

# **VOLKSWAGEN GROUP**

## **UNITED KINGDOM**

### RATINGS AND REVIEW POLICY

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We (Volkswagen Group United Kingdom Limited) trading as Audi UK value all feedback (positive and negative) and welcome your thoughts on our vehicles, products and services.

We also know that, when we publish rating and review information, you may use it to help you to make informed choices, especially when you are first thinking about choosing a new vehicle.

This policy explains how we gather, manage and publish reviews, particularly online; how we distinguish reviews from testimonials and other forms of marketing; and how we seek to ensure that reviews published on our websites are genuine.

### **How to contact us**

If you have any concerns about reviews of Audi UK, or our vehicles, products or services, published on our websites or in our marketing materials, then please contact us through [customerservices@audi.co.uk](mailto:customerservices@audi.co.uk).

Audi UK retailers are independent businesses, which are not part of the Volkswagen Group. If your concern relates to published reviews about a particular dealer or retailer, including the ordering and sales process, delivery, retailer showrooms, supply of aftersales services etc., then please contact them directly.

### **How we use reviews and testimonials**

We use reviews and testimonials from our customers in several different ways. For example:

- We may re-use customer ratings and/or reviews (or quotes from our customers taken from reviews) which are originally published on third party platforms.
- We may use ratings and/or reviews from satisfaction surveys conducted by us.
- We may re-post or share customer content posted on social media platforms.
- We may approach happy customers to provide a testimonial for use in our advertising and marketing materials, telling their individual story with our vehicles.
- We work with influencers who post advertising content about us and our vehicles on social media and other digital platforms.
- We may refer to awards won or reviews of our vehicles by news and other media

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outlets.

We explain in this policy how we manage and present the different types of review and testimonial information that we use.

### **Prohibition of fake reviews**

- We do not allow the submission of fake reviews (or the commissioning of anyone else to submit fake reviews).
- A fake review is a consumer review that purports to be, but is not, based on a person's genuine experience. These could be positive or negative and could include, for example, ratings or reviews from people who claim to have purchased one of our vehicles or used our services, when they have not.
- If we determine that a rating or review on one of our online platforms is fake, we will act to remove the review and, where we can do so, to block it from further publication on our channels.
- If you identify any suspected fake reviews, you can report this to us by contacting us via [customerservices@audi.co.uk](mailto:customerservices@audi.co.uk).

### **Where we use reviews and testimonials which have been subject to some form of incentive**

- We do not offer any payment or other incentives to customers to post reviews of us, our vehicles, products or services on third party owned review platforms.
- We sometimes approach happy customers to tell their individual stories about their history and experience with our vehicles, as part of our marketing. These customers' stories are their own genuinely held views and experiences, which are unique to them – other customers' views and stories will be different.
- When we ask customers to provide their 'story' in this way, or we ask them for another form of testimonial, for use in our marketing, we may provide them with compensation to thank them for their time. To distinguish this content from other forms of review, we will disclose that compensation has been provided. We also seek

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to ensure, through context and/or labelling that the testimonial is clearly presented as our advertising content.

### **Reviews on third party platforms and social media**

- You may find reviews of our vehicles on third party platforms, social media and within community groups such as those on Reddit.
- We do not control these third party platforms – you should consult the review policy published on the relevant third party platform to learn more about how they manage reviews and about their policies on fake and incentivised reviews.
- When we re-publish reviews from third party platforms or re-post content on social media, we ensure that those reviews are not publicly flagged as suspicious.

### **Satisfaction surveys**

- We may ask customers to respond to a satisfaction survey from time to time. We may use reviews and/or ratings from the responses as part of our advertising of our business, brands, vehicles, products, services and specific retailers. We may provide an incentive for completion of the satisfaction survey; for example, entry into a prize draw.

### **Influencers**

- We also work with influencers – these are individuals who may be gifted a vehicle for a period and post about this on social media. We work with them to create content, which they then post (and we may also post this content on our channels).
- We may pay these influencers or offer alternative incentives.
- We always ask our influencers to ensure that any content they post about us is prominently and clearly disclosed as advertising content, e.g. by labelling their content as '#Ad' or with a similar label.
- While not necessarily customers of the Volkswagen Group, we ask that our

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influencers give their genuine thoughts. However, their story is individual to them and you should not assume that their experience is representative of other customers or the body of other forms of review.

## **Media**

- We work with media and often provide our vehicles for demonstration/review purposes. This can include extended demonstrations. The relevant media prepare their reviews in line with their own editorial policies.

## **How to give feedback**

We welcome your thoughts. You can tell us about your experiences (positive and negative) at any time by:

- posting on our social media;
- contacting us directly at [customerservices@audi.co.uk](mailto:customerservices@audi.co.uk) to discuss your experience;
- posting on third party review sites – e.g. Trustpilot or Google;
- providing content on our website via Webform.

If your experience is related to a particular dealer or retailer – for example, if it is about the ordering and sales process, delivery or the supply of aftersales services - we ask that you contact them directly to provide feedback.

When you submit a review to us, or a review about us, or our vehicles, products or services, to a third party platform, you must ensure that your review:

- is not false, inaccurate or misleading - your ratings and reviews of Volkswagen Group and its products and services should be based on your genuine experiences
- makes apparent (prominently, within your review) any incentive you may have received in connection with the review (including any payment, voucher, prize promotion or other gift or incentive)
- has not been copied from anyone else and does not infringe any third party rights (including without limitation copyright, rights in trade mark, moral rights, rights of privacy/publicity or any other intellectual property rights)

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- does not violate any law, is not likely to be considered offensive, and (without limitation) is not threatening, libellous, or racially or religiously biased
- does not depict illegal drugs, tobacco, firearms/weapons, or any activities that may appear unsafe or dangerous or illegal and is not sexually explicit
- does not include the personal information of anyone else
- does not contain any computer viruses, worms, or other potentially damaging computer programs or files
- is not otherwise in breach of this policy or the rules of any platform on which you post the review.

By submitting a rating or review to us, you confirm that:

- everything you say or write in your review is accurate and your honest opinion and relates to your own personal experience of Volkswagen Group or our vehicles, products or services (and not the experiences of people other than you)
- you have not concealed any incentive you may have received in connection with your review (reviews with concealed incentives are prohibited)
- you are the sole author of and are personally responsible for any rating or review you submit and you own any copyright or other intellectual property rights that relate to it
- all 'moral rights' that you may have in the content (as the author of the content and including any right to be named as author or to object to editing) have been voluntarily waived by you. Please note, however, that we will not edit or present your review in a way which would make it misleading.

You grant to us a non-exclusive, perpetual, irrevocable, worldwide, royalty-free, transferable and sub-licensable licence to use, modify and publish the content of the review or rating you submit for any advertising, marketing or promotional purposes. We are under no obligation to use any review or rating you submit to us, for any purpose, but we shall not ask for any such review or rating to be removed from any platform where you have posted it, unless it breaches the applicable platform rules.

If we use your review and you want to ask us to stop using it or if your feelings have changed, please contact [customerservices@audi.co.uk](mailto:customerservices@audi.co.uk).

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## **Reviews and complaints**

We will not:

- try to persuade customers to submit a complaint, rather than leave a review for publication
- try to dissuade customers from leaving a review of their experience even if their initial problem has been resolved through our complaints process
- ask any owner of a third party review platform to treat a negative review intended for publication as a complaint and not publish it.

## **General**

We reserve the right to amend this policy at any time, so please check back here from time to time.

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