



Reviews policy

AiYellow.com is committed to be the most trusted online destination for consumers to connect with businesses and we are dedicated to ensuring that consumers can trust existing, and post new, reviews.

This is all achieved through simple processes and clear policies as outlined below. We ask both reviewers and business owners to share our values and abide by these principles and guidelines and the Reviews Policy:

1. **Notice and Take-Down System:** We do not monitor, censor or moderate reviews. We provide a passive conduit only for users to post reviews about businesses featured on our website.
2. Reviewers may not write a review that:
 - a. they have been paid to write by the business or a competitor of the business;
 - b. does not describe their personal and direct interaction with the business;
 - c. is not factually correct;
 - d. violates laws regarding defamation, harassment, discrimination, racial vilification, sedition, blasphemy, bullying or contempt;
 - e. is abusive, offensive, indecent, pornographic or obscene;
 - f. advocates illegal activity or discusses illegal activities with the intent to commit them;
 - g. is intentionally or unintentionally false, misleading, deceptive, inaccurate, incorrect or unreliable;
 - h. infringes intellectual property rights including copyright of any third party;
 - i. is inappropriate, off topic, repetitive or vexatious; or
 - j. compromises the privacy or data protection rights of any person.
3. **For Business Owners:** Business owners may not do any of the following which could damage your online reputation or be interpreted as misleading consumers:
 - a. pay for reviews of your own or a competitor's business;
 - b. review your own or a competitor's business; or
 - c. try to have negative reviews removed leaving only the positive reviews.

Posting a review

Our review service offers consumers the opportunity to rate and review their genuine, first hand, experiences with the businesses they use. Specifically:

- A consumer can only review a business with whom they have had a direct, first hand, experience. Not based on what they heard from friends or relatives.
- For clarity, our definition of an experience is where a business has been actively engaged as part of a buying process or delivery of the service. A consumer can only review a business to the extent of their direct experience, e.g. a consumer who obtained a quote from a business but did not accept the service can review their experience with obtaining the quote but cannot review the delivery or ongoing support for the service.
- In addition, you may not write a review about a business:
 - a. that you or any family member have any financial interest in;
 - b. that you are employed by or otherwise work for;
 - c. that is a competitor to a business that you or any family member have any financial interest in, are employed by or otherwise work for;
 - d. in exchange for payment; or
 - e. where your interaction occurred more than 12 months previous to submitting the review.



- Consumers are able to post a review across a range of different devices/channels – desktop, mobile and app.
- As a minimum, consumers need to provide a rating (1-5 stars) of a business.
- Our advice for consumers is that if they have had a bad experience with a business they try to explain to them why in their review. Genuine negative feedback is fine, but constructive criticism is much more useful to the business and potential customers than an angry rant.
- The personal details of users will never be shared with the subject of their review, or 3rd parties, without obtaining permission, unless we are required to share them related to a court or government order.
- We encourage free speech and defend everyone's right to express unpopular points of view. But, we do not permit abusive or offensive behavior, towards businesses or other users. This includes (but is not limited to) the use of profanities; threats; prejudiced comments; hate speech; and/ or, sexually explicit language. All user generated content material posted on the AiYellow.com website, must comply with both the guidance in this Reviews Policy and the AiYellow [Conditions of Use](#).
- We respect our users' privacy and do our utmost to protect it (see our [Privacy policy](#) for more details). We expect users to join us in protecting people's privacy and for reviews to be unbiased and objective. Mentioning the celebrity owner of a bar/restaurant is fine, but detailing personal information such as full names, email addresses, mailing addresses; phone numbers; as well as bank and card details for, individual members of staff, or any other individual, is strictly prohibited. If a review does contain this type of information, it may be removed.
- Anything posted should be a reviewer's own, unique work. This includes not uploading images/ videos or using content in videos to which someone else owns the copyright, such as music tracks, snippets of copyrighted programmed or videos made by other users and unattributed quotes. Content may be removed, without notice, if we receive a complaint from the copyright owner.
- • All reviewers should be aware that the content they submit becomes visible to anyone who visits the AiYellow.com website, so they need to check what they're posting meets our AiYellow.com [Conditions of Use](#).