

 Remove One Star

Trustpilot flag evidence checklist

One sheet per review. Complete every section before you flag. A submitted flag cannot be edited.

Review link: _____

Reviewer name shown: _____

Date posted and stars: _____

1. Capture the review before you do anything

- ☐ Full-page screenshot with today's date visible
- ☐ The review's link (URL) saved
- ☐ Date posted, star rating and label noted (Verified, Invited, Redirected or Unprompted)
- ☐ Reviewer's public profile noted: name shown, location, number of reviews, other companies reviewed
- ☐ Date of experience noted, if shown

2. Choose one flagging reason

Trustpilot assesses only the content you highlight, for the one reason you choose.

- ☐ Harmful or illegal: hate speech, terrorism, threats or violence, obscenity, or defamation
- ☐ Personal information: another person's name, phone number, email, photo or video
- ☐ Advertising or promotional: another business, a promo code, a link, a call to action, spam
- ☐ Not based on a genuine experience: the reviewer was not eligible to write the review
- ☐ About a different business: another company, or another of your own domains

3. Write down the evidence

- ☐ The exact words that break the rule, copied out
- ☐ The supporting fact, in one sentence (for example: we have never sold this product)
- ☐ Personal information: checked that it is not already public on your website or Trustpilot profile
- ☐ Personal information: confirmed it belongs to someone other than the reviewer
- ☐ Defamation: proof that a statement of fact is false, and the financial harm it caused
- ☐ Genuine experience: the reason the reviewer was not eligible (employee, competitor, paid, someone else's experience, old experience)
- ☐ Genuine experience: confirmed you did not invite this customer to review you
- ☐ Genuine experience: confirmed the review is less than 12 months old

4. Do the required first step

- ☐ Genuine experience: Request information sent to the reviewer. Date sent, and outcome after 3 days
- ☐ Personal information or different business: edit request sent to the reviewer. Date sent, and outcome after 3 days
- ☐ Harmful or illegal, and advertising: no first step required

5. Fairness and pace checks

- ☐ Positive reviews searched for the same breach, and added to the plan
- ☐ This review has not been flagged before for the same reason
- ☐ No more than a few flags are going out this week
- ☐ The review breaks a rule. It is not being flagged because it is negative

6. Health brands: keep these out of the file

- ☐ No charts, prescriptions, lab results or intake answers
- ☐ No screenshots of a patient account
- ☐ No order details that name a medication
- ☐ Facts are stated without records attached (for example: no account matches this name or email)

7. After Trustpilot decides

- ☐ Taken offline: dead link checked and saved with the screenshot as proof
- ☐ Kept online: decision recorded. One appeal allowed, within 6 months, only with new facts
- ☐ Not flagged again for the same reason
- ☐ A different rule also applies: flag it separately once this case is closed