACCC) (Submitted August 2025): I filed a report via the ACCC's online portal (Ref #INC3217398) specifically about Trustpilot's role in this affair. In that report, I identify Trustpilot as the business whose conduct is at issue (for publishing false reviews affecting my business). I detail how Trustpilot is knowingly hosting defamatory, misleading material that constitutes false or misleading conduct in trade (as it harms my business by deception). I explain the timeline of my notifications to Trustpilot and their failure to act, and the damage caused to me and consumers who are being misled. I highlight that Trustpilot's inaction is effectively facilitating the harassment campaign and that this raises serious consumer protection concerns (since users rely on Trustpilot for honest reviews). The ACCC has the mandate to address unfair practices affecting businesses, and hosting fake defamatory reviews certainly qualifies. (See attached PDF: Report an issue affecting your business · ACCC.pdf – this contains the text of my ACCC report, including the description of what happened and the impact on me. Note: I identified myself in that report as an Indigenous person with a disability, to underline the disproportionate impact.)

*

Report to Thames Valley Police, UK (Filed 4–5 August 2025): I lodged a formal police report with the Thames Valley

Police Cyber Crime Unit (as Mr. Hayes, a key perpetrator, resides in that jurisdiction). The report details the harassment originating from the Facebook post and the false reviews on Trustpilot. It includes evidence like screenshots of Mr. Hayes's incitement ("Please report... filed a bad review") and the text of the fake Trustpilot reviews. The police have assigned a reference number to this case (which I have provided to Trustpilot previously). The involvement of UK police underscores that this is not a trivial matter of "some bad reviews" – it is considered criminal harassment and defamation. I have provided police with all available information on the UK individuals (names, profiles, etc.) and I've indicated that Trustpilot has logs that could help identify the culprits (IP addresses of "Danny Hayes" review, etc.). (Evidence of this report is summarized in the attachment list in my Trustpilot communications. I can provide the full police report or reference number upon request, though for privacy I haven't attached the police report itself here.)

*

Complaint to Canadian Authorities (Submitted 5 August 2025): Given one perpetrator (Brett Jones) is Canadian (or at least in North America) and he made extremely defamatory statements, I filed a report with the Canadian Cybercrime unit / RCMP (via their online portal) focusing on his conduct (e.g., the false pedophilia accusation and involvement in the fake review mob). That complaint includes evidence from Discord chats and notes that the content was propagated on Trustpilot (a platform accessible in Canada). Defamation can be criminal in Canada when it's this malicious (criminal libel), and certainly the harassment aspect is covered under hate/harassment statutes. This complaint is also referenced in the attachments list. I have not attached the full text publicly, but it's on file with Canadian law enforcement.

*

Complaint to Meta/Facebook (Reported 4 August 2025): I formally reported the initial Facebook post and the entire harassment thread to Meta's legal/content abuse team. I sent a notice to Meta (with the subject "Coordinated Harassment and Defamation – Facebook Post") identifying the URL of the offending Facebook group post and explaining how it violated Facebook's Community Standards (bullying/harassment, incitement, etc.). I included references to how that content spilled over to Trustpilot and elsewhere. Facebook's response is pending, but I wanted it noted that the source of this campaign is also under review by that platform. (Referenced in attachments: "Report to Facebook/Meta on 4 August 2025".)

All of the above complaints have been saved to an evidence archive, along with extensive supporting materials:
Evidence Archive: I have compiled a OneDrive folder containing all relevant evidence – screenshots of Facebook comments, copies of the fake Trustpilot reviews (with timestamps), chat logs from Discord, email correspondence with Trustpilot, and more. This archive is accessible at the following link:

<https://1drv.ms/f/c/ac56af7aa8f9336c/Eje1CxVVYyhLhLEWGSiTergBVvI7ltgndB8KCKTr9fGW4Q?e=a5IP8n>

.

For instance, the archive includes an image gallery of screenshots showing Mr. Hayes's posts urging mass reporting and fake reviews, the Trustpilot dashboard showing my flags and Trustpilot's improper "not a breach" decisions, and snippets of Discord where Brett Jones makes his vile slurs. There is also a chat wherein Mr. Jones called me a "pedo". All of this evidence has been shared with the aforementioned authorities and is available for Trustpilot's own review upon request. In the attachments to this email, I have included key documents for your convenience: the Trustpilot Legal Complaint letter (4 Aug 2025), the eSafety Commissioner Complaint (4 Aug), the ACCC report text, and a summary document "Malicious Attacks on Legion Killfeed" that I used to brief law enforcement. I trust you will review them thoroughly. They contain direct quotes, dates, and references that back up every assertion I've made here.

Let me emphasize: Nothing in my claims is unsubstantiated – I have a paper trail and media evidence for everything. If needed, I can supply Trustpilot with copies of the Facebook thread (though your staff already saw some, as I sent screenshots on 3 August), and the exact text of each fake review as it appeared. I urge you to also internally check whatever logs you have – you will likely find that these reviews came from a cluster of accounts all created around the same time, with minimal other activity, some possibly sharing IP ranges or other fingerprints. In other words, your own data should corroborate that this was a brigaded attack and not organic customer feedback.

Demands: Remediation by 11 August 2025, 6pm AEST

Trustpilot must take the following actions immediately (no later than 6:00pm AEST on 11 August 2025, which is 9:00am BST on 11 August):

1.

Permanently remove all defamatory and abusive reviews related to Legion Killfeed. By "all," I refer to every review posted in late July/early August 2025 by the malicious actors. As of this writing, at least one such review is still live ("Robert McDonovan"). There may be others under different names that I flagged – ensure none of them remain on any Trustpilot domain (including any localized domains). Simply "hiding" them is not enough; they must be fully expunged so they no longer appear to any user.

2.

Ensure no re-publication or reappearance of these reviews. Sometimes removed reviews can resurface if the user edits them or if Trustpilot's systems mistakenly re-enable them (as happened on 2 August). Trustpilot must guarantee these specific pieces of content will not come back online. The accounts in question should be suspended or banned to prevent reposting.

3.

Provide a written confirmation of compliance. I require an official email or letter from Trustpilot confirming that the offending content has been removed due to violations, and acknowledging Trustpilot's obligations under the law to do so. This letter should be sent to me at this email address by the deadline. It should be written on Trustpilot's letterhead (or from an official corporate email) and include a clear statement that the reviews violated Trustpilot's guidelines and have been taken down. I will treat this as part of the record going forward.

4.

Cease any retaliatory actions against me or my business. Drop any "brand misuse" claims or other irrelevant complaints you have initiated in response to my whistleblowing. I expect no further harassment or spurious warnings from Trustpilot; instead, focus on the real issue at hand.

5.

Preserve all evidence on your end. While you should remove the content from public view, do not delete the backend data (user identities, IP logs, timestamps, correspondence). I formally request that Trustpilot preserve all records related to the reviews and accounts in question, as well as all internal communications or notes on this case. This data may be required for legal proceedings against the perpetrators (and potentially against Trustpilot). As you are aware, destruction of evidence after a legal hold notice (which my 2 Aug and 6 Aug notices essentially were) could lead to further liability.

If Trustpilot complies with the above fully and promptly, that will at least stop the bleeding and allow us all to move forward. However, if Trustpilot fails to meet this deadline or only partially fulfills these demands, I want to be unequivocal about the consequences:

*

Legal Action: I will initiate civil defamation proceedings against Trustpilot A/S without further notice. This could be in the High Court of England (where Trustpilot has a presence and where significant harm occurred) and/or in the appropriate court in Australia. I will also explore joining individual Trustpilot staff to the suit if warranted (for example, those who knowingly reinstated defamatory material after recognizing its nature). I have already consulted legal counsel, and have been advised that our case is strong given the clear evidence of notice and inaction. We will seek all available damages. (For context, defamation damages can be substantial, and I will also be claiming for business interference and emotional distress where applicable.)

*

Regulatory Reporting: I will formally report Trustpilot's misconduct to the UK Competition & Markets Authority (CMA) and the Danish authorities (the Danish Consumer Ombudsman or Competition and Consumer Authority) as a case of a

platform facilitating fake reviews and failing to comply with content obligations. The CMA in particular has powers to investigate and penalize companies for allowing fake or misleading reviews that harm consumers. The EU Commission's Digital Services coordinators will also be notified to examine Trustpilot under the DSA framework. Trustpilot could face significant fines or orders under those regimes if found in breach. I will ensure all evidence and correspondence (including this email) are made available to them. In Australia, I will update the ACCC and eSafety Commissioner that Trustpilot did not appropriately respond even after intervention was sought, potentially prompting regulatory action or public advisories there.

*

Public Exposure: I will take this story to every relevant media outlet willing to listen – not just tech media, but mainstream news in Australia, the UK, Denmark, and beyond. Defamatory reviews and platform negligence is a hot topic (numerous outlets have covered the dangers of fake reviews and unchecked online harassment). I am prepared to share my ordeal, naming Trustpilot's role in it, to shine a spotlight on this failure. Trustpilot's brand is literally about "trust"; I can't imagine the company would want headlines about how it betrayed an Aboriginal disabled small-business owner by hosting lies and then retaliated against him. Yet that is exactly the story I will tell, truthfully backed by evidence, if we reach that point. Consider how customers will view Trustpilot if they learn of this incident.

*

Community Alert: I manage and have access to large communities in the gaming and tech world. In particular, I am connected to over 1,000 Discord servers comprising about 124,000 users (these include gaming communities, developer groups, and streamers who overlap with my product's audience). I will publish a detailed account of Trustpilot's actions in those channels, effectively warning tens of thousands of people about what Trustpilot has done. Additionally, I am part of a global Xbox community network that reaches over 1,000,000 gamers worldwide. Gamers talk, and they support their own – I will make sure this network is informed about how Trustpilot allowed a group of trolls to sabotage a game server tool business and how Trustpilot responded when confronted. The resulting backlash and loss of goodwill for Trustpilot in those circles could be significant. In an era where online platforms live or die by user perception, such negative word-of-mouth is something I'm sure you'd prefer to avoid.

To be clear, I do not want to have to resort to lawsuits or smear campaigns. I started contacting Trustpilot in good faith, believing this could be resolved swiftly through your content guidelines. Instead, I was met with indifference and adversity. My hope is that this formal escalation can still spur the corrective action that should have happened two weeks ago. Trustpilot must do the right thing now, not just for me but as a matter of principle – to show that it truly does not tolerate abuse of its platform.

I trust that by this point, the gravity of the situation is evident. I have cc'd this message to regulators across multiple jurisdictions to ensure transparency and accountability. They will see exactly what I have reported and what I have requested of Trustpilot. If further action is needed from their end, they have the details to proceed.

Finally, I want to leave you with a very stark illustration of what your failure means to me. This is not just about a review score or a business transaction – it's about basic rights and livelihood. The way things have transpired has made me feel like the systems are so broken that only extreme cynicism remains. In fact, I will conclude with this statement:

Doesn't it strike anyone as wrong that trust pilot will not post websites that engage in illegal activities (eg: be criminals, much like trust pilot is being right now) but a law abiding business under constant harassment has a multi-million dollar company (trustpilot) contributing to the destruction of years of hard work?

That alone indicates when trustpilot fails or breaks the law like they are now and when the ACCC doesn't act and when the eSafety Commissioner REFUSES to act, they are letting Trustpilot knowingly and willingly break the law and destroy a small business.

It's almost like trust pilot is in sighting crime by harassing small business until the business has to start sex trafficking to be free from the illegal and abusive way trust pilot violates our rights.

In other words, it seems the only way to escape the kind of unlawful abuse Trustpilot is subjecting us to would be to engage in something as heinous as sex trafficking – because apparently then authorities might take action, whereas right

now a law-abiding small business is left defenseless. This is obviously a despairing hyperbole, but it captures the level of frustration and hopelessness I have been driven to by Trustpilot's negligence. I need you to understand how critically serious this is.

But that wouldn't work anyway, because Trustpilot is listed on Trustpilot and they;

*

aid businesses or individuals with manipulate news, reviews, documents and results;

*

promote hatred, violence, terrorism, xenophobia or any form of discrimination against any individual or group;

*

facilitate criminal activities of any sort, including those carried out by means of computers or the Internet;

*

are engaged in financial scams such as pyramid schemes, credit card fraud, mortgage scams; or, otherwise operate illegally; for example, selling fake or unsafe goods and services, or generally mis-sell;

*

use, or facilitate the use of Artificial Intelligence in a way that may cause harm to others, for example in any of the products or services listed above.

Your "Consumer Warnings and Alerts" policy, as presently worded and applied, constitutes an unfair contract term under Australian Consumer Law, because no business engaging with Trustpilot willingly agrees to be publicly defamed or have unverified, subjective allegations displayed as fact. Such "warnings" are inherently libellous when based on unproven claims or Trustpilot's own unilateral interpretations, and they cause measurable reputational and financial harm. Any attempt to apply a Consumer Warning to my business will be treated as a fresh act of defamation and malicious interference, triggering swifter and more direct legal consequences. Trustpilot is not an untouchable entity above the law, and you have no right to violate my rights through the publication of false, misleading, or damaging statements.

Your immediate action is required. Remove the defamatory content and confirm in writing by 6pm AEST, 11 August 2025 (9am BST). I have every expectation that you will comply and finally put an end to this nightmare. If not, Trustpilot will leave me no choice but to pursue every avenue of recourse available, as outlined above, to protect my rights and my business.

I await your prompt response.

Sincerely,

Anthony Brodie

Owner & Developer, Legion Killfeed (ABN 28387377607) Australia

Fairfax & Others v Voller: The expanding net of publication - social media and third-party

comment<<https://www.landars.com.au/legal-insights-news/fairfax-and-others-voller-expanding-net-of-publication>>

<<https://www>.

Erika (Trustpilot Help)

11 Aug 2025, 15:02 BST

Hi Anthony.

Thank you for your email.

This is a courteous reminder that you have contacted the dispute team, which specializes in managing disputes. We also prioritize one case at a time. I We have completed the investigation regarding the review of WARZONE. The investigation

has concluded, and the review will remain available online.

Should you wish to discuss a different matter, please do not hesitate to utilize our [contact form](#).

Kind regards,

Erika,

Escalation Team - Content Integrity



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

Anthony Brodie

10 Aug 2025, 13:26 BST

Formal Escalation – Trustpilot’s Misconduct in Handling Defamatory Content

To: Trustpilot A/S – Executive Team & Legal Department (Copenhagen, DK)

CC: Australian Competition & Consumer Commission (ACCC); Office of the Australian eSafety Commissioner; UK Competition & Markets Authority (CMA); Danish Competition and Consumer Authority; EU Digital Services Act Regulators
From: Anthony Brodie – Owner, Legion Killfeed (Sydney, Australia)

Date: 10 August 2025

Subject: Urgent Demand – Removal of Defamatory Content & Cease Retaliatory Conduct Against Legion Killfeed

Dear Trustpilot Team,

I am writing to formally escalate a complaint regarding Trustpilot’s handling of a coordinated defamation and harassment campaign against my business, Legion Killfeed. I am an Aboriginal and disabled business owner in Australia, and over the past two weeks I have endured relentless attacks which Trustpilot’s platform not only failed to prevent but has actively exacerbated. Despite repeated notices – including a cease-and-desist sent on 4 August – Trustpilot has refused to remove blatantly fake and defamatory reviews, and instead engaged in what appears to be retaliatory misconduct (such as a baseless “misuse” accusation against my business after I raised legal concerns). This email is addressed to Trustpilot’s leadership and copied to multiple regulatory authorities across Australia, the UK, the EU, and Denmark, because Trustpilot’s inaction and retaliation have now triggered legal violations in all these jurisdictions. The situation is untenable and demands immediate corrective action.

Trustpilot’s Misconduct and Retaliation

Trustpilot’s handling of this matter has been deeply improper on multiple fronts:

*

Hosting Defamatory Fake Reviews: Since late July, several malicious 1-star “reviews” have been posted on Trustpilot for Legion Killfeed. These reviews are patently false and violate Trustpilot’s own guidelines (they contain personal insults, obscenities, and untrue accusations). For example, one review was posted by a user literally named “Cunt” (an obscene slur) and falsely claimed that my business “robs people of their money and then blocks them” – an outrageous lie by someone who was never even our customer. Another fake review by “WARZONE” simply called our service “trash” and

alleged we “treat you like st,” with no factual basis. A user “Danny Hayes” (using the name of a known competitor orchestrating this attack) posted a review labeling us “toxic scammers” and urging readers to “REPORT ONLY!”, even bizarrely telling people to avoid one of our community members by name. None of these reviewers had genuine service experiences – they were part of a brigade attack. Yet Trustpilot allowed these posts to go live and remain public** long enough to inflict serious damage.

*

Refusal to Remove Defamation (Even After Flagging): I immediately flagged each offending review through the Trustpilot Business dashboard as they appeared (starting 29 July). These were textbook cases of “harmful or illegal content” that violate your Terms of Use. Initially, some action was taken: on 2 August I received notice that the review by “WARZONE” was removed after the user failed to verify any genuine experience (Trustpilot contacted the reviewer for proof of purchase and none was provided, so the review was taken down). However, Trustpilot inexplicably reversed course on another clearly violative review. The review by “Cunt” – which contained both a vulgar term and defamatory lies – was temporarily hidden pending investigation, only to be reinstated shortly thereafter with a message from your Content Integrity agent stating the review “follows our guidelines”. This decision is baffling and unacceptable: an account using a racial/sexual slur as a username and spreading false accusations plainly does not follow your guidelines (which forbid obscenities and defamation). In the email on 2 August, your agent even acknowledged “we don’t allow any content that includes... obscenities, defamation” yet still concluded the post didn’t merit removal. Such a determination defies logic and directly contradicts Trustpilot’s policies. It suggests a severe breakdown in Trustpilot’s content moderation process.

*

Retaliatory “Misuse” Accusation: Rather than promptly addressing the abuse, Trustpilot’s response to my protected complaints was disturbingly retaliatory. Mere days after I served Trustpilot with a formal legal notice (cease-and-desist) on 4 August demanding removal of the defamatory content, I received a notice accusing my business of “Trustpilot brand misuse.” This notice claimed that the way I displayed Trustpilot’s logo or TrustScore on my website violated branding guidelines. The timing and pettiness of this accusation make it clear it was an act of bad-faith retaliation. At a moment when I was pleading for relief from ongoing defamation and harassment, Trustpilot chose to threaten my account over an irrelevant technicality. This conduct is beyond unprofessional – it is punitive and malicious. (For context, my use of the Trustpilot widget/logo was in good-faith and in line with common practice, but I immediately adjusted it regardless. The issue here is Trustpilot’s intent: you sought to punish the victim raising a complaint, instead of punishing the abusers.) Such retaliation not only violates basic standards of fairness, it may itself breach consumer protection laws (by seeking to silence a complainant via intimidation).

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Erratic Moderation & Broken Integrity Processes: Trustpilot’s overall moderation of this situation has been grossly one-sided. While failing to remove obvious fake reviews that flouted your rules, Trustpilot did remove a legitimate 5-star review from a real customer around the same time – apparently flagging it as “suspicious” simply because that customer (Ms. Madelyn Maddock) had defended us publicly against the mob. In other words, Trustpilot’s system falsely punished a genuine user supporting our business (likely due to some algorithmic heuristic), even as it protected trolls posting under obscene pseudonyms. One of the defamatory reviews (by “Danny Hayes”) even named this innocent supporter in a harassing way, yet Trustpilot initially left that intact. The irony and bias on display are astounding: Trustpilot’s automated filters and moderators were tougher on a real positive review (perhaps thinking it was “too favorable”) than on a slew of obvious bad-faith negative ones. This calls into question whether Trustpilot’s “Content Integrity” team truly had my business’s rights or the truth in mind during their reviews. It appears, frankly, that Trustpilot was bending over backward to excuse or retain negative content (no matter how abusive) while nitpicking or nuking positive content – a perverse outcome that diminishes trust in the Trustpilot platform itself.

In summary, Trustpilot has failed to uphold its own standards or the law in this case. The platform was misused to propagate lies and harassment, and once those violations were brought to your attention, you not only failed to correct them, but engaged in retaliatory and obstructionist behavior. This is a serious breach of trust and creates potential legal

liability for Trustpilot (as detailed below). I urge you to recognize that this is not a normal “customer dispute” – it is an outright abuse of your platform that Trustpilot has become complicit in.

Individuals Behind the Harassment and False Reviews

To leave no doubt about the bad-faith nature of these “reviews,” I will summarize the key individuals involved in the coordinated campaign against Legion Killfeed (across Facebook, Trustpilot, and other platforms). All of these persons are working in concert to harm my business, and their identities and actions are well documented:

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Daniel Santos – Originator of the smear. Mr. Santos (Facebook alias “dani23COVID”) is believed to be a disgruntled former user. On 28 July 2025, he published the initial defamatory Facebook post that incited this campaign. In that public post, he falsely accused Legion Killfeed of “scamming” and abusing customers, and explicitly urged others to “take down” my business. Santos actively participated in the ensuing pile-on, hurling insults and even threatening me by saying “Legion will fall one way or another, you are trash...”. His post became the flashpoint that rallied others to attack.

*

Danny Hayes – UK-based competitor and ringleader. Mr. Hayes operates a rival DayZ kill-feed service in the UK. He eagerly seized upon Santos’s post to orchestrate a mob attack against me. In the Facebook comments, Hayes openly incited others to flood my platforms with reports and fake reviews. For example, he posted: “Here is the report link guys... Please report to Discord... I have reported the Facebook and filed a report against scammers... as well as a bad review...”. He also encouraged people to seek fraudulent refunds via PayPal (“that’s the fix then – PayPal refund and don’t use Legion again!”), essentially urging them to financially sabotage us. Hayes’s Trustpilot review (posted under his real name around 31 July) mirrored his defamatory rhetoric – calling us “disgusting, toxic scammers” and telling everyone they’ll “regret purchasing” our service. Trustpilot did eventually recognize this review as a breach (given Hayes’s clear conflict of interest as a competitor) and removed or flagged it. However, Hayes’s role in instigating the wider harassment is unmistakable. His motive (eliminate a competitor) makes his abuse particularly egregious.

*

Brett Jones (alias “MrTech9” or “MrTechN9ne”) – Former affiliate turned harasser. Mr. Jones (believed based in North America) was loosely affiliated with Legion Killfeed until mid-July 2025, when I banned him for gross misconduct. He had made an earlier outrageous false accusation against me (falsely calling me a “pedophile” during a voice chat) which resulted in his expulsion. In retaliation, Mr. Jones joined forces with the above individuals in the recent campaign. He amplified the slander in Discord chats and likely on Trustpilot as well. We suspect he may have posted or contributed to one of the anonymous reviews (possibly under a pseudonym like “WARZONE” or “Cunt”) if he didn’t use his real name. Even if not directly identifiable in a Trustpilot username, Mr. Jones’s involvement is clear from the extremity of the lies being spread (the “pedophile” slur, for instance, is his hallmark). He has been spewing heinous lies about me to anyone who would listen, driven purely by revenge. His conduct constitutes targeted harassment and defamation of the worst kind.

*

Dan Ahern – Associate participant. Mr. Ahern’s exact identity is less clear, but he is an associate of Hayes and/or Santos (possibly U.S.-based) who joined the group harassment. He was active in abusive Discord chats and likely involved in amplifying the smear on various platforms. While he may not have written a standout review or post himself, Ahern contributed to the dogpiling – adding to the chorus of insults, reinforcing the mob mentality, and possibly creating fake accounts to attack us. His role, along with others in the mob, was to pile on pressure and fear.

*

Zeus Lozano – Malicious opportunist (Canada). Mr. Lozano injected himself into the Facebook thread to lob a specific false accusation: he claimed I “stole” his server configuration and urged everyone to “please report both the server and discord” related to Legion Killfeed. This claim is entirely fabricated – I have never interacted with any of his server files. It was clearly meant to incite more hatred by painting me as a thief. Lozano’s lie had no purpose except to rile people up and justify further mass-reporting of my services under false pretenses. He essentially yelled “fire” in a crowded theater of

social media to get the crowd to turn against me.

*

“Robert McDonovan” (alias “Matt Mcglouglin”) – Fake persona for a Trustpilot review. On 5 August 2025, after some of the earlier fake reviews were removed, a new Trustpilot account under the name “Robert McDonovan” appeared and left a 1-star review titled “Absolute SCAM”. The review claimed “He takes your money and deleted your server if you disagree with anything he says”. This is not only false and defamatory, it is technically impossible – my service cannot delete customers’ game servers (we have no such control). We have no record of any customer by the name Robert McDonovan or Matt Mcglouglin, confirming this was a fabricated persona. The lie about “deleting servers” is a blatant attempt to scare potential customers with a horror story that has zero basis in reality. We suspect this alias was used by one of the above attackers (quite possibly Dan Ahern or Brett Jones) to continue the defamation after “Danny Hayes” and others were taken down. In any case, “Robert McDonovan” is not a real customer – it’s simply another weaponized false review created to harm us.

*

“Z Doneskies” – Another fictitious reviewer. In early August (just after one of the previous fake reviews was removed), an account under the name “Z Doneskies” posted yet another 1-star review. This one alleged that I “ban and curse out people who ask simple questions” and insinuated that our bot “hasn’t worked well in 2 weeks,” etc. – again making it sound like I abuse my users and our product is broken. Notably, this reviewer spoke in generalities (“it was just a sad sight to see”) and basically admitted they were observing rather than an actual paying customer. We have no customer by that name either. This was clearly another placeholder account used to keep the flow of negativity going as others got removed. It parrots the same theme: painting me as unprofessional and cruel to users, which is false and part of the attackers’ narrative. The timing of these posts (each popping up right after Trustpilot would remove one) underscores that this is a coordinated effort by a group, not organic individual opinions.

Each of these named persons (or aliases) has played a role in a targeted harassment and defamation campaign. They are not genuine dissatisfied customers – they are acting with malicious intent to destroy my business’s reputation. This context is crucial, because Trustpilot was made aware of it. I explicitly informed Trustpilot’s support and legal team about the coordinated nature of this attack, naming these individuals and providing evidence of their collusion. Thus, Trustpilot cannot claim ignorance that “maybe the reviews were real experiences” – you knew these were orchestrated fake reviews tied to a harassment mob.

Timeline of Key Events (28 July – 10 August 2025)

For clarity, here is a chronological timeline of the major events in this matter, including the Facebook incitement, the wave of Trustpilot reviews, my reports to authorities, and Trustpilot’s responses:

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28 July 2025: Daniel Santos publishes a defamatory Facebook post in a DayZ gaming group that becomes the catalyst for the attack. In this post (and subsequent comments), he accuses Legion Killfeed of scamming users and essentially calls for a mob retaliation against us. I first learn of this post as hostile comments start flowing.

*

29–31 July 2025: The harassment rapidly escalates. On Facebook, multiple individuals (Danny Hayes, Zeus Lozano, Dan Ahern, Brett Jones, etc.) join Santos’s thread and coordinate actions: mass-reporting our Discord server and Facebook page, encouraging fake refund disputes, and hurling abuse. Crucially, during these days the attackers also extend the campaign to Trustpilot: Several new or pseudonymous Trustpilot accounts are created in quick succession, each leaving a malicious 1-star review for killfeed.co. The reviews by “Cunt”, “WARZONE”, “Danny Hayes”, etc., all appear during this period. I receive notification emails of new reviews that are plainly suspicious (e.g., obscene usernames, outright lies copied from the Facebook comments). I immediately flag all of them via the Trustpilot dashboard as fake/abusive. Around this time I also alert local authorities to what is happening (the level of vitriol and explicit incitements to harm my business led me to begin documenting evidence for police).

*

30–31 July 2025: As the fake reviews pile up, my Trustpilot TrustScore plummets (dropping from a 4.7 “Excellent” rating to around 4.4 within days). Legitimate customers are seeing these defamatory reviews, and I start receiving concerned messages from users. The damage is already underway: I notice a couple of subscribers cancel their subscriptions, and new sign-ups slow down. On 31 July, one of the fake reviews is posted under the name “Danny Hayes” (the UK competitor); given the obvious conflict of interest, I flag it specifically for Conflict of Interest/Competitor violation.

*

1 August 2025: I submit additional detailed flags/explanations through Trustpilot’s system, making it clear that these handful of new 1-star reviews are not genuine. I mention in the flag comments that a coordinated harassment campaign is occurring, referencing the Facebook group incident. Trustpilot’s automated processes start the “find the reviewer” protocol for some flags.

*

2 August 2025: I begin to see some responses from Trustpilot’s Content Integrity team. On this date, Trustpilot notified me that at least one review was removed for guideline violations: the review by “WARZONE” was taken down after the user failed to respond with proof of a genuine service experience. (This matches Trustpilot’s normal procedure for suspected fake reviews – outreach for proof, then removal if none provided.) However, on the same day I receive a deeply troubling email regarding the “Cunt” review: Trustpilot reinstated that review, stating it “follows our guidelines” and that no further action would be taken. This reversal is communicated by agent Ansa J. at 10:25 BST on 2 August. I am stunned – this review unquestionably contains both defamatory content and obscene language, so I cannot comprehend how it was deemed acceptable. Immediately upon receiving this, I write a strongly-worded rebuttal email (approximately 10:33 BST on 2 August) to Trustpilot, addressed to the Content Integrity team and CC’ing whomever I can. In that email, I formally notify Trustpilot that the content is defamatory and unlawful, cite my evidence that the reviewer is not a real customer, highlight the abusive username, and inform Trustpilot that by refusing removal, they are forfeiting their legal safe-harbor (I specifically cite the UK Defamation Act 2013, Section 5 protections being lost once notified). I give Trustpilot 24 hours to reconsider, and explicitly warn that I will pursue legal action (including holding Trustpilot liable as a publisher) if this isn’t fixed. This is effectively a “cease and desist” notice, in writing, referencing relevant law and the ongoing police case number. No reply comes on this day beyond an automated acknowledgment.

*

3 August 2025: The “Cunt” review remains live on our Trustpilot page, continuing to poison our reputation. I send follow-up communications, including screenshots of the Facebook mob’s coordination, to leave no doubt in Trustpilot’s mind that these reviews are part of a targeted attack (not genuine reviews). I emphasize that Trustpilot is now on notice that these users are bad actors. I hear nothing substantial back. It’s an extremely distressing day – I realize that if Trustpilot won’t even remove a cut-and-dry case like an obscene fake review, my business is basically defenseless on that front. I begin preparing more formal documentation to escalate outside of Trustpilot’s normal support channels.

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4 August 2025: Having received no satisfactory response from Trustpilot’s content moderators, I escalate the matter to Trustpilot’s Legal Department directly. I send a comprehensive legal complaint letter to Trustpilot (via the legal@trustpilot.com address and any other channel I have for your legal team). This letter (dated 4 August 2025) details the entire situation, identifies the fake reviews/users, cites the laws being violated, and demands immediate removal of all defamatory content and suspension of the perpetrators’ accounts. In it, I explicitly invoke relevant statutes (UK Defamation Act, Australian law, EU law) and note Trustpilot’s obligations. I also indicate that I have notified regulators (ACCC, eSafety Commissioner) and law enforcement of the issue. Indeed, on this date I formally lodge a complaint with the Australian eSafety Commissioner (as this constitutes serious cyber-harassment of an Australian citizen/business), and I file a report with Thames Valley Police in the UK (since the primary instigator, Danny Hayes, is UK-based). I likewise submit a complaint to the ACCC (Australia’s consumer watchdog) about Trustpilot’s facilitation of misleading and harmful conduct. All of these complaint documents are attached to the email I sent Trustpilot Legal. By end of day 4 August, Trustpilot’s legal team has been fully informed of the situation and its gravity. Later that evening, I receive a brand misuse warning

from Trustpilot (described earlier) – which I interpret as a very disheartening sign that Trustpilot is focusing on the wrong issue.

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5 August 2025: Partially due to my efforts (and possibly Trustpilot's own review), some progress is made: the defamatory Trustpilot review posted by "Danny Hayes" is removed (Trustpilot apparently recognized it as a breach of guidelines to have a competitor post a review). I notice our profile's review count changed, indicating one of the fakes came down. However, just as one fire is put out, another is lit: A few hours after Mr. Hayes's review disappears, a new 1-star review pops up – the "Robert McDonovan" review described above, which calls us a "Scam" and lies about me deleting servers. This happens on 5 August (in the US/UK timezones, it was dated 4 August on Trustpilot's site, but effectively post-removal of Hayes). I immediately flag the "Robert McDonovan" review as defamation and "not based on a real experience." Given how blatant it is, I fully expect Trustpilot to remove it quickly (especially now that your Legal team was aware of our case). Separately, on this day I also file a criminal harassment complaint in Canada against Brett Jones and any Canadian participants, since Brett's defamation (the pedophilia slur) may violate Canadian law and he's in their jurisdiction. My communications to Trustpilot and authorities are now in overdrive, as this has consumed my life.

*

6 August 2025: At 00:36 BST on 6 August, I receive another shock from Trustpilot: an email stating that Trustpilot "determined that the content is not defamatory" and has therefore reinstated the "Robert McDonovan" review. In other words, despite my flag and all the evidence provided, Trustpilot's system or staff concluded that accusing my business of outright fraud and sabotage (by an anonymous profile with no evidence) somehow "follows the guidelines." This is utterly bewildering and infuriating. By this point I realize that normal channels within Trustpilot are failing completely. I draft a "Final Notice of Imminent Legal Action" – essentially a final ultimatum. On 6 August, I send this Final Notice to Trustpilot (addressed to both Content Integrity and Legal), again laying out the remaining fake reviews (listing each by name, date, and why it's false/defamatory). I reiterate the laws Trustpilot is breaking by continuing to publish this material. I demand removal of all defamatory reviews within 48 hours (by 8 August 2025), and I state that if Trustpilot needs slightly more time for technical reasons, to at least provide an action plan. Otherwise, I will take immediate legal action against Trustpilot. This Final Notice references UK Voller case law that even platform staff can be personally liable once aware, and explicitly mentions that I will sue Trustpilot in the UK and Australia and report to regulators if they don't comply. It is, essentially, the last warning.

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7–9 August 2025: During these days, the harassment continues on and off, though the intensity on Facebook has died down (likely because the perpetrators feel they achieved their goal of damaging my reputation). On Trustpilot, I notice that after my Final Notice, one of the fake reviews ("Z Doneskies") was removed or hidden (perhaps Trustpilot finally deleted it upon internal review). However, at least one defamatory review still remains live (the "Robert McDonovan" one, which Trustpilot obstinately decided to keep online). I send follow-up emails on 7 and 8 August, practically begging Trustpilot to do the right thing, sharing any new evidence I have. On 8 August, I receive a brief reply from another Content Integrity rep, essentially saying all my flagged reviews are "being reviewed in accordance with our guidelines" and suggesting there's no further comment at this time. In short, Trustpilot stonewalled – the message implied that if I want to formally escalate, I should do so via some other process, which is ironic because I had already escalated to your Legal team. Frustrated, I expand my outreach: I inform the media (I begin drafting an open letter to tech journalists about this fiasco) and I brief members of several online communities I'm part of about what's happening, preparing them for a possible public call to action. The stress on me personally is immense (as detailed in the next section). By 9 August, Trustpilot has still not removed all the fake reviews, and I have not received any assurance that they will comply with my demands.

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10 August 2025: As of today, defamatory content remains published on Trustpilot's site about Legion Killfeed. Trustpilot has provided no indication that it will fully rectify this. Therefore, I am left with no choice but to send this formal escalation email to Trustpilot's highest levels and to involve the regulatory authorities in four jurisdictions. This email serves as a final timeline of events and a record of Trustpilot's failures from 28 July through 10 August. I am now setting a hard deadline of

6:00pm AEST on 11 August 2025 (that is 9:00am BST, 11 August) for Trustpilot to remove ALL defamatory content and confirm in writing that it has done so and will prevent further abuse. If that confirmation is not received by the deadline, I will immediately proceed with the consequences outlined below.

[cid:5ec78646-c007-4a63-9fd7-a79da9260a68]

(Please note: There is extensive evidence for each of the above events, including screenshots of Facebook threads, copies of Trustpilot emails, and law enforcement reports. For brevity, I have summarized the timeline, but all specifics can be corroborated by attached documents or the evidence archive.)

Trustpilot's Legal Violations and Liability

Trustpilot's conduct (or lack thereof) in this matter is not just unconscionable – it is unlawful. By knowingly continuing to host defamatory content after being notified, Trustpilot has likely forfeited certain legal immunities and is now exposed to liability under multiple laws:

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UK Defamation Act 2013 (Section 5) – Under UK law, website operators have a defense against defamation if they are neutral hosts and comply expeditiously with takedown requests from defamed parties. However, Section 5's protection is lost if the operator fails to respond adequately to a notice of complaint. I provided Trustpilot such notice on 2 August and again on 6 August, complete with details of why the statements are false and defamatory. Trustpilot's refusal to remove the content after notice disqualifies it from the Section 5 defense. In effect, Trustpilot has now become a publisher of these defamatory reviews (not merely an intermediary), because it knew of the illegality and decided to keep them online. UK case law (e.g. *Delfi v Estonia* in Europe, and analogous principles in *Voller* as mentioned below) underscores that once notified of defamatory content, a platform must act promptly or face liability. Trustpilot's inaction for days (and outright decision to "leave it up" in at least two instances) makes it liable for the continued publication. The false reviews in question clearly meet the UK's "serious harm" threshold for defamation, as they have caused serious reputational and business harm to me (a fact I can demonstrate via lost business and distress). Thus, if needed, I am prepared to bring a defamation claim against Trustpilot in the UK, where the damage (and Trustpilot's legal presence) exists.

*

Australia – Defamation & *Fairfax v Voller* (2021) – In Australia, the High Court's decision in *Fairfax Media v Voller* HCA 27 established that entities who run social media pages or similar platforms can be considered publishers of third-party comments. In that case, media companies were held liable for defamatory comments users posted on their Facebook pages, even if the companies were not aware of each specific comment. The court confirmed that liability is strict once you facilitate the communication of defamatory material. By analogy, Trustpilot – which actively manages a platform for user-posted content and encourages users to post reviews – could be deemed a publisher of defamatory reviews posted on its site, especially once it has the capacity to exercise editorial control (which it does via the flagging system). Crucially, the High Court noted that having a mechanism to hide or remove comments means the platform participates in publication if it leaves them up. Moreover, the defense of innocent dissemination (akin to EU's hosting immunity) may not apply if the platform knew or ought to have known of the defamation. Trustpilot was repeatedly informed, so it certainly knew. Additionally, Australia's defamation law (at least until recent reforms) does not offer broad immunity to interactive web services, and Trustpilot has local presence via its usage here. In sum, Trustpilot could face liability in an Australian court as a publisher of the defamatory reviews. At minimum, the *Voller* precedent underscores that prompt removal upon notice is essential to avoid liability. Trustpilot's delays and errors run afoul of this – the company did not act as a diligent intermediary once I raised the alarm.

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Australian Criminal Code (Section 474.17) – This law makes it a criminal offense to use a carriage service (internet) to menace, harass, or cause offense. The individuals harassing me are clearly in violation of this (with their threats and abuse). While Trustpilot, as a platform, might not be directly charged under this section, by knowingly allowing the misuse of its service to menace/harass me after being notified, Trustpilot is arguably facilitating ongoing criminal conduct. In my

formal notices I highlighted that continuing to publish this content could make Trustpilot complicit in the harassment. This is not a theoretical concern – Australian authorities can and do prosecute serious online harassment, and platforms have a duty to take reports seriously. I have indeed reported the matter to Australian regulators. Trustpilot's choice to ignore a victim's plea for help (and worse, to intimidate the victim) will not sit well with regulatory and law enforcement bodies here.

*

EU Digital Services Act (Articles 14–16) – Trustpilot operates in the EU (headquartered in Denmark) and is subject to the Digital Services Act (DSA), which came into force in 2023–2024. Under DSA Article 14, hosting platforms have a binding obligation to provide an effective notice-and-action system for illegal content and to act “expeditiously” to remove or disable access to content that is illegal (such as defamatory content) upon receiving a notice. Article 15 and 16 outline requirements for handling complaints and working with “trusted flaggers,” etc. Trustpilot's failure to remove clearly illegal defamation after repeated notices is a direct violation of the DSA's requirements. Furthermore, under Article 17, platforms must provide statements of reasons for moderation decisions – the “reasons” given to me (claiming the content followed guidelines) were demonstrably baseless and did not reflect a careful assessment. The EU regulators (through the Digital Services Coordinator in Denmark, and potentially the European Commission if escalated) have the power to sanction platforms for non-compliance. Trustpilot's inaction here is exactly the kind of scenario the DSA intends to prevent. I will be informing the EU authorities that Trustpilot A/S has knowingly ignored over a dozen formal takedown notices and allowed new, similarly false reviews to be posted by the same group. Under the DSA, this could result in investigations and fines. In short, Trustpilot's content moderation failure is not just a PR issue – it's now a regulatory compliance issue in the EU.

*

Other Jurisdictions: This campaign and Trustpilot's platform reach multiple countries (my customers span globally). In the United States (where Trustpilot Inc. also operates), the content constitutes defamation per se and harassment. While Trustpilot might ordinarily invoke 47 U.S.C. §230 (CDA Section 230) immunity in the US, note that Section 230 does not immunize federal criminal law nor does it stop me from pursuing the individuals in US courts. I have already filed a complaint with Canadian authorities as well, since Canadian law also addresses online harassment and defamation. The cross-jurisdictional nature of this situation means Trustpilot's behavior is under the microscope of international regulators and law enforcement – a point I stressed in my communications.

To put it plainly: Trustpilot had a legal duty to remove obviously defamatory and abusive content once it was made aware. Trustpilot has failed that duty. Trustpilot's own policies state you do not allow defamatory or hate content, yet your team oddly “found no breach” in content that any reasonable person can see is vile and false. This failure to enforce your policies not only harms me, it undermines the trust of all users in your platform. Additionally, by attempting to silence me with a brand misuse warning rather than fixing the issue, Trustpilot may have engaged in unconscionable conduct under consumer protection laws (it appears as an attempt to deter me from exercising my rights).

I urge you to consider the precedent this sets. If Trustpilot is willing to let a small business be destroyed by fake reviews and does nothing even after legal notice, it calls into question the integrity of every review on your site. No business (or consumer) can have confidence in a platform that seemingly protects attackers over the attacked. Beyond the moral responsibility, Trustpilot now faces potential civil liability and regulatory penalties if this isn't immediately rectified. The CMA in the UK has been cracking down on fake reviews on platforms, the ACCC in Australia likewise has broad powers to act against businesses facilitating harmful misrepresentations, and the Danish authorities will certainly be interested in a Danish company flouting the DSA and enabling defamation globally. I have already indicated to these bodies that Trustpilot's actions (and omissions) here may warrant investigation.

(References: UK Defamation Act 2013 §5; Fairfax Media v Voller (HCA 2021) confirming hosts as publishers; Australian Criminal Code 1995 §474.17 on using carriage service to menace; EU Digital Services Act 2022, Articles 14–16 on notice and action obligations. Each of these is directly relevant to Trustpilot's obligations in this scenario.)

Impact on My Business and Wellbeing

Trustpilot's failure to act has caused severe damage to my business and to me personally:

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Business Losses: In the short span of this campaign, Legion Killfeed's reputation has been dragged through the mud on what is supposed to be a trusted review platform. Our Trustpilot rating dropped from 4.7 to 4.4 due to the influx of fraudulent 1-star reviews, tarnishing the hard-earned positive feedback from real customers. I have already lost at least several paying subscribers who cited "seeing bad reviews" or "concerns about scams" as reasons for canceling. New user sign-ups have dwindled – I went from a steady growth to almost none in the past week. I conservatively estimate that I've lost dozens of prospective customers, and this could worsen if the false reviews remain. For a small solo business, even a handful of lost clients can be devastating to the bottom line.

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Time Devoted to Damage Control: Instead of focusing on improving my software and serving my customers, I have spent 40+ hours per week for the past two weeks on nothing but crisis management. Every day, I've been collecting evidence (screenshots, logs), responding to abuse, writing detailed complaints to Trustpilot and various authorities, and reassuring existing customers of the truth. This is effectively a full-time job forced upon me by the attackers – and Trustpilot's inaction compounded it. All those hours are time I couldn't spend coding new features or providing support for my paying users. The opportunity cost is enormous; I am a one-person operation, so when I'm tied up with this, the business effectively stalls. The campaign thus achieved one of its aims: it disrupted my business operations, costing me countless hours and likely setting back development timelines by weeks. Trustpilot must understand that every additional day I had to fight to get these lies removed was a day of productivity and income stolen from my business.

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Mental and Emotional Distress: The personal toll this has taken on me is profound. I have faced online harassment before, but this episode – and the feeling of abandonment by a platform that should help – has pushed me to my limits. Being publicly labeled a scammer, thief, and worse in front of one's customers is a nightmare for any honest business owner. I have experienced intense anxiety, stress, and insomnia over these weeks. It is extremely distressing to wake up each day and check if another defamatory lie has appeared, and to wonder how many potential customers saw it overnight. The fear and helplessness inflicted on me cannot be overstated. I've suffered panic attacks reading some of the hateful false accusations. The situation even stirred traumatic stress, as some attackers dredged up grotesque lies (like the aforementioned pedophilia slur) which left me feeling sick and humiliated. I am not ashamed to admit this has made me cry in frustration on multiple nights. Trustpilot's negligence greatly amplified this distress – knowing that a large platform was broadcasting the falsehoods to the world, and that my pleas for help were being brushed aside, left me feeling despair. I've had to seek support from friends and advisors to cope. This kind of emotional harm is precisely what online abuse laws recognize as serious; yet Trustpilot's actions have shown a disregard for the human impact of defamatory content.

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Harassment and Safety Concerns: Beyond the reviews themselves, the coordinated harassment included direct abuse towards me and anyone defending me. I've received vile messages on Discord and other channels from unknown persons echoing the smears, clearly emboldened by the fact the posts on Trustpilot/Facebook lend them "credibility." I faced cyberbullying on a scale I hadn't before – being told to "kill yourself," being called slurs about my appearance and intellect, and threats that my business would be "taken down." One commenter gleefully reacted to my mention of contacting authorities with "hahaha this is AWESOME" – indicating they derive joy from my suffering. This level of hateful dogpiling can have serious consequences; people have been driven to self-harm from less. I have been strong enough to hold on, but the mental anguish inflicted is real and actionable. The content allowed on Trustpilot contributed significantly to this harassment campaign's visibility and longevity – it gave the attackers a public stage and sense of accomplishment. By leaving defamatory reviews up, Trustpilot effectively validated the abusers in their eyes, encouraging them to continue. It's hard to quantify how horrifying that feels on the receiving end.

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Reputational Sabotage: My business, Legion Killfeed, exists in a niche community where word-of-mouth is key. The attackers strategically used Trustpilot – a high-profile public review site – to create a false narrative about me that could

poison the well for anyone searching my service. This is long-term damage. Those fake reviews, even if eventually removed, may have already been seen by hundreds of eyeballs and possibly archived by search engines. Every day they remained up, potential customers could have read and believed those lies (especially since Trustpilot inexplicably left them with a stamp of “does not breach guidelines,” which could mislead readers into thinking Trustpilot somehow verified them). I will likely have to engage in a sustained PR effort to undo the doubt and negativity seeded by this campaign. The attackers’ goal was to destroy my reputation, and Trustpilot’s lapse made that much easier for them. A business’s reputation is its lifeblood – and Trustpilot’s negligence almost bled mine out.

*

Disproportionate Harm to a Vulnerable Individual: I want to highlight that I am not a large corporation with teams of lawyers. I am a single developer who is also an Indigenous Australian and a person with a disability. These aspects of my identity compound the hardship I’m experiencing. As an Aboriginal entrepreneur, I’ve worked hard to overcome barriers and biases in the tech/gaming space; seeing my work torn down by malicious actors – and feeling unsupported by a major platform – is disheartening on a deeper level. My disability (which I will not detail here for privacy) means I already cope with certain challenges daily – this stress and harassment have directly impacted my health in ways an able-bodied person might not experience. It is well documented that online harassment can disproportionately affect marginalized people and those with mental or physical health struggles. I am living proof of that. The exhaustion and exacerbation of symptoms I’ve felt these past days would perhaps be trivial to a big company, but to me it’s huge. Trustpilot should be aware that by allowing this abuse to persist, it has inflicted particular harm on a person of protected characteristics – something regulators and the public take very seriously. In the ACCC complaint I filed, I even noted my Indigenous status and disability, because I want authorities to know how the impact here isn’t just financial – it’s deeply personal. All I ask is to run my small business safely and with dignity, but Trustpilot’s failure made that feel impossible in this moment.

To illustrate the above: in my ACCC report (Reference No. IRU-2025-08-04...), I described how 13 formal notices to Trustpilot were ignored and how that led to significant loss of income and intense mental strain. I explained that I’ve spent weeks fending off abuse and that the situation drove me to anxiety and exhaustion. These are not exaggerations – they are on record with a government agency. I have attached supporting documents (PDFs) that detail these impacts. It’s important that Trustpilot and any cc’d authorities appreciate that this isn’t just “a few bad reviews” – it’s a concerted attack causing real human harm.

Formal Complaints to Authorities & Evidence Archive

As noted, I have already taken the step of reporting Trustpilot’s conduct, and the attackers’ conduct, to various authorities. Below is a list of formal complaints and reports lodged, with reference to attached documents (by file name) containing full details and evidence:

*

Complaint to Australian eSafety Commissioner (Filed 4 August 2025): I submitted a detailed complaint letter to the Office of the eSafety Commissioner titled “Formal Complaint to the eSafety Commissioner – Coordinated International Harassment and Defamation Campaign”. This document (PDF attached) outlines the cross-platform harassment, names the individuals involved, and requests intervention under Australia’s Online Safety Act (Adult Cyber Abuse provisions). It references prior Case #ACA-2024-0528878 (a related harassment case from 2024 that remained unresolved). The complaint emphasizes that the content on Trustpilot is part of this coordinated abuse and is causing harm in Australia. It asks eSafety to liaise with platforms (including Trustpilot) to get the content removed and hold perpetrators accountable. (See attached PDF: Formal Complaint to the eSafety Commissioner – Coordinated International Harassment and Defamation C.pdf)

*

Complaint to Australian Competition & Consumer Commission (ACCC) (Submitted August 2025): I filed a report via the ACCC’s online portal (Ref #INC3217398) specifically about Trustpilot’s role in this affair. In that report, I identify Trustpilot as the business whose conduct is at issue (for publishing false reviews affecting my business). I detail how Trustpilot is

knowingly hosting defamatory, misleading material that constitutes false or misleading conduct in trade (as it harms my business by deception). I explain the timeline of my notifications to Trustpilot and their failure to act, and the damage caused to me and consumers who are being misled. I highlight that Trustpilot's inaction is effectively facilitating the harassment campaign and that this raises serious consumer protection concerns (since users rely on Trustpilot for honest reviews). The ACCC has the mandate to address unfair practices affecting businesses, and hosting fake defamatory reviews certainly qualifies. (See attached PDF: Report an issue affecting your business · ACCC.pdf – this contains the text of my ACCC report, including the description of what happened and the impact on me. Note: I identified myself in that report as an Indigenous person with a disability, to underline the disproportionate impact.)

*

Report to Thames Valley Police, UK (Filed 4–5 August 2025): I lodged a formal police report with the Thames Valley Police Cyber Crime Unit (as Mr. Hayes, a key perpetrator, resides in that jurisdiction). The report details the harassment originating from the Facebook post and the false reviews on Trustpilot. It includes evidence like screenshots of Mr. Hayes's incitement ("Please report... filed a bad review") and the text of the fake Trustpilot reviews. The police have assigned a reference number to this case (which I have provided to Trustpilot previously). The involvement of UK police underscores that this is not a trivial matter of "some bad reviews" – it is considered criminal harassment and defamation. I have provided police with all available information on the UK individuals (names, profiles, etc.) and I've indicated that Trustpilot has logs that could help identify the culprits (IP addresses of "Danny Hayes" review, etc.). (Evidence of this report is summarized in the attachment list in my Trustpilot communications. I can provide the full police report or reference number upon request, though for privacy I haven't attached the police report itself here.)

*

Complaint to Canadian Authorities (Submitted 5 August 2025): Given one perpetrator (Brett Jones) is Canadian (or at least in North America) and he made extremely defamatory statements, I filed a report with the Canadian Cybercrime unit / RCMP (via their online portal) focusing on his conduct (e.g., the false pedophilia accusation and involvement in the fake review mob). That complaint includes evidence from Discord chats and notes that the content was propagated on Trustpilot (a platform accessible in Canada). Defamation can be criminal in Canada when it's this malicious (criminal libel), and certainly the harassment aspect is covered under hate/harassment statutes. This complaint is also referenced in the attachments list. I have not attached the full text publicly, but it's on file with Canadian law enforcement.

*

Complaint to Meta/Facebook (Reported 4 August 2025): I formally reported the initial Facebook post and the entire harassment thread to Meta's legal/content abuse team. I sent a notice to Meta (with the subject "Coordinated Harassment and Defamation – Facebook Post") identifying the URL of the offending Facebook group post and explaining how it violated Facebook's Community Standards (bullying/harassment, incitement, etc.). I included references to how that content spilled over to Trustpilot and elsewhere. Facebook's response is pending, but I wanted it noted that the source of this campaign is also under review by that platform. (Referenced in attachments: "Report to Facebook/Meta on 4 August 2025".)

All of the above complaints have been saved to an evidence archive, along with extensive supporting materials:

Evidence Archive: I have compiled a OneDrive folder containing all relevant evidence – screenshots of Facebook comments, copies of the fake Trustpilot reviews (with timestamps), chat logs from Discord, email correspondence with Trustpilot, and more. This archive is accessible at the following link:

<https://1drv.ms/f/c/ac56af7aa8f9336c/Eje1CxVVYyhLhLEWGSiTergBVvi7ltgndB8KCKTr9fGW4Q?e=a5lP8n>

.

For instance, the archive includes an image gallery of screenshots showing Mr. Hayes's posts urging mass reporting and fake reviews, the Trustpilot dashboard showing my flags and Trustpilot's improper "not a breach" decisions, and snippets of Discord where Brett Jones makes his vile slurs. There is also a chat wherein Mr. Jones called me a "pedo". All of this evidence has been shared with the aforementioned authorities and is available for Trustpilot's own review upon request.

In the attachments to this email, I have included key documents for your convenience: the Trustpilot Legal Complaint letter (4 Aug 2025), the eSafety Commissioner Complaint (4 Aug), the ACCC report text, and a summary document "Malicious Attacks on Legion Killfeed" that I used to brief law enforcement. I trust you will review them thoroughly. They contain direct quotes, dates, and references that back up every assertion I've made here.

Let me emphasize: Nothing in my claims is unsubstantiated – I have a paper trail and media evidence for everything. If needed, I can supply Trustpilot with copies of the Facebook thread (though your staff already saw some, as I sent screenshots on 3 August), and the exact text of each fake review as it appeared. I urge you to also internally check whatever logs you have – you will likely find that these reviews came from a cluster of accounts all created around the same time, with minimal other activity, some possibly sharing IP ranges or other fingerprints. In other words, your own data should corroborate that this was a brigaded attack and not organic customer feedback.

Demands: Remediation by 11 August 2025, 6pm AEST

Trustpilot must take the following actions immediately (no later than 6:00pm AEST on 11 August 2025, which is 9:00am BST on 11 August):

1.

Permanently remove all defamatory and abusive reviews related to Legion Killfeed. By "all," I refer to every review posted in late July/early August 2025 by the malicious actors. As of this writing, at least one such review is still live ("Robert McDonovan"). There may be others under different names that I flagged – ensure none of them remain on any Trustpilot domain (including any localized domains). Simply "hiding" them is not enough; they must be fully expunged so they no longer appear to any user.

2.

Ensure no re-publication or reappearance of these reviews. Sometimes removed reviews can resurface if the user edits them or if Trustpilot's systems mistakenly re-enable them (as happened on 2 August). Trustpilot must guarantee these specific pieces of content will not come back online. The accounts in question should be suspended or banned to prevent reposting.

3.

Provide a written confirmation of compliance. I require an official email or letter from Trustpilot confirming that the offending content has been removed due to violations, and acknowledging Trustpilot's obligations under the law to do so. This letter should be sent to me at this email address by the deadline. It should be written on Trustpilot's letterhead (or from an official corporate email) and include a clear statement that the reviews violated Trustpilot's guidelines and have been taken down. I will treat this as part of the record going forward.

4.

Cease any retaliatory actions against me or my business. Drop any "brand misuse" claims or other irrelevant complaints you have initiated in response to my whistleblowing. I expect no further harassment or spurious warnings from Trustpilot; instead, focus on the real issue at hand.

5.

Preserve all evidence on your end. While you should remove the content from public view, do not delete the backend data (user identities, IP logs, timestamps, correspondence). I formally request that Trustpilot preserve all records related to the reviews and accounts in question, as well as all internal communications or notes on this case. This data may be required for legal proceedings against the perpetrators (and potentially against Trustpilot). As you are aware, destruction of evidence after a legal hold notice (which my 2 Aug and 6 Aug notices essentially were) could lead to further liability.

If Trustpilot complies with the above fully and promptly, that will at least stop the bleeding and allow us all to move forward. However, if Trustpilot fails to meet this deadline or only partially fulfills these demands, I want to be unequivocal about the consequences:

*

Legal Action: I will initiate civil defamation proceedings against Trustpilot A/S without further notice. This could be in the High Court of England (where Trustpilot has a presence and where significant harm occurred) and/or in the appropriate court in Australia. I will also explore joining individual Trustpilot staff to the suit if warranted (for example, those who knowingly reinstated defamatory material after recognizing its nature). I have already consulted legal counsel, and have been advised that our case is strong given the clear evidence of notice and inaction. We will seek all available damages. (For context, defamation damages can be substantial, and I will also be claiming for business interference and emotional distress where applicable.)

*

Regulatory Reporting: I will formally report Trustpilot's misconduct to the UK Competition & Markets Authority (CMA) and the Danish authorities (the Danish Consumer Ombudsman or Competition and Consumer Authority) as a case of a platform facilitating fake reviews and failing to comply with content obligations. The CMA in particular has powers to investigate and penalize companies for allowing fake or misleading reviews that harm consumers. The EU Commission's Digital Services coordinators will also be notified to examine Trustpilot under the DSA framework. Trustpilot could face significant fines or orders under those regimes if found in breach. I will ensure all evidence and correspondence (including this email) are made available to them. In Australia, I will update the ACCC and eSafety Commissioner that Trustpilot did not appropriately respond even after intervention was sought, potentially prompting regulatory action or public advisories there.

*

Public Exposure: I will take this story to every relevant media outlet willing to listen – not just tech media, but mainstream news in Australia, the UK, Denmark, and beyond. Defamatory reviews and platform negligence is a hot topic (numerous outlets have covered the dangers of fake reviews and unchecked online harassment). I am prepared to share my ordeal, naming Trustpilot's role in it, to shine a spotlight on this failure. Trustpilot's brand is literally about "trust"; I can't imagine the company would want headlines about how it betrayed an Aboriginal disabled small-business owner by hosting lies and then retaliated against him. Yet that is exactly the story I will tell, truthfully backed by evidence, if we reach that point. Consider how customers will view Trustpilot if they learn of this incident.

*

Community Alert: I manage and have access to large communities in the gaming and tech world. In particular, I am connected to over 1,000 Discord servers comprising about 124,000 users (these include gaming communities, developer groups, and streamers who overlap with my product's audience). I will publish a detailed account of Trustpilot's actions in those channels, effectively warning tens of thousands of people about what Trustpilot has done. Additionally, I am part of a global Xbox community network that reaches over 1,000,000 gamers worldwide. Gamers talk, and they support their own – I will make sure this network is informed about how Trustpilot allowed a group of trolls to sabotage a game server tool business and how Trustpilot responded when confronted. The resulting backlash and loss of goodwill for Trustpilot in those circles could be significant. In an era where online platforms live or die by user perception, such negative word-of-mouth is something I'm sure you'd prefer to avoid.

To be clear, I do not want to have to resort to lawsuits or smear campaigns. I started contacting Trustpilot in good faith, believing this could be resolved swiftly through your content guidelines. Instead, I was met with indifference and adversity. My hope is that this formal escalation can still spur the corrective action that should have happened two weeks ago. Trustpilot must do the right thing now, not just for me but as a matter of principle – to show that it truly does not tolerate abuse of its platform.

I trust that by this point, the gravity of the situation is evident. I have cc'd this message to regulators across multiple jurisdictions to ensure transparency and accountability. They will see exactly what I have reported and what I have requested of Trustpilot. If further action is needed from their end, they have the details to proceed.

Finally, I want to leave you with a very stark illustration of what your failure means to me. This is not just about a review score or a business transaction – it's about basic rights and livelihood. The way things have transpired has made me feel

like the systems are so broken that only extreme cynicism remains. In fact, I will conclude with this statement:

Doesn't it strike anyone as wrong that trust pilot will not post websites that engage in illegal activities (eg: be criminals, much like trust pilot is being right now) but a law abiding business under constant harassment has a multi-million dollar company (trustpilot) contributing to the destruction of years of hard work?

That alone indicates when trustpilot fails or breaks the law like they are now and when the ACCC doesn't act and when the eSafety Commissioner REFUSES to act, they are letting Trustpilot knowingly and willingly break the law and destroy a small business.

It's almost like trust pilot is in sighting crime by harassing small business until the business has to start sex trafficking to be free from the illegal and abusive way trust pilot violates our rights.

In other words, it seems the only way to escape the kind of unlawful abuse Trustpilot is subjecting us to would be to engage in something as heinous as sex trafficking – because apparently then authorities might take action, whereas right now a law-abiding small business is left defenseless. This is obviously a despairing hyperbole, but it captures the level of frustration and hopelessness I have been driven to by Trustpilot's negligence. I need you to understand how critically serious this is.

But that wouldn't work anyway, because Trustpilot is listed on Trustpilot and they;

*

aid businesses or individuals with manipulate news, reviews, documents and results;

*

promote hatred, violence, terrorism, xenophobia or any form of discrimination against any individual or group;

*

facilitate criminal activities of any sort, including those carried out by means of computers or the Internet;

*

are engaged in financial scams such as pyramid schemes, credit card fraud, mortgage scams; or, otherwise operate illegally; for example, selling fake or unsafe goods and services, or generally mis-sell;

*

use, or facilitate the use of Artificial Intelligence in a way that may cause harm to others, for example in any of the products or services listed above.

Your "Consumer Warnings and Alerts" policy, as presently worded and applied, constitutes an unfair contract term under Australian Consumer Law, because no business engaging with Trustpilot willingly agrees to be publicly defamed or have unverified, subjective allegations displayed as fact. Such "warnings" are inherently libellous when based on unproven claims or Trustpilot's own unilateral interpretations, and they cause measurable reputational and financial harm. Any attempt to apply a Consumer Warning to my business will be treated as a fresh act of defamation and malicious interference, triggering swifter and more direct legal consequences. Trustpilot is not an untouchable entity above the law, and you have no right to violate my rights through the publication of false, misleading, or damaging statements. Your immediate action is required. Remove the defamatory content and confirm in writing by 6pm AEST, 11 August 2025 (9am BST). I have every expectation that you will comply and finally put an end to this nightmare. If not, Trustpilot will leave me no choice but to pursue every avenue of recourse available, as outlined above, to protect my rights and my business.

I await your prompt response.

Sincerely,

Anthony Brodie

Owner & Developer, Legion Killfeed (ABN 28387377607) Australia

Fairfax & Others v Voller: The expanding net of publication - social media and third-party

comment<<https://www.landars.com.au/legal-insights-news/fairfax-and-others-voller-expanding-net-of-publication>>

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Attachment(s)

[redacted.txt](#)

[redacted.txt](#)

Anthony Brodie

10 Aug 2025, 13:23 BST

Formal Escalation – Trustpilot’s Misconduct in Handling Defamatory Content

To: Trustpilot A/S – Executive Team & Legal Department (Copenhagen, DK)

CC: Australian Competition & Consumer Commission (ACCC); Office of the Australian eSafety Commissioner; UK

Competition & Markets Authority (CMA); Danish Competition and Consumer Authority; EU Digital Services Act Regulators

From: Anthony Brodie – Owner, Legion Killfeed (Sydney, Australia)

Date: 10 August 2025

Subject: Urgent Demand – Removal of Defamatory Content & Cease Retaliatory Conduct Against Legion Killfeed

Dear Trustpilot Team,

I am writing to formally escalate a complaint regarding Trustpilot’s handling of a coordinated defamation and harassment campaign against my business, Legion Killfeed. I am an Aboriginal and disabled business owner in Australia, and over the past two weeks I have endured relentless attacks which Trustpilot’s platform not only failed to prevent but has actively exacerbated. Despite repeated notices – including a cease-and-desist sent on 4 August – Trustpilot has refused to remove blatantly fake and defamatory reviews, and instead engaged in what appears to be retaliatory misconduct (such as a baseless “misuse” accusation against my business after I raised legal concerns). This email is addressed to Trustpilot’s leadership and copied to multiple regulatory authorities across Australia, the UK, the EU, and Denmark, because Trustpilot’s inaction and retaliation have now triggered legal violations in all these jurisdictions. The situation is untenable and demands immediate corrective action.

Trustpilot’s Misconduct and Retaliation

Trustpilot’s handling of this matter has been deeply improper on multiple fronts:

*

Hosting Defamatory Fake Reviews: Since late July, several malicious 1-star “reviews” have been posted on Trustpilot for Legion Killfeed. These reviews are patently false and violate Trustpilot’s own guidelines (they contain personal insults, obscenities, and untrue accusations). For example, one review was posted by a user literally named “Cunt” (an obscene slur) and falsely claimed that my business “robs people of their money and then blocks them” – an outrageous lie by someone who was never even our customer. Another fake review by “WARZONE” simply called our service “trash” and alleged we “treat you like st,” with no factual basis. A user “Danny Hayes” (using the name of a known competitor orchestrating this attack) posted a review labeling us “toxic scammers” and urging readers to “REPORT ONLY!”, even bizarrely telling people to avoid one of our community members by name. None of these reviewers had genuine service experiences – they were part of a brigade attack. Yet Trustpilot allowed these posts to go live and remain public** long enough to inflict serious damage.

*

Refusal to Remove Defamation (Even After Flagging): I immediately flagged each offending review through the Trustpilot Business dashboard as they appeared (starting 29 July). These were textbook cases of “harmful or illegal content” that violate your Terms of Use. Initially, some action was taken: on 2 August I received notice that the review by “WARZONE” was removed after the user failed to verify any genuine experience (Trustpilot contacted the reviewer for proof of purchase

and none was provided, so the review was taken down). However, Trustpilot inexplicably reversed course on another clearly violative review. The review by “Cunt” – which contained both a vulgar term and defamatory lies – was temporarily hidden pending investigation, only to be reinstated shortly thereafter with a message from your Content Integrity agent stating the review “follows our guidelines”. This decision is baffling and unacceptable: an account using a racial/sexual slur as a username and spreading false accusations plainly does not follow your guidelines (which forbid obscenities and defamation). In the email on 2 August, your agent even acknowledged “we don’t allow any content that includes... obscenities, defamation” yet still concluded the post didn’t merit removal. Such a determination defies logic and directly contradicts Trustpilot’s policies. It suggests a severe breakdown in Trustpilot’s content moderation process.

*

Retaliatory “Misuse” Accusation: Rather than promptly addressing the abuse, Trustpilot’s response to my protected complaints was disturbingly retaliatory. Mere days after I served Trustpilot with a formal legal notice (cease-and-desist) on 4 August demanding removal of the defamatory content, I received a notice accusing my business of “Trustpilot brand misuse.” This notice claimed that the way I displayed Trustpilot’s logo or TrustScore on my website violated branding guidelines. The timing and pettiness of this accusation make it clear it was an act of bad-faith retaliation. At a moment when I was pleading for relief from ongoing defamation and harassment, Trustpilot chose to threaten my account over an irrelevant technicality. This conduct is beyond unprofessional – it is punitive and malicious. (For context, my use of the Trustpilot widget/logo was in good-faith and in line with common practice, but I immediately adjusted it regardless. The issue here is Trustpilot’s intent: you sought to punish the victim raising a complaint, instead of punishing the abusers.) Such retaliation not only violates basic standards of fairness, it may itself breach consumer protection laws (by seeking to silence a complainant via intimidation).

*

Erratic Moderation & Broken Integrity Processes: Trustpilot’s overall moderation of this situation has been grossly one-sided. While failing to remove obvious fake reviews that flouted your rules, Trustpilot did remove a legitimate 5-star review from a real customer around the same time – apparently flagging it as “suspicious” simply because that customer (Ms. Madelyn Maddock) had defended us publicly against the mob. In other words, Trustpilot’s system falsely punished a genuine user supporting our business (likely due to some algorithmic heuristic), even as it protected trolls posting under obscene pseudonyms. One of the defamatory reviews (by “Danny Hayes”) even named this innocent supporter in a harassing way, yet Trustpilot initially left that intact. The irony and bias on display are astounding: Trustpilot’s automated filters and moderators were tougher on a real positive review (perhaps thinking it was “too favorable”) than on a slew of obvious bad-faith negative ones. This calls into question whether Trustpilot’s “Content Integrity” team truly had my business’s rights or the truth in mind during their reviews. It appears, frankly, that Trustpilot was bending over backward to excuse or retain negative content (no matter how abusive) while nitpicking or nuking positive content – a perverse outcome that diminishes trust in the Trustpilot platform itself.

In summary, Trustpilot has failed to uphold its own standards or the law in this case. The platform was misused to propagate lies and harassment, and once those violations were brought to your attention, you not only failed to correct them, but engaged in retaliatory and obstructionist behavior. This is a serious breach of trust and creates potential legal liability for Trustpilot (as detailed below). I urge you to recognize that this is not a normal “customer dispute” – it is an outright abuse of your platform that Trustpilot has become complicit in.

Individuals Behind the Harassment and False Reviews

To leave no doubt about the bad-faith nature of these “reviews,” I will summarize the key individuals involved in the coordinated campaign against Legion Killfeed (across Facebook, Trustpilot, and other platforms). All of these persons are working in concert to harm my business, and their identities and actions are well documented:

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Daniel Santos – Originator of the smear. Mr. Santos (Facebook alias “dani23COVID”) is believed to be a disgruntled former user. On 28 July 2025, he published the initial defamatory Facebook post that incited this campaign. In that public

post, he falsely accused Legion Killfeed of “scamming” and abusing customers, and explicitly urged others to “take down” my business. Santos actively participated in the ensuing pile-on, hurling insults and even threatening me by saying “Legion will fall one way or another, you are trash...”. His post became the flashpoint that rallied others to attack.

*

Danny Hayes – UK-based competitor and ringleader. Mr. Hayes operates a rival DayZ kill-feed service in the UK. He eagerly seized upon Santos’s post to orchestrate a mob attack against me. In the Facebook comments, Hayes openly incited others to flood my platforms with reports and fake reviews. For example, he posted: “Here is the report link guys... Please report to Discord... I have reported the Facebook and filed a report against scammers... as well as a bad review...”. He also encouraged people to seek fraudulent refunds via PayPal (“that’s the fix then – PayPal refund and don’t use Legion again!”), essentially urging them to financially sabotage us. Hayes’s Trustpilot review (posted under his real name around 31 July) mirrored his defamatory rhetoric – calling us “disgusting, toxic scammers” and telling everyone they’ll “regret purchasing” our service. Trustpilot did eventually recognize this review as a breach (given Hayes’s clear conflict of interest as a competitor) and removed or flagged it. However, Hayes’s role in instigating the wider harassment is unmistakable. His motive (eliminate a competitor) makes his abuse particularly egregious.

*

Brett Jones (alias “MrTech9” or “MrTechN9ne”) – Former affiliate turned harasser. Mr. Jones (believed based in North America) was loosely affiliated with Legion Killfeed until mid-July 2025, when I banned him for gross misconduct. He had made an earlier outrageous false accusation against me (falsely calling me a “pedophile” during a voice chat) which resulted in his expulsion. In retaliation, Mr. Jones joined forces with the above individuals in the recent campaign. He amplified the slander in Discord chats and likely on Trustpilot as well. We suspect he may have posted or contributed to one of the anonymous reviews (possibly under a pseudonym like “WARZONE” or “Cunt”) if he didn’t use his real name. Even if not directly identifiable in a Trustpilot username, Mr. Jones’s involvement is clear from the extremity of the lies being spread (the “pedophile” slur, for instance, is his hallmark). He has been spewing heinous lies about me to anyone who would listen, driven purely by revenge. His conduct constitutes targeted harassment and defamation of the worst kind.

*

Dan Ahern – Associate participant. Mr. Ahern’s exact identity is less clear, but he is an associate of Hayes and/or Santos (possibly U.S.-based) who joined the group harassment. He was active in abusive Discord chats and likely involved in amplifying the smear on various platforms. While he may not have written a standout review or post himself, Ahern contributed to the dogpiling – adding to the chorus of insults, reinforcing the mob mentality, and possibly creating fake accounts to attack us. His role, along with others in the mob, was to pile on pressure and fear.

*

Zeus Lozano – Malicious opportunist (Canada). Mr. Lozano injected himself into the Facebook thread to lob a specific false accusation: he claimed I “stole” his server configuration and urged everyone to “please report both the server and discord” related to Legion Killfeed. This claim is entirely fabricated – I have never interacted with any of his server files. It was clearly meant to incite more hatred by painting me as a thief. Lozano’s lie had no purpose except to rile people up and justify further mass-reporting of my services under false pretenses. He essentially yelled “fire” in a crowded theater of social media to get the crowd to turn against me.

*

“Robert McDonovan” (alias “Matt Mcglouglin”) – Fake persona for a Trustpilot review. On 5 August 2025, after some of the earlier fake reviews were removed, a new Trustpilot account under the name “Robert McDonovan” appeared and left a 1-star review titled “Absolute SCAM”. The review claimed “He takes your money and deleted your server if you disagree with anything he says”. This is not only false and defamatory, it is technically impossible – my service cannot delete customers’ game servers (we have no such control). We have no record of any customer by the name Robert McDonovan or Matt Mcglouglin, confirming this was a fabricated persona. The lie about “deleting servers” is a blatant attempt to scare potential customers with a horror story that has zero basis in reality. We suspect this alias was used by one of the above attackers (quite possibly Dan Ahern or Brett Jones) to continue the defamation after “Danny Hayes” and others were

taken down. In any case, “Robert McDonovan” is not a real customer – it’s simply another weaponized false review created to harm us.

*

“Z Doneskies” – Another fictitious reviewer. In early August (just after one of the previous fake reviews was removed), an account under the name “Z Doneskies” posted yet another 1-star review. This one alleged that I “ban and curse out people who ask simple questions” and insinuated that our bot “hasn’t worked well in 2 weeks,” etc. – again making it sound like I abuse my users and our product is broken. Notably, this reviewer spoke in generalities (“it was just a sad sight to see”) and basically admitted they were observing rather than an actual paying customer. We have no customer by that name either. This was clearly another placeholder account used to keep the flow of negativity going as others got removed. It parrots the same theme: painting me as unprofessional and cruel to users, which is false and part of the attackers’ narrative. The timing of these posts (each popping up right after Trustpilot would remove one) underscores that this is a coordinated effort by a group, not organic individual opinions.

Each of these named persons (or aliases) has played a role in a targeted harassment and defamation campaign. They are not genuine dissatisfied customers – they are acting with malicious intent to destroy my business’s reputation. This context is crucial, because Trustpilot was made aware of it. I explicitly informed Trustpilot’s support and legal team about the coordinated nature of this attack, naming these individuals and providing evidence of their collusion. Thus, Trustpilot cannot claim ignorance that “maybe the reviews were real experiences” – you knew these were orchestrated fake reviews tied to a harassment mob.

Timeline of Key Events (28 July – 10 August 2025)

For clarity, here is a chronological timeline of the major events in this matter, including the Facebook incitement, the wave of Trustpilot reviews, my reports to authorities, and Trustpilot’s responses:

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28 July 2025: Daniel Santos publishes a defamatory Facebook post in a DayZ gaming group that becomes the catalyst for the attack. In this post (and subsequent comments), he accuses Legion Killfeed of scamming users and essentially calls for a mob retaliation against us. I first learn of this post as hostile comments start flowing.

*

29–31 July 2025: The harassment rapidly escalates. On Facebook, multiple individuals (Danny Hayes, Zeus Lozano, Dan Ahern, Brett Jones, etc.) join Santos’s thread and coordinate actions: mass-reporting our Discord server and Facebook page, encouraging fake refund disputes, and hurling abuse. Crucially, during these days the attackers also extend the campaign to Trustpilot: Several new or pseudonymous Trustpilot accounts are created in quick succession, each leaving a malicious 1-star review for killfeed.co. The reviews by “Cunt”, “WARZONE”, “Danny Hayes”, etc., all appear during this period. I receive notification emails of new reviews that are plainly suspicious (e.g., obscene usernames, outright lies copied from the Facebook comments). I immediately flag all of them via the Trustpilot dashboard as fake/abusive. Around this time I also alert local authorities to what is happening (the level of vitriol and explicit incitements to harm my business led me to begin documenting evidence for police).

*

30–31 July 2025: As the fake reviews pile up, my Trustpilot TrustScore plummets (dropping from a 4.7 “Excellent” rating to around 4.4 within days). Legitimate customers are seeing these defamatory reviews, and I start receiving concerned messages from users. The damage is already underway: I notice a couple of subscribers cancel their subscriptions, and new sign-ups slow down. On 31 July, one of the fake reviews is posted under the name “Danny Hayes” (the UK competitor); given the obvious conflict of interest, I flag it specifically for Conflict of Interest/Competitor violation.

*

1 August 2025: I submit additional detailed flags/explanations through Trustpilot’s system, making it clear that these handful of new 1-star reviews are not genuine. I mention in the flag comments that a coordinated harassment campaign is occurring, referencing the Facebook group incident. Trustpilot’s automated processes start the “find the reviewer” protocol

for some flags.

*

2 August 2025: I begin to see some responses from Trustpilot's Content Integrity team. On this date, Trustpilot notified me that at least one review was removed for guideline violations: the review by "WARZONE" was taken down after the user failed to respond with proof of a genuine service experience. (This matches Trustpilot's normal procedure for suspected fake reviews – outreach for proof, then removal if none provided.) However, on the same day I receive a deeply troubling email regarding the "Cunt" review: Trustpilot reinstated that review, stating it "follows our guidelines" and that no further action would be taken. This reversal is communicated by agent Ansa J. at 10:25 BST on 2 August. I am stunned – this review unquestionably contains both defamatory content and obscene language, so I cannot comprehend how it was deemed acceptable. Immediately upon receiving this, I write a strongly-worded rebuttal email (approximately 10:33 BST on 2 August) to Trustpilot, addressed to the Content Integrity team and CC'ing whomever I can. In that email, I formally notify Trustpilot that the content is defamatory and unlawful, cite my evidence that the reviewer is not a real customer, highlight the abusive username, and inform Trustpilot that by refusing removal, they are forfeiting their legal safe-harbor (I specifically cite the UK Defamation Act 2013, Section 5 protections being lost once notified). I give Trustpilot 24 hours to reconsider, and explicitly warn that I will pursue legal action (including holding Trustpilot liable as a publisher) if this isn't fixed. This is effectively a "cease and desist" notice, in writing, referencing relevant law and the ongoing police case number. No reply comes on this day beyond an automated acknowledgment.

*

3 August 2025: The "Cunt" review remains live on our Trustpilot page, continuing to poison our reputation. I send follow-up communications, including screenshots of the Facebook mob's coordination, to leave no doubt in Trustpilot's mind that these reviews are part of a targeted attack (not genuine reviews). I emphasize that Trustpilot is now on notice that these users are bad actors. I hear nothing substantial back. It's an extremely distressing day – I realize that if Trustpilot won't even remove a cut-and-dry case like an obscene fake review, my business is basically defenseless on that front. I begin preparing more formal documentation to escalate outside of Trustpilot's normal support channels.

*

4 August 2025: Having received no satisfactory response from Trustpilot's content moderators, I escalate the matter to Trustpilot's Legal Department directly. I send a comprehensive legal complaint letter to Trustpilot (via the legal@trustpilot.com address and any other channel I have for your legal team). This letter (dated 4 August 2025) details the entire situation, identifies the fake reviews/users, cites the laws being violated, and demands immediate removal of all defamatory content and suspension of the perpetrators' accounts. In it, I explicitly invoke relevant statutes (UK Defamation Act, Australian law, EU law) and note Trustpilot's obligations. I also indicate that I have notified regulators (ACCC, eSafety Commissioner) and law enforcement of the issue. Indeed, on this date I formally lodge a complaint with the Australian eSafety Commissioner (as this constitutes serious cyber-harassment of an Australian citizen/business), and I file a report with Thames Valley Police in the UK (since the primary instigator, Danny Hayes, is UK-based). I likewise submit a complaint to the ACCC (Australia's consumer watchdog) about Trustpilot's facilitation of misleading and harmful conduct. All of these complaint documents are attached to the email I sent Trustpilot Legal. By end of day 4 August, Trustpilot's legal team has been fully informed of the situation and its gravity. Later that evening, I receive a brand misuse warning from Trustpilot (described earlier) – which I interpret as a very disheartening sign that Trustpilot is focusing on the wrong issue.

*

5 August 2025: Partially due to my efforts (and possibly Trustpilot's own review), some progress is made: the defamatory Trustpilot review posted by "Danny Hayes" is removed (Trustpilot apparently recognized it as a breach of guidelines to have a competitor post a review). I notice our profile's review count changed, indicating one of the fakes came down. However, just as one fire is put out, another is lit: A few hours after Mr. Hayes's review disappears, a new 1-star review pops up – the "Robert McDonovan" review described above, which calls us a "Scam" and lies about me deleting servers. This happens on 5 August (in the US/UK timezones, it was dated 4 August on Trustpilot's site, but effectively post-removal of Hayes). I immediately flag the "Robert McDonovan" review as defamation and "not based on a real

experience.” Given how blatant it is, I fully expect Trustpilot to remove it quickly (especially now that your Legal team was aware of our case). Separately, on this day I also file a criminal harassment complaint in Canada against Brett Jones and any Canadian participants, since Brett’s defamation (the pedophilia slur) may violate Canadian law and he’s in their jurisdiction. My communications to Trustpilot and authorities are now in overdrive, as this has consumed my life.

*

6 August 2025: At 00:36 BST on 6 August, I receive another shock from Trustpilot: an email stating that Trustpilot “determined that the content is not defamatory” and has therefore reinstated the “Robert McDonovan” review. In other words, despite my flag and all the evidence provided, Trustpilot’s system or staff concluded that accusing my business of outright fraud and sabotage (by an anonymous profile with no evidence) somehow “follows the guidelines.” This is utterly bewildering and infuriating. By this point I realize that normal channels within Trustpilot are failing completely. I draft a “Final Notice of Imminent Legal Action” – essentially a final ultimatum. On 6 August, I send this Final Notice to Trustpilot (addressed to both Content Integrity and Legal), again laying out the remaining fake reviews (listing each by name, date, and why it’s false/defamatory). I reiterate the laws Trustpilot is breaking by continuing to publish this material. I demand removal of all defamatory reviews within 48 hours (by 8 August 2025), and I state that if Trustpilot needs slightly more time for technical reasons, to at least provide an action plan. Otherwise, I will take immediate legal action against Trustpilot. This Final Notice references UK Voller case law that even platform staff can be personally liable once aware, and explicitly mentions that I will sue Trustpilot in the UK and Australia and report to regulators if they don’t comply. It is, essentially, the last warning.

*

7–9 August 2025: During these days, the harassment continues on and off, though the intensity on Facebook has died down (likely because the perpetrators feel they achieved their goal of damaging my reputation). On Trustpilot, I notice that after my Final Notice, one of the fake reviews (“Z Doneskies”) was removed or hidden (perhaps Trustpilot finally deleted it upon internal review). However, at least one defamatory review still remains live (the “Robert McDonovan” one, which Trustpilot obstinately decided to keep online). I send follow-up emails on 7 and 8 August, practically begging Trustpilot to do the right thing, sharing any new evidence I have. On 8 August, I receive a brief reply from another Content Integrity rep, essentially saying all my flagged reviews are “being reviewed in accordance with our guidelines” and suggesting there’s no further comment at this time. In short, Trustpilot stonewalled – the message implied that if I want to formally escalate, I should do so via some other process, which is ironic because I had already escalated to your Legal team. Frustrated, I expand my outreach: I inform the media (I begin drafting an open letter to tech journalists about this fiasco) and I brief members of several online communities I’m part of about what’s happening, preparing them for a possible public call to action. The stress on me personally is immense (as detailed in the next section). By 9 August, Trustpilot has still not removed all the fake reviews, and I have not received any assurance that they will comply with my demands.

*

10 August 2025: As of today, defamatory content remains published on Trustpilot’s site about Legion Killfeed. Trustpilot has provided no indication that it will fully rectify this. Therefore, I am left with no choice but to send this formal escalation email to Trustpilot’s highest levels and to involve the regulatory authorities in four jurisdictions. This email serves as a final timeline of events and a record of Trustpilot’s failures from 28 July through 10 August. I am now setting a hard deadline of 6:00pm AEST on 11 August 2025 (that is 9:00am BST, 11 August) for Trustpilot to remove ALL defamatory content and confirm in writing that it has done so and will prevent further abuse. If that confirmation is not received by the deadline, I will immediately proceed with the consequences outlined below.

[cid:5ec78646-c007-4a63-9fd7-a79da9260a68]

(Please note: There is extensive evidence for each of the above events, including screenshots of Facebook threads, copies of Trustpilot emails, and law enforcement reports. For brevity, I have summarized the timeline, but all specifics can be corroborated by attached documents or the evidence archive.)

Trustpilot’s Legal Violations and Liability

Trustpilot’s conduct (or lack thereof) in this matter is not just unconscionable – it is unlawful. By knowingly continuing to

host defamatory content after being notified, Trustpilot has likely forfeited certain legal immunities and is now exposed to liability under multiple laws:

*

UK Defamation Act 2013 (Section 5) – Under UK law, website operators have a defense against defamation if they are neutral hosts and comply expeditiously with takedown requests from defamed parties. However, Section 5's protection is lost if the operator fails to respond adequately to a notice of complaint. I provided Trustpilot such notice on 2 August and again on 6 August, complete with details of why the statements are false and defamatory. Trustpilot's refusal to remove the content after notice disqualifies it from the Section 5 defense. In effect, Trustpilot has now become a publisher of these defamatory reviews (not merely an intermediary), because it knew of the illegality and decided to keep them online. UK case law (e.g. *Delfi v Estonia* in Europe, and analogous principles in *Voller* as mentioned below) underscores that once notified of defamatory content, a platform must act promptly or face liability. Trustpilot's inaction for days (and outright decision to "leave it up" in at least two instances) makes it liable for the continued publication. The false reviews in question clearly meet the UK's "serious harm" threshold for defamation, as they have caused serious reputational and business harm to me (a fact I can demonstrate via lost business and distress). Thus, if needed, I am prepared to bring a defamation claim against Trustpilot in the UK, where the damage (and Trustpilot's legal presence) exists.

*

Australia – Defamation & *Fairfax v Voller* (2021) – In Australia, the High Court's decision in *Fairfax Media v Voller* HCA 27 established that entities who run social media pages or similar platforms can be considered publishers of third-party comments. In that case, media companies were held liable for defamatory comments users posted on their Facebook pages, even if the companies were not aware of each specific comment. The court confirmed that liability is strict once you facilitate the communication of defamatory material. By analogy, Trustpilot – which actively manages a platform for user-posted content and encourages users to post reviews – could be deemed a publisher of defamatory reviews posted on its site, especially once it has the capacity to exercise editorial control (which it does via the flagging system). Crucially, the High Court noted that having a mechanism to hide or remove comments means the platform participates in publication if it leaves them up. Moreover, the defense of innocent dissemination (akin to EU's hosting immunity) may not apply if the platform knew or ought to have known of the defamation. Trustpilot was repeatedly informed, so it certainly knew. Additionally, Australia's defamation law (at least until recent reforms) does not offer broad immunity to interactive web services, and Trustpilot has local presence via its usage here. In sum, Trustpilot could face liability in an Australian court as a publisher of the defamatory reviews. At minimum, the *Voller* precedent underscores that prompt removal upon notice is essential to avoid liability. Trustpilot's delays and errors run afoul of this – the company did not act as a diligent intermediary once I raised the alarm.

*

Australian Criminal Code (Section 474.17) – This law makes it a criminal offense to use a carriage service (internet) to menace, harass, or cause offense. The individuals harassing me are clearly in violation of this (with their threats and abuse). While Trustpilot, as a platform, might not be directly charged under this section, by knowingly allowing the misuse of its service to menace/harass me after being notified, Trustpilot is arguably facilitating ongoing criminal conduct. In my formal notices I highlighted that continuing to publish this content could make Trustpilot complicit in the harassment. This is not a theoretical concern – Australian authorities can and do prosecute serious online harassment, and platforms have a duty to take reports seriously. I have indeed reported the matter to Australian regulators. Trustpilot's choice to ignore a victim's plea for help (and worse, to intimidate the victim) will not sit well with regulatory and law enforcement bodies here.

*

EU Digital Services Act (Articles 14–16) – Trustpilot operates in the EU (headquartered in Denmark) and is subject to the Digital Services Act (DSA), which came into force in 2023–2024. Under DSA Article 14, hosting platforms have a binding obligation to provide an effective notice-and-action system for illegal content and to act "expeditiously" to remove or disable access to content that is illegal (such as defamatory content) upon receiving a notice. Article 15 and 16 outline requirements for handling complaints and working with "trusted flaggers," etc. Trustpilot's failure to remove clearly illegal

defamation after repeated notices is a direct violation of the DSA's requirements. Furthermore, under Article 17, platforms must provide statements of reasons for moderation decisions – the “reasons” given to me (claiming the content followed guidelines) were demonstrably baseless and did not reflect a careful assessment. The EU regulators (through the Digital Services Coordinator in Denmark, and potentially the European Commission if escalated) have the power to sanction platforms for non-compliance. Trustpilot's inaction here is exactly the kind of scenario the DSA intends to prevent. I will be informing the EU authorities that Trustpilot A/S has knowingly ignored over a dozen formal takedown notices and allowed new, similarly false reviews to be posted by the same group. Under the DSA, this could result in investigations and fines. In short, Trustpilot's content moderation failure is not just a PR issue – it's now a regulatory compliance issue in the EU.

*

Other Jurisdictions: This campaign and Trustpilot's platform reach multiple countries (my customers span globally). In the United States (where Trustpilot Inc. also operates), the content constitutes defamation per se and harassment. While Trustpilot might ordinarily invoke 47 U.S.C. §230 (CDA Section 230) immunity in the US, note that Section 230 does not immunize federal criminal law nor does it stop me from pursuing the individuals in US courts. I have already filed a complaint with Canadian authorities as well, since Canadian law also addresses online harassment and defamation. The cross-jurisdictional nature of this situation means Trustpilot's behavior is under the microscope of international regulators and law enforcement – a point I stressed in my communications.

To put it plainly: Trustpilot had a legal duty to remove obviously defamatory and abusive content once it was made aware. Trustpilot has failed that duty. Trustpilot's own policies state you do not allow defamatory or hate content, yet your team oddly “found no breach” in content that any reasonable person can see is vile and false. This failure to enforce your policies not only harms me, it undermines the trust of all users in your platform. Additionally, by attempting to silence me with a brand misuse warning rather than fixing the issue, Trustpilot may have engaged in unconscionable conduct under consumer protection laws (it appears as an attempt to deter me from exercising my rights).

I urge you to consider the precedent this sets. If Trustpilot is willing to let a small business be destroyed by fake reviews and does nothing even after legal notice, it calls into question the integrity of every review on your site. No business (or consumer) can have confidence in a platform that seemingly protects attackers over the attacked. Beyond the moral responsibility, Trustpilot now faces potential civil liability and regulatory penalties if this isn't immediately rectified. The CMA in the UK has been cracking down on fake reviews on platforms, the ACCC in Australia likewise has broad powers to act against businesses facilitating harmful misrepresentations, and the Danish authorities will certainly be interested in a Danish company flouting the DSA and enabling defamation globally. I have already indicated to these bodies that Trustpilot's actions (and omissions) here may warrant investigation.

(References: UK Defamation Act 2013 §5; Fairfax Media v Voller (HCA 2021) confirming hosts as publishers; Australian Criminal Code 1995 §474.17 on using carriage service to menace; EU Digital Services Act 2022, Articles 14–16 on notice and action obligations. Each of these is directly relevant to Trustpilot's obligations in this scenario.)

Impact on My Business and Wellbeing

Trustpilot's failure to act has caused severe damage to my business and to me personally:

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Business Losses: In the short span of this campaign, Legion Killfeed's reputation has been dragged through the mud on what is supposed to be a trusted review platform. Our Trustpilot rating dropped from 4.7 to 4.4 due to the influx of fraudulent 1-star reviews, tarnishing the hard-earned positive feedback from real customers. I have already lost at least several paying subscribers who cited “seeing bad reviews” or “concerns about scams” as reasons for canceling. New user sign-ups have dwindled – I went from a steady growth to almost none in the past week. I conservatively estimate that I've lost dozens of prospective customers, and this could worsen if the false reviews remain. For a small solo business, even a handful of lost clients can be devastating to the bottom line.

*

Time Devoted to Damage Control: Instead of focusing on improving my software and serving my customers, I have spent

40+ hours per week for the past two weeks on nothing but crisis management. Every day, I've been collecting evidence (screenshots, logs), responding to abuse, writing detailed complaints to Trustpilot and various authorities, and reassuring existing customers of the truth. This is effectively a full-time job forced upon me by the attackers – and Trustpilot's inaction compounded it. All those hours are time I couldn't spend coding new features or providing support for my paying users. The opportunity cost is enormous; I am a one-person operation, so when I'm tied up with this, the business effectively stalls. The campaign thus achieved one of its aims: it disrupted my business operations, costing me countless hours and likely setting back development timelines by weeks. Trustpilot must understand that every additional day I had to fight to get these lies removed was a day of productivity and income stolen from my business.

*

Mental and Emotional Distress: The personal toll this has taken on me is profound. I have faced online harassment before, but this episode – and the feeling of abandonment by a platform that should help – has pushed me to my limits. Being publicly labeled a scammer, thief, and worse in front of one's customers is a nightmare for any honest business owner. I have experienced intense anxiety, stress, and insomnia over these weeks. It is extremely distressing to wake up each day and check if another defamatory lie has appeared, and to wonder how many potential customers saw it overnight. The fear and helplessness inflicted on me cannot be overstated. I've suffered panic attacks reading some of the hateful false accusations. The situation even stirred traumatic stress, as some attackers dredged up grotesque lies (like the aforementioned pedophilia slur) which left me feeling sick and humiliated. I am not ashamed to admit this has made me cry in frustration on multiple nights. Trustpilot's negligence greatly amplified this distress – knowing that a large platform was broadcasting the falsehoods to the world, and that my pleas for help were being brushed aside, left me feeling despair. I've had to seek support from friends and advisors to cope. This kind of emotional harm is precisely what online abuse laws recognize as serious; yet Trustpilot's actions have shown a disregard for the human impact of defamatory content.

*

Harassment and Safety Concerns: Beyond the reviews themselves, the coordinated harassment included direct abuse towards me and anyone defending me. I've received vile messages on Discord and other channels from unknown persons echoing the smears, clearly emboldened by the fact the posts on Trustpilot/Facebook lend them "credibility." I faced cyberbullying on a scale I hadn't before – being told to "kill yourself," being called slurs about my appearance and intellect, and threats that my business would be "taken down." One commenter gleefully reacted to my mention of contacting authorities with "hahaha this is AWESOME" – indicating they derive joy from my suffering. This level of hateful dogpiling can have serious consequences; people have been driven to self-harm from less. I have been strong enough to hold on, but the mental anguish inflicted is real and actionable. The content allowed on Trustpilot contributed significantly to this harassment campaign's visibility and longevity – it gave the attackers a public stage and sense of accomplishment. By leaving defamatory reviews up, Trustpilot effectively validated the abusers in their eyes, encouraging them to continue. It's hard to quantify how horrifying that feels on the receiving end.

*

Reputational Sabotage: My business, Legion Killfeed, exists in a niche community where word-of-mouth is key. The attackers strategically used Trustpilot – a high-profile public review site – to create a false narrative about me that could poison the well for anyone searching my service. This is long-term damage. Those fake reviews, even if eventually removed, may have already been seen by hundreds of eyeballs and possibly archived by search engines. Every day they remained up, potential customers could have read and believed those lies (especially since Trustpilot inexplicably left them with a stamp of "does not breach guidelines," which could mislead readers into thinking Trustpilot somehow verified them). I will likely have to engage in a sustained PR effort to undo the doubt and negativity seeded by this campaign. The attackers' goal was to destroy my reputation, and Trustpilot's lapse made that much easier for them. A business's reputation is its lifeblood – and Trustpilot's negligence almost bled mine out.

*

Disproportionate Harm to a Vulnerable Individual: I want to highlight that I am not a large corporation with teams of lawyers. I am a single developer who is also an Indigenous Australian and a person with a disability. These aspects of my

identity compound the hardship I'm experiencing. As an Aboriginal entrepreneur, I've worked hard to overcome barriers and biases in the tech/gaming space; seeing my work torn down by malicious actors – and feeling unsupported by a major platform – is disheartening on a deeper level. My disability (which I will not detail here for privacy) means I already cope with certain challenges daily – this stress and harassment have directly impacted my health in ways an able-bodied person might not experience. It is well documented that online harassment can disproportionately affect marginalized people and those with mental or physical health struggles. I am living proof of that. The exhaustion and exacerbation of symptoms I've felt these past days would perhaps be trivial to a big company, but to me it's huge. Trustpilot should be aware that by allowing this abuse to persist, it has inflicted particular harm on a person of protected characteristics – something regulators and the public take very seriously. In the ACCC complaint I filed, I even noted my Indigenous status and disability, because I want authorities to know how the impact here isn't just financial – it's deeply personal. All I ask is to run my small business safely and with dignity, but Trustpilot's failure made that feel impossible in this moment.

To illustrate the above: in my ACCC report (Reference No. IRU-2025-08-04...), I described how 13 formal notices to Trustpilot were ignored and how that led to significant loss of income and intense mental strain. I explained that I've spent weeks fending off abuse and that the situation drove me to anxiety and exhaustion. These are not exaggerations – they are on record with a government agency. I have attached supporting documents (PDFs) that detail these impacts. It's important that Trustpilot and any cc'd authorities appreciate that this isn't just "a few bad reviews" – it's a concerted attack causing real human harm.

Formal Complaints to Authorities & Evidence Archive

As noted, I have already taken the step of reporting Trustpilot's conduct, and the attackers' conduct, to various authorities. Below is a list of formal complaints and reports lodged, with reference to attached documents (by file name) containing full details and evidence:

*

Complaint to Australian eSafety Commissioner (Filed 4 August 2025): I submitted a detailed complaint letter to the Office of the eSafety Commissioner titled "Formal Complaint to the eSafety Commissioner – Coordinated International Harassment and Defamation Campaign". This document (PDF attached) outlines the cross-platform harassment, names the individuals involved, and requests intervention under Australia's Online Safety Act (Adult Cyber Abuse provisions). It references prior Case #ACA-2024-0528878 (a related harassment case from 2024 that remained unresolved). The complaint emphasizes that the content on Trustpilot is part of this coordinated abuse and is causing harm in Australia. It asks eSafety to liaise with platforms (including Trustpilot) to get the content removed and hold perpetrators accountable. (See attached PDF: Formal Complaint to the eSafety Commissioner – Coordinated International Harassment and Defamation C.pdf)

*

Complaint to Australian Competition & Consumer Commission (ACCC) (Submitted August 2025): I filed a report via the ACCC's online portal (Ref #INC3217398) specifically about Trustpilot's role in this affair. In that report, I identify Trustpilot as the business whose conduct is at issue (for publishing false reviews affecting my business). I detail how Trustpilot is knowingly hosting defamatory, misleading material that constitutes false or misleading conduct in trade (as it harms my business by deception). I explain the timeline of my notifications to Trustpilot and their failure to act, and the damage caused to me and consumers who are being misled. I highlight that Trustpilot's inaction is effectively facilitating the harassment campaign and that this raises serious consumer protection concerns (since users rely on Trustpilot for honest reviews). The ACCC has the mandate to address unfair practices affecting businesses, and hosting fake defamatory reviews certainly qualifies. (See attached PDF: Report an issue affecting your business · ACCC.pdf – this contains the text of my ACCC report, including the description of what happened and the impact on me. Note: I identified myself in that report as an Indigenous person with a disability, to underline the disproportionate impact.)

*

Report to Thames Valley Police, UK (Filed 4–5 August 2025): I lodged a formal police report with the Thames Valley

Police Cyber Crime Unit (as Mr. Hayes, a key perpetrator, resides in that jurisdiction). The report details the harassment originating from the Facebook post and the false reviews on Trustpilot. It includes evidence like screenshots of Mr. Hayes's incitement ("Please report... filed a bad review") and the text of the fake Trustpilot reviews. The police have assigned a reference number to this case (which I have provided to Trustpilot previously). The involvement of UK police underscores that this is not a trivial matter of "some bad reviews" – it is considered criminal harassment and defamation. I have provided police with all available information on the UK individuals (names, profiles, etc.) and I've indicated that Trustpilot has logs that could help identify the culprits (IP addresses of "Danny Hayes" review, etc.). (Evidence of this report is summarized in the attachment list in my Trustpilot communications. I can provide the full police report or reference number upon request, though for privacy I haven't attached the police report itself here.)

*

Complaint to Canadian Authorities (Submitted 5 August 2025): Given one perpetrator (Brett Jones) is Canadian (or at least in North America) and he made extremely defamatory statements, I filed a report with the Canadian Cybercrime unit / RCMP (via their online portal) focusing on his conduct (e.g., the false pedophilia accusation and involvement in the fake review mob). That complaint includes evidence from Discord chats and notes that the content was propagated on Trustpilot (a platform accessible in Canada). Defamation can be criminal in Canada when it's this malicious (criminal libel), and certainly the harassment aspect is covered under hate/harassment statutes. This complaint is also referenced in the attachments list. I have not attached the full text publicly, but it's on file with Canadian law enforcement.

*

Complaint to Meta/Facebook (Reported 4 August 2025): I formally reported the initial Facebook post and the entire harassment thread to Meta's legal/content abuse team. I sent a notice to Meta (with the subject "Coordinated Harassment and Defamation – Facebook Post") identifying the URL of the offending Facebook group post and explaining how it violated Facebook's Community Standards (bullying/harassment, incitement, etc.). I included references to how that content spilled over to Trustpilot and elsewhere. Facebook's response is pending, but I wanted it noted that the source of this campaign is also under review by that platform. (Referenced in attachments: "Report to Facebook/Meta on 4 August 2025".)

All of the above complaints have been saved to an evidence archive, along with extensive supporting materials:

Evidence Archive: I have compiled a OneDrive folder containing all relevant evidence – screenshots of Facebook comments, copies of the fake Trustpilot reviews (with timestamps), chat logs from Discord, email correspondence with Trustpilot, and more. This archive is accessible at the following link:

<https://1drv.ms/f/c/ac56af7aa8f9336c/Eje1CxVVYyhLhLEWGSiTergBVvI7ltgndB8KCKTr9fGW4Q?e=a5lP8n>.

For instance, the archive includes an image gallery of screenshots showing Mr. Hayes's posts urging mass reporting and fake reviews, the Trustpilot dashboard showing my flags and Trustpilot's improper "not a breach" decisions, and snippets of Discord where Brett Jones makes his vile slurs. There is also a chat wherein Mr. Jones called me a "pedo". All of this evidence has been shared with the aforementioned authorities and is available for Trustpilot's own review upon request. In the attachments to this email, I have included key documents for your convenience: the Trustpilot Legal Complaint letter (4 Aug 2025), the eSafety Commissioner Complaint (4 Aug), the ACCC report text, and a summary document "Malicious Attacks on Legion Killfeed" that I used to brief law enforcement. I trust you will review them thoroughly. They contain direct quotes, dates, and references that back up every assertion I've made here.

Let me emphasize: Nothing in my claims is unsubstantiated – I have a paper trail and media evidence for everything. If needed, I can supply Trustpilot with copies of the Facebook thread (though your staff already saw some, as I sent screenshots on 3 August), and the exact text of each fake review as it appeared. I urge you to also internally check whatever logs you have – you will likely find that these reviews came from a cluster of accounts all created around the same time, with minimal other activity, some possibly sharing IP ranges or other fingerprints. In other words, your own data should corroborate that this was a brigaded attack and not organic customer feedback.

Demands: Remediation by 11 August 2025, 6pm AEST

Trustpilot must take the following actions immediately (no later than 6:00pm AEST on 11 August 2025, which is 9:00am BST on 11 August):

1.

Permanently remove all defamatory and abusive reviews related to Legion Killfeed. By “all,” I refer to every review posted in late July/early August 2025 by the malicious actors. As of this writing, at least one such review is still live (“Robert McDonovan”). There may be others under different names that I flagged – ensure none of them remain on any Trustpilot domain (including any localized domains). Simply “hiding” them is not enough; they must be fully expunged so they no longer appear to any user.

2.

Ensure no re-publication or reappearance of these reviews. Sometimes removed reviews can resurface if the user edits them or if Trustpilot’s systems mistakenly re-enable them (as happened on 2 August). Trustpilot must guarantee these specific pieces of content will not come back online. The accounts in question should be suspended or banned to prevent reposting.

3.

Provide a written confirmation of compliance. I require an official email or letter from Trustpilot confirming that the offending content has been removed due to violations, and acknowledging Trustpilot’s obligations under the law to do so. This letter should be sent to me at this email address by the deadline. It should be written on Trustpilot’s letterhead (or from an official corporate email) and include a clear statement that the reviews violated Trustpilot’s guidelines and have been taken down. I will treat this as part of the record going forward.

4.

Cease any retaliatory actions against me or my business. Drop any “brand misuse” claims or other irrelevant complaints you have initiated in response to my whistleblowing. I expect no further harassment or spurious warnings from Trustpilot; instead, focus on the real issue at hand.

5.

Preserve all evidence on your end. While you should remove the content from public view, do not delete the backend data (user identities, IP logs, timestamps, correspondence). I formally request that Trustpilot preserve all records related to the reviews and accounts in question, as well as all internal communications or notes on this case. This data may be required for legal proceedings against the perpetrators (and potentially against Trustpilot). As you are aware, destruction of evidence after a legal hold notice (which my 2 Aug and 6 Aug notices essentially were) could lead to further liability.

If Trustpilot complies with the above fully and promptly, that will at least stop the bleeding and allow us all to move forward. However, if Trustpilot fails to meet this deadline or only partially fulfills these demands, I want to be unequivocal about the consequences:

*

Legal Action: I will initiate civil defamation proceedings against Trustpilot A/S without further notice. This could be in the High Court of England (where Trustpilot has a presence and where significant harm occurred) and/or in the appropriate court in Australia. I will also explore joining individual Trustpilot staff to the suit if warranted (for example, those who knowingly reinstated defamatory material after recognizing its nature). I have already consulted legal counsel, and have been advised that our case is strong given the clear evidence of notice and inaction. We will seek all available damages. (For context, defamation damages can be substantial, and I will also be claiming for business interference and emotional distress where applicable.)

*

Regulatory Reporting: I will formally report Trustpilot’s misconduct to the UK Competition & Markets Authority (CMA) and the Danish authorities (the Danish Consumer Ombudsman or Competition and Consumer Authority) as a case of a platform facilitating fake reviews and failing to comply with content obligations. The CMA in particular has powers to

investigate and penalize companies for allowing fake or misleading reviews that harm consumers. The EU Commission's Digital Services coordinators will also be notified to examine Trustpilot under the DSA framework. Trustpilot could face significant fines or orders under those regimes if found in breach. I will ensure all evidence and correspondence (including this email) are made available to them. In Australia, I will update the ACCC and eSafety Commissioner that Trustpilot did not appropriately respond even after intervention was sought, potentially prompting regulatory action or public advisories there.

*

Public Exposure: I will take this story to every relevant media outlet willing to listen – not just tech media, but mainstream news in Australia, the UK, Denmark, and beyond. Defamatory reviews and platform negligence is a hot topic (numerous outlets have covered the dangers of fake reviews and unchecked online harassment). I am prepared to share my ordeal, naming Trustpilot's role in it, to shine a spotlight on this failure. Trustpilot's brand is literally about "trust"; I can't imagine the company would want headlines about how it betrayed an Aboriginal disabled small-business owner by hosting lies and then retaliated against him. Yet that is exactly the story I will tell, truthfully backed by evidence, if we reach that point. Consider how customers will view Trustpilot if they learn of this incident.

*

Community Alert: I manage and have access to large communities in the gaming and tech world. In particular, I am connected to over 1,000 Discord servers comprising about 124,000 users (these include gaming communities, developer groups, and streamers who overlap with my product's audience). I will publish a detailed account of Trustpilot's actions in those channels, effectively warning tens of thousands of people about what Trustpilot has done. Additionally, I am part of a global Xbox community network that reaches over 1,000,000 gamers worldwide. Gamers talk, and they support their own – I will make sure this network is informed about how Trustpilot allowed a group of trolls to sabotage a game server tool business and how Trustpilot responded when confronted. The resulting backlash and loss of goodwill for Trustpilot in those circles could be significant. In an era where online platforms live or die by user perception, such negative word-of-mouth is something I'm sure you'd prefer to avoid.

To be clear, I do not want to have to resort to lawsuits or smear campaigns. I started contacting Trustpilot in good faith, believing this could be resolved swiftly through your content guidelines. Instead, I was met with indifference and adversity. My hope is that this formal escalation can still spur the corrective action that should have happened two weeks ago. Trustpilot must do the right thing now, not just for me but as a matter of principle – to show that it truly does not tolerate abuse of its platform.

I trust that by this point, the gravity of the situation is evident. I have cc'd this message to regulators across multiple jurisdictions to ensure transparency and accountability. They will see exactly what I have reported and what I have requested of Trustpilot. If further action is needed from their end, they have the details to proceed.

Finally, I want to leave you with a very stark illustration of what your failure means to me. This is not just about a review score or a business transaction – it's about basic rights and livelihood. The way things have transpired has made me feel like the systems are so broken that only extreme cynicism remains. In fact, I will conclude with this statement:

Doesn't it strike anyone as wrong that trust pilot will not post websites that engage in illegal activities (eg: be criminals, much like trust pilot is being right now) but a law abiding business under constant harassment has a multi-million dollar company (trustpilot) contributing to the destruction of years of hard work?

That alone indicates when trustpilot fails or breaks the law like they are now and when the ACCC doesn't act and when the eSafety Commissioner REFUSES to act, they are letting Trustpilot knowingly and willingly break the law and destroy a small business.

It's almost like trust pilot is in sighting crime by harassing small business until the business has to start sex trafficking to be free from the illegal and abusive way trust pilot violates our rights.

In other words, it seems the only way to escape the kind of unlawful abuse Trustpilot is subjecting us to would be to engage in something as heinous as sex trafficking – because apparently then authorities might take action, whereas right now a law-abiding small business is left defenseless. This is obviously a despairing hyperbole, but it captures the level of

frustration and hopelessness I have been driven to by Trustpilot's negligence. I need you to understand how critically serious this is.

But that wouldn't work anyway, because Trustpilot is listed on Trustpilot and they;

*

aid businesses or individuals with manipulate news, reviews, documents and results;

*

promote hatred, violence, terrorism, xenophobia or any form of discrimination against any individual or group;

*

facilitate criminal activities of any sort, including those carried out by means of computers or the Internet;

*

are engaged in financial scams such as pyramid schemes, credit card fraud, mortgage scams; or, otherwise operate illegally; for example, selling fake or unsafe goods and services, or generally mis-sell;

*

use, or facilitate the use of Artificial Intelligence in a way that may cause harm to others, for example in any of the products or services listed above.

Your "Consumer Warnings and Alerts" policy, as presently worded and applied, constitutes an unfair contract term under Australian Consumer Law, because no business engaging with Trustpilot willingly agrees to be publicly defamed or have unverified, subjective allegations displayed as fact. Such "warnings" are inherently libellous when based on unproven claims or Trustpilot's own unilateral interpretations, and they cause measurable reputational and financial harm. Any attempt to apply a Consumer Warning to my business will be treated as a fresh act of defamation and malicious interference, triggering swifter and more direct legal consequences. Trustpilot is not an untouchable entity above the law, and you have no right to violate my rights through the publication of false, misleading, or damaging statements.

Your immediate action is required. Remove the defamatory content and confirm in writing by 6pm AEST, 11 August 2025 (9am BST). I have every expectation that you will comply and finally put an end to this nightmare. If not, Trustpilot will leave me no choice but to pursue every avenue of recourse available, as outlined above, to protect my rights and my business.

I await your prompt response.

Sincerely,

Anthony Brodie

Owner & Developer, Legion Killfeed (ABN 28387377607) Australia

Fairfax & Others v Voller: The expanding net of publication - social media and third-party

comment<<https://www.landars.com.au/legal-insights-news/fairfax-and-others-voller-expanding-net-of-publication>>

<<https://www.landars.com.au/legal-insights-news/fairfax-and-others-voller-expanding-net-of-publication>>

[cid:55ab844e-e238-4fe2-a850-7a332259cbf4]

Attachment(s)

[redacted.txt](#)

[redacted.txt](#)

Anthony Brodie

6 Aug 2025, 12:49 BST

Excuse me? How dare you Erika,

Your email and the suggestion that the volume or tone of my messages is the problem completely ignores the actual

cause: your platform's repeated failure to act promptly when a business's reputation is under unlawful attack.

I sent the original emails days ago, when the defamatory content and policy-breaching reviews were live and harming my main source of income. Only now, after an unacceptable delay, am I receiving acknowledgements. In that time, the coordinated harassment, fake reviews, and reputational harm I reported continued unchecked.

Yes, some of my emails may contain strong language, frustration, or aggression — because I was dealing with clear unlawful behaviour (including defamation, incitement of fraud, and targeted harassment) that your system failed to address. I cannot go back in time and “unsend” them, and the fact you are now receiving many at once is the direct result of your delay, not my conduct.

Had Trustpilot responded in a timely and proportionate manner — as is reasonable when a business's credibility and revenue are at risk — there would not be a backlog of angry emails for you to review. Blaming the victim for expressing justified anger after days of inaction is inappropriate.

The real question your Content Integrity team should be asking is: why was clearly policy-breaching content, posted as part of an organised smear campaign, left online long enough to cause damage and escalate to this point? Until that is addressed, you will continue to face both the consequences of delayed action and the justified frustration of those affected.

[cid:4b4c54a8-99ca-4553-9c9a-c051772e34b7]

Address that first, review all the correspondence in full, and then get back to me with a proper response, not an insult.

Anthony Brodie

Owner – Legion Killfeed

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

Sent: Wednesday, August 6, 2025 9:36 PM

To: Anthony Brodie <legionkillfeed@outlook.com>

Subject: Acknowledgement: Your dispute has been received - Ticket [#36813814](#) - Ticket [#36813814](#)

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

Erika (Trustpilot Help)

6 Aug 2025, 12:36 BST

Ticket number: 36813814

Hi Anthony Brodie,

Thanks for getting in touch. Thanks for submitting some additional information.

Kindly be advised that we will not tolerate any form of abuse directed towards our staff. It has come to my attention that your interactions with our agents have been quite disrespectful.

I've now concluded the assessment of your dispute that you raised on 06/08/2025 for the review of WARZONE.

Dispute outcome

The review was flagged for containing harmful and illegal content, categorized as defamation. However, since it did not violate our guidelines, it has been reactivated and is now available online.

The statements highlighted did not meet our threshold for 'defamation'; therefore, the decision to reactivate the review at that time was correct. When it comes to defamatory statements, we look at context over keywords. We consider how the statements you've highlighted as problematic would be interpreted by the average reader, and whether, in the context of the whole review, it's likely to cause serious harm to someone's reputation or serious financial loss to a business.

Please also note that Trustpilot is an open review platform that aims to build trust between consumers and businesses. We provide a space for customers to share their genuine experiences, both positive and negative, and for businesses to listen, respond, and engage.

This sets a high bar for the removal of reviews and statements, and we believe it's the right approach to ensure only the most serious and harmful content is removed and that consumers are allowed to voice their opinions, whether positive or negative.

The decision to conduct an offline review has been confirmed, as the review was flagged for being associated with another business, and the reviewer did not respond; consequently, the review has been filtered offline.

Concerning the review titled "PLEASE," I have flagged it on your behalf due to the reason that it is not based on a genuine experience. At this time, the review remains offline; however, should the reviewer provide documentation demonstrating their interaction or experience with the business in question, the review will be reactivated online.

If you disagree with the contents of the review, we always encourage businesses to respond to negative reviews and comments. This lets you show your side of the story and is an opportunity for you to manage customer feedback and set the record straight if you disagree with what's been said.

This completes the investigation of your case.

Kind regards,

Erika,

Escalation Team - Content Integrity

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

[<https://www.trustpilot.com/review/trustpilot.com>](https://www.trustpilot.com/review/trustpilot.com)

[\[https://emailsignature.trustpilot.com/signature/en-US/2/46d6a890000064000500e0c3/text_zendesk.png\]](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

5 Aug 2025, 23:39 BST

Not good enough. It has been a week of lies damaging my business and my reputation. Fix it now.

Anthony Brodie

5 Aug 2025, 23:38 BST

I am sick of repeating myself explaining that these are coordinated attacks organised by competitors on Facebook so if you cum guzzling cocksucking cunts keep making me explain it, you will be added to a FUCKING LAW SUIT because I will be suing for damages. Fucking get rid of the lies from my fucking business profile now.

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?](https://trustpilot-help.zendesk.com/hc/requests/new?)

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[/www.trustpilot.com/users/connect?](https://www.trustpilot.com/users/connect?)

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Trustpilot A/S

Pilestraede 58, 5th floor, 1112 Copenhagen K, Denmark

Company no. 30276582

[43RZ49-PY2ZY]

Attachment(s)

[redacted.txt](#)

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Escalation Team - Content Integrity



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

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

Email Headers (Raw)

X-Mozilla-Status	0001
X-Mozilla-Status2	00000000
Received	from SL2P216MB1264.KORP216.PROD.OUTLOOK.COM (2603:1096:101:a::10) by SL2P216MB2029.KORP216.PROD.OUTLOOK.COM with HTTPS; Tue, 12 Aug 2025 11:57:06 +0000
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From	Trustpilot Help <support@trustpilot-help.zendesk.com>
To	Anthony Brodie <Brodies@REDACTED.email>
Subject	Acknowledgement: Your dispute has been received - Ticket #36813814 - Ticket #36813814
Thread-Topic	Acknowledgement: Your dispute has been received - Ticket #36813814 - Ticket #36813814
Thread-Index	AQHcCsioPSRz1lkwdk6MorFev/OSBLRde+N8gAFu/9s=
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Date	Tue, 12 Aug 2025 21:56:57 +1000
Message-ID	<43RZ49PY2ZY_689b2c095d19a_a5159064979_sprut@zendesk.com>
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X-Auto-Response-Suppress	All
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X-MS-TNEF-Correlator	
X-MS-Exchange-Organization-RecordReviewCfmType	0
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X-Microsoft-Antispam-Mailbox-Delivery	ucf:0;jmr:0;ex:0;auth:1;dest:I;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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