



CPB

Empowering Consumers, Nurturing Fairness

Trustpilot UK
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London, EC3R 7AG, UK

1st March 2025

Sent By Email: support@trustpilot.com; accounting@trustpilot.com

Dear Trustpilot Compliance Team,

Urgent Inquiry Regarding Review Moderation and Transparency

The **Consumer Protection Bureau (CPB)** has received reports from consumers alleging that Trustpilot selectively moderates its reviews, particularly by removing negative feedback. These reports raise serious concerns about the transparency and fairness of your platform, as they suggest that businesses—especially those paying for Trustpilot services—may have undue influence over which reviews remain visible.

To clarify this matter, we request answers to the following:

1. What are the exact criteria for removing or moderating a review?
2. Do businesses that subscribe to Trustpilot's paid services have greater influence over the moderation process?
3. What mechanisms are in place to ensure that genuine consumer reviews are not unfairly removed?
4. How does Trustpilot prevent potential conflicts of interest in review moderation?

Transparency is essential to maintaining consumer trust, and we urge you to provide clear and detailed responses to these concerns. If these practices are occurring, they must be addressed immediately to ensure that Trustpilot remains a fair and reliable source of consumer feedback.

We would appreciate a response by 15TH March 2025. Failure to provide clarity may lead to further action from CPB in the interest of consumer rights and protection.

We look forward to your early response.

Yours truly

Yousouf Jhugroo

Managing Director
CPB