



# BV Local Moderation

**Your customers are talking.** Bazaarvoice can help you listen.



Bazaarvoice moderation services are used by some of the most brand-conscious companies in the world. We use a combination of technology and human analysis to ensure the most appropriate and relevant content makes it live to your site in the quickest possible time. We have created custom guidelines specifically for our Local Providers and their content to protect their brand and help with the curation of content for reporting and action after submission.

We do more than reject content, we tell you why your content was rejected. All applicable tags will be applied to rejected content to give you the insight in to what your customers are saying.

## BV Moderation Rules

### **GIU**

Generally inappropriate content. This might be content that is derogatory or discriminatory in nature

### **LI**

Legal or liability issues. Any claims of injury or criminal activity

### **CR**

Competitor References.

### **URL**

URLs in content

### **SPM**

Duplicate or spam submissions

### **PII**

Personally Identifiable Information

### **VAC**

Content that is unrelated or unintelligible

### **DBA**

Content that is only meant to overtly direct business away

### **PRF**

Profanity

### **UA**

Users under the age of 13

### **PUX**

When a user states they have not purchased the service or have no experience with the local provider.

### **FL**

Content written in the incorrect language.

### **WP**

Used when a user writes about the incorrect service

### **CSN – (Neutral Code)**

Customer service complaints. Not a reason for rejection.