

Moderation Content Guidelines



At Feefo, we believe genuine and honest reviews are the only way to ensure consumers can shop with confidence.

So, every time you see the Feefo logo, you know that the reviews you're seeing can be relied upon to make those all-important decisions.

However, there are extreme cases where we need to step in to either remove, or edit, a review left for a business if it violates one of our strict criteria.



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Guidelines for review removal

Litigious or Safety Comments: Reviews alleging illegal behaviour or safety concerns without evidence will be removed. This includes accusations of fraud, scams, or selling counterfeit goods/services. Comments mentioning ongoing litigation require validation. Reviews suggesting unsafe modifications to products/services will also be rejected.

Swearing or Inappropriate Language: Profanity and sexually explicit content are prohibited. Comments containing discriminatory language (e.g., racism, homophobia) will be removed.

Irrelevant Content: Reviews unrelated to the transaction or about the wrong company/product will be removed. Content must be relevant and coherent within its section.

Inappropriate Media Content: User-generated content containing nudity, inappropriate words, or minors not central to the review will be removed.

Requested by Content Owner: Reviews will be removed upon specific author requests, accompanied by evidence.

Personal Information: Any personally identifiable information will be removed to protect privacy.

Spam, Advertising, or Marketing: Illegible, spammy, or URL-containing content will be removed. Star ratings without accompanying comments are acceptable.

False Content: Reviews spreading factual inaccuracies about critical product/service features will be removed.

Competitor or Pricing Comments: Comments directing consumers to competitor websites will be removed. General price observations are acceptable; however, specific pricing details are not.

Reviews in Wrong Section: Reviews in the wrong section (e.g., service in product section) will be removed for consistency.

Incorrect Uploads: Content related to incorrectly uploaded sales data will be removed.

Reviews not in Desired Language: Content not in the desired language may be removed, subject to pre-agreement.

Item Not Received: Service reviews left before item receipt will be removed if the item remains undelivered.

Mismatched Scores: Reviews with star ratings contradicting the comments will be removed for transparency.

Incentivised Content: Reviews referencing merchant incentives (e.g., free samples) will be removed to ensure unbiased opinions.

To find out more, contact a consultant

[Book a demo](#)

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Email: sales@feefo.com



Review content that we do not remove

Breaching terms and conditions: Content that references something that violates a merchant's terms and conditions (i.e. about shipping overseas when the merchant does not).

Negative comments: If a negative review isn't in violation of any of the criteria for removal, it will not be removed.

Negative reviews and opinions: Even if the merchant has satisfactorily resolved the issue in the original review, the negative sentiment or opinion expressed in the original review will not be removed unless specifically requested by the reviewer.

Spelling errors: Content that includes spelling or punctuation errors.

'Unfair' reviews: Content that represents the legitimate opinion of the consumer but is viewed as 'unfair' by the business, unless they meet other criteria for removal, will not be removed.

Cancelled orders: Once a transaction has occurred, a consumer will be able to leave feedback based on their experience, even if the order has been cancelled. For example, if a consumer chooses to cancel their order due to the quality of a merchant's customer service.

Competitor reviews: If a competitor leaves a legitimate review after making a purchase, they are just as entitled to leave a review as any other customer.

Not 'useful': When a merchant feels a published review isn't 'useful' or 'beneficial'.

After a refund: Where a merchant has subsequently refunded the consumer, who has completed their purchase and/or experienced service, they are entitled to leave a review based on their experience.

No warning: A consumer does not have to complain to the merchant before leaving a negative review.

Item not received – service: A consumer has not yet received their item but did leave an experience-based service review unless they are proven to have received the item in question.

We hope that we have helped shed some light on what does and does not affect review publication. Feefo publishes 100% of all customer reviews our merchants receive, unless in violation of one of our 'grounds for removal' outlined in this document.

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