

### Contents

|         |                                                         |
|---------|---------------------------------------------------------|
|         | Foreword                                                |
|         | Introduction                                            |
| 1       | Scope                                                   |
| 2       | Normative references                                    |
| 3       | Terms and definitions                                   |
| 4       | Guiding principles and organizational commitment        |
| 4.1     | Guiding principles                                      |
| 4.2     | Organizational commitment                               |
| 4.2.1   | Culture                                                 |
| 4.2.2   | Code of practice                                        |
| 4.2.3   | Terms and conditions                                    |
| 4.2.3.1 | General                                                 |
| 4.2.3.2 | Accessibility                                           |
| 4.2.3.3 | Non-compliance                                          |
| 4.2.3.4 | Criteria                                                |
| 4.3     | Continual improvement                                   |
| 4.4     | Communication channels                                  |
| 4.4.1   | General                                                 |
| 4.4.2   | Dedicated contact channel for suppliers                 |
| 4.4.3   | Providing feedback to suppliers                         |
| 4.4.3.1 | Register the supplier                                   |
| 4.4.3.2 | Third party managing reviews                            |
| 4.5     | Resource capability                                     |
| 5       | The collection process                                  |
| 5.1     | General                                                 |
| 5.2     | Responsibilities of participants                        |
| 5.2.1   | The review author                                       |
| 5.2.2   | The review administrator                                |
| 5.2.2.1 | Collecting personal information for profile or nickname |
| 5.2.2.2 | Safeguarding personal information                       |
| 5.2.2.3 | Training of staff                                       |
| 5.3     | Consumer review features                                |
| 5.4     | Solicited consumer reviews                              |
| 5.4.1   | General                                                 |
| 5.4.2   | Invitation                                              |
| 5.4.3   | Invitation date                                         |
| 5.4.4   | Multiple consumers                                      |
| 5.4.5   | Use of the consumer database                            |
| 5.4.6   | End of invitations                                      |
| 5.5     | Unsolicited consumer reviews                            |
| 5.5.1   | Control of the identity of review authors               |
| 5.5.2   | Verification of consumer experience                     |
| 5.6     | Minimizing biased and fraudulent reviews                |
| 5.6.1   | Purchase of reviews                                     |
| 5.6.2   | Reviews collected with reward                           |
| 5.6.3   | Reliability of collection process                       |
| 5.7     | Review questionnaire/collection form                    |

- 5.7.1 General
- 5.7.2 Questionnaire/collection form structure
- 5.7.3 Total rating of the product or service
- 6 The moderation process
  - 6.1 General
  - 6.2 Conditions
  - 6.3 Staff moderating consumer reviews
    - 6.3.1 Staff's role
    - 6.3.2 Staff competencies and resources
  - 6.4 Moderation characteristics
  - 6.5 Analysing review content
    - 6.5.1 Performing the analysis
    - 6.5.2 Outcomes of the analysis
    - 6.5.3 Automated moderation
    - 6.5.4 Manual moderation
    - 6.5.5 Consumer review moderation time limit
  - 6.6 Rejection of a consumer review
  - 6.7 Removal of reviews
    - 6.7.1 By the review author
    - 6.7.2 By the review administrator
    - 6.7.3 Informing the review author
  - 6.8 Editing the review content
  - 6.9 Assessing the moderation process
    - 6.9.1 Continual improvement of the moderation process
    - 6.9.2 Sampling
    - 6.9.3 Test reviews
    - 6.9.4 Survey of review authors
    - 6.9.5 Removal of non-compliant reviews
- 7 The publication process
  - 7.1 General
    - 7.1.1 Considerations for the review administrator
    - 7.1.2 Accuracy of the review
    - 7.1.3 The default display
    - 7.1.4 The review submission and consumer experience date
    - 7.1.5 The profile information
  - 7.2 Overall ratings
  - 7.3 Time limits for ratings
  - 7.4 Ensuring transparency of the review publication process
  - 7.5 Conditions and procedures
  - 7.6 Publication time
  - 7.7 Flagging a review containing illicit or inappropriate content
    - 7.7.1 Access to flagging
    - 7.7.2 Manual moderation of a flagged review
  - 7.8 Right of response by the suppliers reviewed
    - 7.8.1 General
    - 7.8.2 Moderating the supplier's response
    - 7.8.3 Publishing the supplier's response
  - 7.9 Criteria for removal of reviews after publication
    - 7.9.1 General
      - 7.9.2 Request by a review author
      - 7.9.3 Time limits related to removal
        - 7.9.3.1 General
        - 7.9.3.2 Expiry limits
        - 7.9.3.3 Minimum period
      - 7.9.4 Retention of records
    - 7.10 Loss of the right to submit reviews
    - 7.11 Fraudulent reviews
    - 7.12 Publication of reviews from another review site