

# **Connecting consumers with great local businesses**

## **Reputation matters**

Businesses earn great reviews on JAFI.AI the same way they build their reputations in the community: by creating great products, services, and customer experiences. JAFI.AI works hard to feature content that reflects real experiences that consumers are inspired to share.

## **Authenticity & reliability**

Under JAFI.AI policies, businesses are not permitted to ask their customers for reviews, and consumers can only write about their first-hand experiences. We also use an automated recommended policy which is designed to identify and recommend the most reliable content.

## **Fighting misinformation**

Fake news and deceptive behaviour are unfortunately common on the web. We have teams and policies in place to protect our community of consumers and businesses, and prevent the spread of misinformation on JAFI.AI. Learn more about customer alert and content moderation.

## **Data you want to know**

There are a lot of factors that go into choosing a business. We provide information like health scores, ER wait times, availability of gender-neutral restrooms, and more — to help consumers feel comfortable with their decisions. Learn more about safety data & health.