

Trustpilot review rules, one page

What Trustpilot can remove, in plain words, with a line from Trustpilot's own pages. A business flags a review under one reason, and Trustpilot decides. A harsh but genuine review stays. Each rule is explained, with examples, at removeonestars.com/trustpilot-guidelines.

Advertising or promotional

Trustpilot can remove reviews that promote another business or product, include promotional codes or calls to action, promote scams, or are spam. It will not remove a review just because it mentions or compares you with a competitor.

“Promotes another business or product which isn’t related to the reviewer’s experience, including unauthorised advertisements, links to another business, promotional codes and calls to action.”

Source: help.trustpilot.com/s/article/For-which-reasons-can-businesses-flag-service-reviews · Last verified 2026-09-22

Personal information

Trustpilot can remove another person's personal information such as a name, phone number, email address, or photos and videos of others. It will not act on information already on your profile or website, or on the reviewer's own details.

“We can remove another person’s personal information such as someone’s name, phone number, email address, or photos/videos of others.”

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Not based on a genuine experience

Trustpilot can remove a review if the reviewer was not eligible to write it, for example a current employee or a competitor, someone paid to write a fake review, or a review that is not about a recent experience of their own. It will not remove a review just because the person did not buy from you or you disagree with their version of events.

“We can remove a review if the reviewer wasn’t eligible to write a review about your business (for example, if the reviewer is a current employee or a competitor, was paid to write a fake review, or the review isn’t about a recent experience)”

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About a different business

Trustpilot can remove a review that clearly indicates it is for another business, or move one that belongs on another of your domains. It does not remove a review just because it is non-specific.

“We can remove a review if it clearly indicates it’s for another business, like if it describes buying a handbag and your business sells insurance.”

Source: help.trustpilot.com/s/article/For-which-reasons-can-businesses-flag-service-reviews · Last verified 2026-09-22

Harmful or illegal

Trustpilot can remove hate speech or discrimination, terrorism-related content, threats or violence, and obscenity. It will not remove a review just because it criticizes your business or includes swear words.

“We can remove content that incites or glorifies harm. This includes descriptions and promotion of violence, threats of harm, abusive behavior, and promoting self-harm.”

Source: help.trustpilot.com/s/article/For-which-reasons-can-businesses-flag-service-reviews · Last verified 2026-09-22

Fake reviews

Trustpilot defines a fake review as one that does not reflect a genuine service or buying experience, positive or negative. Its examples are reviews from review sellers, reviews written to move a TrustScore, and reviews gathered through biased invitations.

“Fake reviews: Fake reviews are strictly prohibited and will be removed.”

Source: legal.trustpilot.com/for-everyone/action-we-take · Last verified 2026-09-22

Incentivized reviews

Trustpilot bans incentives for writing or editing reviews, such as discounts, promo codes, prize draws, refunds and freebies. A person who has received or been offered an incentive for a review is not eligible to write it.

“Businesses are encouraged to invite customers to leave reviews, but invitations must be fair, neutral, and unbiased with no incentives offered.”

Source: legal.trustpilot.com/for-businesses/guidelines-for-businesses · Last verified 2026-09-22

Who can write a review

A person over 18 who has had a recent, genuine experience with a business can write a review about it. The experience does not have to be a purchase, and recent typically means within the last 12 months.

“If you’re over 18 and you’ve had a recent, genuine experience with a business, you can write a review about it.”

Source: legal.trustpilot.com/for-reviewers/guidelines-for-reviewers · Last verified 2026-09-22