

Review Authentication Policy and Process

PeerSpot is a community that is built on trust, honesty, integrity, and respect of its members. This is the culture, the ethos, and the essence of PeerSpot. These core elements are integral to the weight and credibility of information found on PeerSpot. Without them, the information contained on PeerSpot simply wouldn't offer any meaningful value to the PeerSpot community. Thus, all users of PeerSpot agree to abide by these core elements as noted in the PeerSpot Terms of Service & Community Guidelines.

In the spirit of full transparency, and before any information is published on PeerSpot, we require all review authors to disclose their relationship to the product, the service or the solution they are providing information about.

PeerSpot also has the following measures in place to help preserve information credibility and content integrity:

User reviews must come from real, relevant users.

All user reviews must come from real users that have used the product/service in the past 12 months. Consultants and analysts can also submit reviews as long as they are not being paid by a vendor to write the review. Posts that are suspected to be bogus in any way will not be approved. We assess the authenticity of each review to ensure it hasn't been plagiarized or AI-generated. If we cannot clearly determine that the review is from a real user, then we err to the side of quality and the review is not published. We'd rather have one fewer review in our system and sleep well at night knowing that all of the reviews published on PeerSpot are authentic and relevant for our user community.

We require vendors to identify themselves.

PeerSpot facilitates discussion and the sharing of ideas in a vendor-neutral environment. However, we recognize that it is in a vendor's interest to win over potential customers, and thus, contributions of a vendor can be inherently biased. Thus, we require employees of tech vendors to identify themselves during registration. We feel that it is important that site visitors be able to distinguish between information contributed by vendors versus that contributed by tech professionals. In the event that a vendor attempts to circumvent or abuse the system, we reserve the right to put a red badge on the vendor's page stating the vendor has been suspected of planting false reviews. We believe the risk of this happening outweighs the potential gain from a fake review.

We verify every registered user.

We require new users to register either with their LinkedIn profile or their company email address. This requirement enables us to prevent vendors or other non-users from posting fake reviews. This verification process allows us to put measures in place to identify suspicious users and/or fraudulent posts. The validation process combined with active community moderation and our commitment to review every post, allows us to have confidence in our information. If we cannot clearly determine from someone's LinkedIn profile that he/she is a real user, then the person's profile is flagged for additional

follow-up, including direct contact.

We badge every registered user.

To help make the information source “clear and conspicuous”, we badge every registered user with one of the following:

- Real User
- Vendor
- Reseller
- Consultant
- Analyst
- Community Manager
- Media

We require a disclosure with every review.

A clear and conspicuous disclosure is published with every review.

- Disclosure: I am a real user and this review is based on my own experience and opinions.
- Disclosure: My company has a business relationship with this vendor other than being a customer.
- Disclosure: PeerSpot contacted the reviewer to collect the review and to validate authenticity. The reviewer was referred by the vendor, but the review is not subject to editing or approval by the vendor.
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We monitor the community and encourage the PeerSpot community to flag inappropriate content.

PeerSpot uses commercially reasonable measures to monitor content on PeerSpot. We also encourage community members to notify us if content is deemed inappropriate or offensive.

If content is flagged by our community managers or by a member of the PeerSpot community, we will moderate that content based on PeerSpot’s Community Guidelines, Terms of Use, and Privacy Policy.