

4 Things you need to Know about REVIEWS

Online reviews are **critical** for building trust with customers—but getting them wrong can lead to hefty fines. The FTC is **cracking down** on deceptive practices, and businesses, influencers, and agencies are all on the hook. Follow these four **key compliance rules** to stay on the right side of the law.

1 No Fake Reviews **EVER**

The FTC is cracking down on fake reviews, so take action now. Stop any practices involving buying, selling, or manipulating reviews. Audit your existing reviews to ensure they reflect real customer experiences. Train your team on ethical review collection methods and use monitoring tools to detect fraudulent activity.

2 Be **Transparent** About Incentives

Offering discounts, freebies, or other incentives for reviews? You must disclose it clearly and prominently. Consumers have the right to know if a reviewer received compensation, whether it's a free product, a discount, or any other perk. Transparency is non-negotiable—make sure all incentivized reviews are clearly marked and easy for consumers to identify.

3 Partnership Disclosures Are a **MUST**

If you're working with influencers or paid partners, ensure they follow the rules. Influencers can be held liable for deceptive endorsements, and businesses are responsible for keeping their partners compliant. Make easy-to-find disclosures a standard practice.

4 Handle Bad Reviews **Properly**

Suppressing negative reviews is illegal. Instead of deleting or hiding them, address concerns openly and professionally. A well-handled complaint builds credibility and trust with your audience, demonstrating your commitment to customer service. Respond promptly and offer solutions in order to turn a negative experience into a positive one.

Final Takeaways: No matter the size of your business, following ethical review practices is essential to **maintaining trust** and **avoiding legal trouble**. Keep your team informed and regularly monitor how reviews and endorsements are managed on your platforms. [Click here to visit ftc.gov](https://www.ftc.gov) and [get more in-depth guidance about endorsements, influencers, and reviews.](#)