



Verified Reviews

by  Skeepers

Public

Transparency Charter

This Transparency Charter describes the characteristics for the control of reviews during the collection, moderation and publication of Verified Reviews' reviews.

1. Customer Review collection process

1.1. Description of the collection process

Verified Reviews acts as a trusted third party and undertakes, at the time of collection, not to select consumers based on the types or frequency of their purchases. Thus, all consumers known to have purchased or used the rated product or service will be surveyed.

The consumer will have the opportunity to submit a review for a period of three (3) months from the date of the invitation sent by email by Verified Reviews, which itself results from a purchase.

In the event that a consumer has not responded to the review request within three months, or has not received a review request via email from Verified Reviews, a review request may be sent to them upon presentation of proof of purchase in their name, provided that the purchase was made within the last 12 (twelve) months.

The possibility for a consumer to submit a customer review following a purchase is therefore limited in time.

In addition, consumers who have submitted a review can modify it for a period of three (3) months following its submission. Beyond this period, they may only request the withdrawal of their review.

Each review is linked to a contactable consumer. Verified Reviews maintains in its database information that allows for the identification of the consumer and verification of their purchase.

By default, no compensation is provided in exchange for submitting customer reviews, except for reviews clearly identified as such (see Section 3.1).



Verified Reviews

by  Skeepers

Public

1.2. Process for identifying the Reviewer

The Verified Reviews solution is based on collecting post-purchase reviews. Each review request is therefore linked to a specific shopping experience and a clearly identified customer.

1.3. Content and control of the reviews collected

Verified Reviews is a trusted third party that ensures complete transparency for both brands and consumers.

Verified Reviews is committed to transmitting and publishing ratings and comments exactly as they were written by the reviewers.

It is expressly stated that the content of comments must not, under any circumstances, violate applicable laws and regulations. In particular, the following are considered unlawful: racist, anti-Semitic, sexist, defamatory, or abusive remarks; remarks that infringe on a person's privacy; remarks that reproduce private communications; or remarks that use copyrighted works (texts, photos, videos, etc.).

Verified Reviews verifies the origin of reviews, primarily by checking the identified IP address. Verified Reviews reserves the right to contact review authors for verification purposes if necessary.

However, Verified Reviews cannot guarantee that its rating system will function flawlessly, due to the inherent risks associated with it, including the risks of intrusion, misuse, viruses, and fraud, which are common to all computer and digital systems.

2. Customer Review Moderation Process

2.1. Description of the moderation process

Moderation is a process that takes place prior to the publication of a review, with the aim of ensuring that the collected content complies with applicable regulations and with this Verified Reviews Transparency Policy. The moderation process is one of the requirements of the NF ISO 20488 standard.



Thus, during the moderation process, Verified Reviews may refuse reviews when justified (see section 2.5).

The rejection of a review is always initiated by Verified Reviews. The reviewed company cannot, under any circumstances, reject a review on its own. It can only report a review as potentially non-compliant to Verified Reviews' moderators.

The moderation process also allows rated companies to easily respond to reviews and identify potential issues in consumer experiences (see section 3.3).

All parties involved and actions related to moderation are identifiable and traceable.

Verified Reviews does not intervene in any way in the existing relationship between the brand and the consumer.

The same moderation timeframe applies to all reviews, whether positive or negative.

2.2. Roles and resources of moderators

Moderation is carried out using both computer tools and individuals, who are referred to as "moderators".

These moderators are part of the Verified Reviews teams and must not have any conflict of interest with the companies being reviewed.

The skills required and the resources made available to moderators are:

- Have a perfect command of the language in which the review was written. This skill must have been objectively validated before taking up the post, equivalent to a "Proficiency" type level of the Common European Framework of Reference for languages (level C2 of the CEFR);
- Access the full content of the customer review collected;
- Access the elements relating to the identity of the writer collected during submission of the reviews in order to be able to contact the writer, if necessary;
- Access all information relating to the history of the review submission (number of submissions of the same notice after initial rejection);
- Access the history of information about the writer (number of reviews published, subjects of previous reviews);



2.3. Moderation and reporting of reviews

The moderation process consists of two steps: an initial moderation step to determine whether reviews should be flagged, followed by a second moderation step carried out by the Verified Reviews Moderation department to approve or reject the previously flagged reviews.

During the first step, certain reviews are placed under moderation to make it easier to identify those that do not comply with the terms of this Policy.

Reviews automatically placed under moderation include the following cases:

- The review's rating is 2 or lower (this threshold can be modified in the rated company's back office);
- The review contains personally identifiable information;
- The review contains insults, profanity, or potentially problematic language;
- The review contains five identical characters.

Once flagged for moderation, reviews are automatically reported to the Verified Reviews moderators for review in the following cases:

- The review contains personal data that can be identified by the system;
- The review contains insults or profanity.

In other cases, it is up to the rated company to report reviews it considers problematic to the Verified Reviews moderators.

The rated company may flag a review in its back office for three (3) months. After this period, it may only flag a review for the following five (5) refusal reasons: "the review contains personal information or any other information that could identify its author," "the submitted review is considered offensive," "the rated company has intervened in the resolution of the dispute," "the author of the review has contacted the rated company to modify or delete their review," and "the review cannot be made public due to its sensitive nature and the strict regulations governing it."

Following the flagging of reviews, a second moderation step is carried out. This step is conducted exclusively by the Verified Reviews Moderation team and involves determining whether the flagged review complies with this Policy.

Thus, after reviewing the reviews, the Verified Reviews Moderation team decides whether or not to publish the reported reviews. During this second stage, human moderators may be assisted by artificial intelligence systems, in full compliance with applicable regulations, including the European AI Act and GDPR.



This moderation system, which combines automated and human review, prevents the publication of reviews that do not comply with the rules of this Transparency Charter, while ensuring compliance with the requirements of the NF ISO 20488 standard.

Reviews are moderated “a priori,” that is, before they are published. However, the rated company may flag reviews for up to three (3) months via its customer portal, and moderation may therefore be applied “a posteriori” if necessary, as specified in Section 2.5 of this Policy. In such cases, the review is processed after it has been published.

2.4. Customer Review Moderation Period

Verified Reviews is committed to applying the same moderation period to all reviews, whether positive or negative. This period is automatically set at fourteen (14) days from the date the review is submitted. Please note that other exceptional moderation periods may be granted, ranging from seven (7) to twenty-eight (28) days. These periods are granted upon express request by the reviewed company to Verified Reviews, accompanied by relevant justification. For example, an exceptional moderation period may be granted in the event of the client company’s relocation. In any case, the consumer is notified by email, when their review is placed under moderation, of the applicable moderation period, if applicable.

2.5. Rejection of the Customer Review and reason for the rejection

Verified Reviews is committed to systematically informing consumers when a review is rejected, along with the applicable reason for rejection, and to providing them with a means to file a complaint if they believe the review was rejected in error.

Verified Reviews also commits to offering consumers the opportunity to submit a new review following the removal of their first review during the moderation process, up to a maximum of three (3) reviews.

Verified Reviews is not required to specify the reasons for rejecting a review identified as intended to artificially inflate or skew the evaluation of the product or service.

Reasons for rejecting consumer *Brand reviews*:

- The review submitted is considered inappropriate, abusive, defamatory, discriminatory, accusatory, racist, or involves a call for legal action;



- The review cannot be considered to be true because Verified Reviews has conflicting reports;
- The rating does not correspond to the comment;
- The review relates only to the characteristics of the product or service purchased, and not on the overall experience with the rated company;
- The description of the consumption experience is not provided, or is considered unintelligible;
- The review is identified as aiming to bias the average of the rated company or contains concrete elements of conflicts of interest;
- The review is unrelated to the subject rated;
- The review contains personal information or any other information that could identify its writer, contact them or lead to identity theft;
- The review mentions the name of a competitor and/or encourages a purchase from the competition;
- The writer specifies in their review that they are not yet able to assess the rated company, or that they have not used its services;
- The review contains promotional material, is considered spam, and/or mentions websites;
- The rated company intervened in the handling of the dispute, and the writer of the review wishes to update it;
- The review writer has contacted Verified Reviews or the rated company to modify or delete their review;
- Verified Reviews believes that its civil or criminal liability may be incurred;
- Verified Reviews has identified this review as fraudulent.
- This review cannot be made public due to its sensitive nature and the strict regulations which govern the sector of activity concerned by the review.¹

Reasons for rejecting Consumer *Product Reviews*:

- The review submitted is considered inappropriate, abusive, defamatory, discriminatory, accusatory, racist, or involves a call for legal action;
- The review cannot be considered to be true because Verified Reviews has conflicting reports;
- The rating does not correspond to the comment;
- The review relates only to the shopping experience (customer service, delivery, website) and not to the characteristics of the product or service purchased;
- The description of the characteristics of the product or service purchased are not provided, or are considered unintelligible;
- The review is identified as aiming to bias the average of the product or service rated, or contains concrete elements of conflicts of interest;
- The review is unrelated to the product rated;



- The review contains personal information or any other information likely to identify its writer, or be able to contact him, leading to identity theft;
- The review mentions the name of a competitor and/or encourages a purchase from a competitor;
- The writer specifies in his review that he is not yet, or will not be, able to evaluate this product or service;
- The review contains promotional material, is considered spam, and/or mentions websites;
- The rated company intervened in the handling of the dispute, and the writer of the review wishes to update it;
- The review writer has contacted Verified Reviews or the rated company to modify or delete their review;
- Verified Reviews believes that its civil or criminal liability may be incurred;
- Verified Reviews has identified this review as fraudulent;
- This review cannot be made public due to its sensitive nature and the strict regulations which govern the sector of activity concerned by the review.¹

(1) This reason for rejection applies only to medical devices, drugs, and dietary supplements.

2.6. Editing, modifying and deleting a review

Verified Reviews agrees not to modify or delete the content of a customer review. Verified Reviews therefore cannot:

- Correct spelling errors in a review;
- Hide part of the text in the review;
- Modify the rating.

Consumers who have submitted a review can modify it for a period of three (3) months after writing their review. Beyond this period, they may only request the withdrawal of their review. To request the modification or deletion of their review, consumers may contact the moderation department of Verified Reviews, or make the request directly from their review published on the Verified Reviews' review certificate.

Following a request for modification of a review by its author, the Verified Reviews' moderation department will refuse the existing review with the corresponding reason for refusal, and will send the consumers a new form allowing them to submit a new review. The modification of a review is therefore carried out by means of a refusal of a review followed by a re-rating.



Verified Reviews

by  Skeepers

Public

3. Process for Publishing Customer Reviews

3.1. Review display

A) Publication of reviews

Verified Reviews displays all reviews, in their integrity, whether positive or negative as long as they have not been rejected during the moderation process.

Verified Reviews therefore does not select the reviews it publishes.

Verified Reviews displays reviews chronologically from newest to oldest based on the review's publication date.

For each review, Verified Reviews displays at least the following information:

- The date of publication of the review;
- The date of the consumer experience;
- The first name and the first letter of the reviewer's name, unless the author has specifically requested that their name be anonymised.

Verified Reviews may also display the following information:

- The product purchased;
- The place of purchase or place of intervention;
- Any other information that may help consumers make an informed purchasing decision.

Verified Reviews may display below each review the right of reply for the representative of the product or service being reviewed.

Verified Reviews does not aggregate or weight ratings. Verified Reviews therefore transparently displays the average rating for each of the rated brands. The rating is obtained using the following calculation: average rating = (sum of the ratings of the published reviews / total number of reviews published).

Verified Reviews provides internet users with the customer reviews collected since the beginning of the collaboration and within the limit of five (5) years. However, in accordance to the rules imposed by Google, the average rating displayed on the certificate is calculated based on the last twelve (12) months, in order to best reflect current customer satisfaction.

The rating is calculated as follows:

SKEEPERS SAS au capital de 11 544 122€
18/20 Avenue Robert Schuman - CS 40494 - 13002 Marseille
RCS Marseille 879 038 990 – NII FR01879038990 – Siret : 879
038 990 00 21
<http://www.skeepers.io>



- Calculation of the average, to five (5) digits after the decimal point, of all the ratings of published reviews;
- To have a rating out of 5: this average, to five (5) digits after the decimal point, is rounded off to one digit after the decimal point.

Unlike *Brand Reviews*, the *Product Review* score is calculated based on all reviews submitted since the start of the partnership between Verified Reviews and the rated company, rather than on an average of the scores from the past 12 months. This overall score reflects consumer satisfaction with the product in question.

Reviews are anonymized eighteen (18) months after they are published. These anonymized reviews will no longer be displayed after five (5) years from their publication date on the Verified Reviews certificate. They will be retained by Skeepers solely for statistical and product improvement purposes.

B) Transparency Disclosures

Brand reviews on the Verified Reviews certificate, as well as *Product Reviews* published on the websites of the rated companies, are accompanied by various labels to ensure complete transparency:

- **The label “Verified review” may appear in two situations:**
 - The review was collected and verified by Verified Reviews, in accordance with the processes outlined in this Transparency Charter. By clicking on the label, the following message appears: “Collected and verified by Verified Reviews.”
 - The review was originally collected and verified for another site. Clicking on the label reveals where it was originally published via the message that appears: “Collected and verified by [website source name]”.
- **The label “Review collected by a third party”** means that the review was collected by a trusted third party and was subsequently imported by the company listed on Verified Reviews.
- **The label “Spontaneous Review”** means that the review was submitted by a consumer without verification of their purchase experience with the rated company. Clicking on the label displays the following message: “Spontaneous review without purchase verification.”

Product Reviews may be accompanied by additional labels:

- “Verified and rewarded review” indicates that the review was submitted in exchange for compensation. This means that the reviewer received compensation from the rated company for the review submitted, whether positive or negative. By clicking on the label, the consumer can obtain further details, including the fact that the reviewer



was compensated for leaving a review (promo code, loyalty points, etc.) regardless of their rating.

- “Verified Tester review” indicates that the reviewer participated in a tester review campaign, known as “Gifted Reviews.” In this case, the reviewer applied to a campaign launched by the rated company to receive the product for free, test it, and provide an honest review. The consumer is informed of the nature of the compensation by clicking on the label. The following explanation appears: “The author received the product for free to leave a review independently of its rating. The review was collected and verified by Verified Reviews”.

For more details on the different types of compensation for reviews, an explanatory document is available [here](#).

Reviews submitted with or without compensation are subject to the same processes for collection, verification, moderation, and publication. These are the processes described in this Charter. Furthermore, if a reward is offered to the consumer in exchange for their review, the reward may not depend on the content of the submitted review. It must be offered regardless of whether the submitted review is positive or negative.

C) Summary and Classification of Reviews

Reviews Summary

To summarize all reviews—whether for brand or product reviews—Verified Reviews provides a summary of the published reviews.

The purpose of the brand review summary is to synthesize all Brand Reviews submitted by consumers regarding their experience with the rated company and to reflect the general sentiment of consumers.

The brand review summary is visible on the rated company’s Verified Reviews certificate.

The product review summary is designed to synthesize all reviews for a given product on the merchant’s website and reflect consumers’ overall sentiment toward that product.

The product review summary is visible on the merchant’s website, in the product review section, if the merchant uses the display format provided by Verified Reviews.

Please note that, although the “Review Summary” feature is enabled by default, merchants can choose to disable this feature at any time. When disabled, the review summary—whether for brand and/or product reviews—will not be visible to users.

The review summary is generated by an artificial intelligence (AI) system and is updated monthly.



Verified Reviews

Public

by  Skeepers

To generate the summary, the AI model uses a representative sample of at least 10 published reviews, each containing at least 20 characters, and no more than 50 reviews. This eligibility rule ensures that consumers receive sufficient and relevant information.

In practice, the sample of reviews used to generate the summary is constructed to ensure a diversity of sentiments expressed by consumers in the reviews, while respecting the initial distribution of each sentiment across all published reviews. The final sample used to generate the summary is an optimized, balanced, and reliable list of reviews that accurately reflects all published reviews—whether for the brand or product—regarding the merchant.

Classification of Reviews by Topic

For Brand Reviews specifically, some topics are highlighted below the review summary to supplement it.

A maximum of 9 “topics” can be highlighted. Each of these topics is displayed when at least 10 reviews mention it, out of all published reviews. The topics that can be displayed are listed below:

- Responsiveness
- Team Expertise
- Customer Service and Friendliness
- Delivery
- Overall Satisfaction
- Digital Experience
- In-Store Experience
- Business Practices
- Range of Products

By clicking on a topic, several items are displayed:

- The number of brand reviews mentioning this topic, out of all brand reviews published about the rated company;
- The percentage of positive reviews, out of all published reviews mentioning this topic;
- Three (3) brand reviews mentioning this topic.

The three (3) reviews are displayed to illustrate the topic in question. They are selected from the most recent published brand reviews that mention this topic, and are chosen to be representative of the general sentiment expressed in the reviews regarding it. Thus:

- If 0 to 25% of the published reviews are considered positive, then we display 3 negative reviews;
- If 25 to 50% of published reviews are considered positive, then we display 2 negative reviews and 1 positive review;
- If 50 to 75% of published reviews are considered positive, then we display 1 negative review and 2 positive reviews;



- If 75 to 100% of published reviews are considered positive, then we display 3 positive reviews.

Here, the classification of reviews as “positive” or “negative” does not depend on the review’s rating, but is determined as follows. Each published review is analyzed by an AI. By analyzing the tone of the text, a “positive” or “negative” sentiment is assigned to each theme identified in the review. Thus, depending on its content, a review may be associated with one or more of the nine themes listed above, and each of these themes may individually be assigned a “positive” or “negative” sentiment, depending on the content and tone of the review. For example, a single review may be associated with multiple themes: a first theme mentioned by the consumer may be assigned a “positive” sentiment, while a second theme may be assigned a “negative” sentiment.

3.2. Reporting a review with illegal or inappropriate content

Verified Reviews allows any user to report a review containing illegal or inappropriate content. This can be done from the reviewed company’s certificate or from the list of reviews on the product page, if the reviewed company uses a display managed by Verified Reviews.

3.3. Rated company’s right of reply

Verified Reviews gives the representative of the product or service evaluated the opportunity to respond at any time to a review received through their customer back office. They can then:

- Thank the consumer for their contribution;
- Provide answers to questions in the comments;
- Give their version of the facts (with the possibility of attaching documents);
- Indicate any potential changes made to the product or service since the review was written.

Responses are displayed below the relevant reviews. The consumers will receive an email notifying them of any message relating to their review sent by the representative of the product or service evaluated. The consumers will be able to answer this without being able to modify their rating. To modify their opinion, the consumer should request a rerating, as explained in section 2.6 of this Charter.

These different exchanges will be visible to internet users, unless the brand has hidden the exchanges of the conversation from its back office.

The rated company will be informed of any messages left by consumers about its products and/or services.



Verified Reviews

by  Skeepers

Public

This process offers the rated company the possibility of requesting an explanation when a rating and/or a comment seem unjustified and thus, a right of reply.

Under no circumstances should Verified Reviews interfere in the existing relationship between the rated company and the consumer. It will be up to the rated companies to manage any difficulty that arises with a consumer following the collection of a review by Verified Reviews.

3.4. A reviewer's loss of the right to submit a review for a review that is recognized as illegal or inappropriate after moderation

In the event of a reviewer being identified by the Moderation department of Verified Reviews, as having presented one or several reviews with illicit or inappropriate content, Verified Reviews will terminate this consumer's ability to submit a review and will delete all reviews that are linked to them.

3.5. Respect for consumer quality

By accepting the Verified Reviews' Terms and Conditions of Use and this Charter, internet users who submit a review have been informed that they must comply with certain cumulative conditions in order to be able to issue a review, namely:

- Be a natural person;
- Not be in a situation of conflict of interest;
- Have had personal experience of consuming the product or service to which their review relates.

For the proper performance of the contract, the rated company must ensure that the aforementioned conditions are met.

It should be noted that Verified Reviews may contact the consumer by email for the purpose of verifying compliance with the conditions mentioned.