

From: Trust Support <trust.operations@trustpilot.com>
To: "Brodies@REDACTED.email" <Brodies@REDACTED.email>
Subject: Update on the review you flagged - Case #00709812
Date: Fri, 05 Dec 2025 17:03:38 +0000

Hi killfeed.co,

We're following up about the [review](#) by Consumer, which you flagged as not based on a genuine experience.

Our decision

We've carefully assessed the review based on your selected flagging reason. We've found that the review follows our guidelines, so it will remain online.

How we assess flagged reviews

When reviews are flagged for not being based on a genuine experience, we run them through [a series of checks](#) and analyze various factors, such as:

- The reviewer's activity on Trustpilot (e.g., number of previous reviews and past engagement with businesses)
- If the content of the review follows our guidelines for reviewers
- Patterns of unusual behaviour detected by our automated technology

In this case, we weren't able to detect any suspicious patterns or content, so the review stays online.

What counts as a genuine experience

[A genuine experience](#) doesn't always mean a purchase. It could also include an interaction, like:

- Browsing your website
- An online chat with your business

Reviewers don't need to use their real names when submitting their review, so you might not always recognize them from the reviewer name alone. This is why we recommend using our "[request information](#)" tool or replying to the review so you can share your perspective.

Share your side of the story

If you haven't already, we recommend [replying to the review](#). Your reply appears alongside the review and gives potential customers a complete picture from both your side and the reviewer's—which can help build trust and credibility.

Want us to take another look?

If you believe we've made a mistake, please reply to this email with any additional context, and our team will reassess the case.

Thanks,

Trustpilot

Please note that depending on the situation, we may use automated detection technology, a team of experts, or a combination of both to assess content on the Trustpilot platform.

Email Headers (Raw)

[illegible]

X-Eoptenantattributedmessage	84df9e7f-e9f6-40af-b435-aaaaaaaaaaaa:0
X-Ms-Exchange-Organization-Messagedirectionality	Incoming
X-Ms-Publictraffictype	Email
X-Ms-Traffictypediagnostic	SJ5PEPF000001EC:EE_SE1P216MB1882:EE_JPU4P216MB1568:EE_
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X-Ms-Exchange-Eopdirect	true
X-Sender-Ip	13.49.132.177
X-Sid-Pra	TRUST.OPERATIONS@TRUSTPILOT.COM
X-Sid-Result	PASS
X-Ms-Exchange-Organization-Sci	1
X-Microsoft-Antispam	BCL:4;ARA:1444111002 20103052901057 20103052903057 461199028 9800799015 28070799003 9400799040 70000799015 47200799021 58200799018 20103052914048 20103052904057 440099028 3412199025 1122599019 30041999003 26104999006 22062799003 1360799030 1370799030 1380799030;
X-Ms-Exchange-Crosstenant-Originalarrivaltime	05 Dec 2025 17:03:39.4472 (UTC)
X-Ms-Exchange-Crosstenant-Network-Message-Id	2569aeb5-2a8c-499e-b19f-08de34203d07
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Keywords	Trustpilot
MIME-Version	1.0