Authentic Reviews Trust Mark FAQ

This document addresses questions about the Bazaarvoice Authentic Reviews Trust Mark.

What is the Bazaarvoice Authentic Reviews Trust Mark?

The Bazaarvoice Authentic Reviews Trust Mark is a consumer-facing seal designed to reassure customers that they are reading genuine, unbiased, and transparent product review content while they research products in the process of making a purchase decision. The Trust Mark affirms a company's commitment to authentic consumer feedback regarding its products and services. The mark also signals to consumers that the review content they see is safeguarded by a neutral third party with sophisticated fraud detection technology and industry-leading best practices.

Why would I want the Trust Mark on my site?

The value consumers assign to ratings and reviews—and the ability of reviews to help consumers make informed purchase decisions—is tied directly to authenticity. Displaying reviews comes with a responsibility to help ensure they represent the genuine, unbiased, and transparent opinion about the author's experience with a product or service.

The Trust Mark helps protect the relationship between your brand and consumers by reinforcing that the review content on your site is screened for fraud, moderated, and displayed by a neutral third party using industry-leading best practices and continually updated technology.

What are the requirements for getting the Trust Mark?

The Trust Mark is available only to Bazaarvoice clients. To be eligible to carry the Trust Mark, you must meet the following criteria:

- Comply with all components of the Bazaarvoice Authenticity Policy
- Cannot self-moderate your reviews

What is the Bazaarvoice Authenticity Policy?

The Bazaarvoice Authenticity Policy describes the requirements for a client's content (e.g. ratings, reviews, questions, answers, and stories) to be considered authentic. Authentic Content is content that, to the best of Bazaarvoice's knowledge, is transparent and free from any fabrication, modification, or fraudulent activities.

The Bazaarvoice Authenticity Policy has been used as the model for the Word of Mouth Marketing Association's (WOMMA) authenticity guidelines in its Code of Ethics. Bazaarvoice is also a lead participant with Association Française de Normalisation (AFNOR) in Europe, helping create governing rules for user-generated content, including a certification process.

Bazaarvoice supports its Authenticity Policy with the following:

- **Industry-leading fraud detection** technology that enables Bazaarvoice to identify the submission source of all reviews

- Sophisticated algorithms with alerting and filtering capabilities that enable Bazaarvoice moderation teams to identify, flag, and report suspicious content

- A dedicated team of analysts that monitors suspicious reviews to determine their authenticity

The Bazaarvoice Authenticity Policy has three main criteria that must be met for authentic review content to be displayed on the websites of Bazaarvoice clients:

- Free from fraud and spam— Commercially reasonable efforts are taken to help prevent the submission of fraudulent content from any submission source. This could include disruptive or "trolling" behavior, commercial messages, automated submissions (e.g. bots and scripts), illegitimate or degrading content from a client's competitor, and self-promotion.

- Free from edits, classification, and alteration— Reviews are not altered in any way by anyone other than the original author, including corrections for spelling or grammar. Reviews are not filtered, edited, or deleted merely because they are negative or give a low rating.

- Transparent—Companies are not allowed to ask for positive reviews directly. If consumers are offered money or promotional material (such as discounts or coupons) in exchange for providing an unbiased review, the review must note this arrangement. Also, employees and vendors of the organization may not submit content without disclosing their relationship to the product or service.

How do I get the Trust Mark for my site?

Visit the Spark portal to submit a support case. We will contact you about implementing the Trust Mark on your site.

For clients implemented on the Conversations or Conversations PRR platforms, Bazaarvoice handles the entire implementation. No technical work on your side is needed. However, you should perform a minimum quality assurance review. Clients using Bazaarvoice APIs will need to perform additional technical work. Bazaarvoice support will provide instructions after you submit a support case.

How long will Bazaarvoice take to implement the Trust Mark on my site?

Bazaarvoice will implement the Trust Mark on your site in the staging environment within 18 business days from the time you submit a support case.

How much does the Trust Mark cost?

The Trust Mark is provided at no cost.

Will the Trust Mark display on content that is syndicated to retailers?

Reviews syndicated to a retailer will include the mark if the retailer has implemented the mark.

In what languages/countries is the Trust Mark available?

Currently, the Trust Mark is available in multiple languages and locales, including English, French, German, Dutch, and Swedish. Contact Bazaarvoice for a complete list of supported languages and locales.

Where can I display the Trust Mark?

The Trust Mark is displayed in the Reviews Quick Take section below the Overall Rating Stars, as shown in the following figure.

The Trust Mark signifies that the reviews on a product page, in aggregate, are authentic as determined by the Bazaarvoice Authenticity Policy and underlying anti-fraud processes. The Trust Mark cannot be displayed beside individual reviews. Do not use the Trust Mark in advertising (print, broadcast, or online) or other marketing assets.

What happens if Bazaarvoice determines that the reviews on my site aren't authentic?

Bazaarvoice monitors clients on a consistent, ongoing basis to ensure the Trust Mark is being used in compliance. All clients with the Trust Mark are held accountable. If you fall out of compliance, Bazaarvoice will provide notice and ultimately remove the Trust Mark from your site if you remain noncompliant. Bazaarvoice also will stop syndicating your content to retailers.

If Bazaarvoice removed the Trust Mark from my site because of noncompliance with the authenticity policy, what can I do to get the mark back on my site?

If you believe you are in compliance again and want the Trust Mark reinstated, submit a support case from the Spark portal. Bazaarvoice will re-evaluate your case. If you are in compliance, the Trust Mark will be reinstated on your site.