

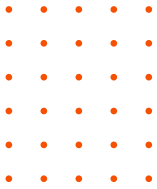


Press Release



CPB

Empowering Consumers, Nurturing Fairness



CONCERNS GROW OVER TRUSTPILOT'S ALLEGED REMOVAL OF NEGATIVE REVIEWS

Westminster, 05 March 2025

LONDON – Consumers are raising concerns over Trustpilot's review moderation practices, alleging that the platform selectively removes negative reviews, potentially misleading the public and compromising its credibility.

Trustpilot, one of the world's largest online review platforms, markets itself as an open and transparent space for customer feedback. However, multiple consumers report that their negative reviews have been flagged or deleted without clear justification, leading to accusations that the platform unfairly favours businesses—especially those that pay for its services.

Allegations of Selective Moderation

Reports suggest that companies using Trustpilot's paid services may have more influence over which reviews remain visible. Consumers claim that while businesses can challenge negative feedback, independent reviewers struggle to get their complaints reinstated. This raises critical questions about whether Trustpilot is allowing businesses to control their online reputation at the expense of consumer trust.



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INTERNATIONAL**

The Consumer Protection Bureau (CPB) has received complaints regarding this issue and is calling for greater transparency in how Trustpilot moderates reviews.

THE IMPACT ON CONSUMERS

If these claims are accurate, consumers may be relying on misleading ratings when choosing where to spend their money. A review platform should provide an honest and balanced reflection of customer experiences, but selective moderation undermines that purpose.

To protect themselves, consumers are advised to:

- **Keep a personal record** – Take screenshots of reviews before posting in case they are removed.
- **Challenge unfair removals** – Contact Trustpilot and demand an explanation if a review is flagged or deleted.
- **Report concerns to CPB** – Consumers who believe their reviews have been unfairly removed can escalate the matter to the Consumer Protection Bureau.
- **Enquire directly with Trustpilot** - Consumers can contact Trustpilot at:
Website: www.trustpilot.com
Email: compliance@trustpilot.com
UK Office: 5th Floor, The Minster Building, 21 Mincing Lane, London, EC3R 7AG

CPB DEMANDS ANSWERS

In response to these concerns, CPB has formally written to Trustpilot, requesting urgent clarification about their review moderation policies. The letter demands transparency regarding how reviews are removed and whether businesses have undue influence over the process.



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CPB has given Trustpilot a deadline to respond and will take further action if necessary to ensure consumer trust is not compromised.

Consumers who have experienced review removals on Trustpilot are encouraged to report their cases to CPB to support further investigations

For updates on this issue, follow CPB's latest reports and consumer alerts.

At CPB we strive to ensure consumers receive fair and honest information. If you have experienced review removals on Trustpilot or any other platform, please contact us at :

- **Email:** info@consumerprotectionbureau.co.uk
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Let's work together to protect consumer rights and demand transparency!



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