



REVIEW MODERATION STATEMENT

Every single review left on the Vet Help Direct system is monitored and checked for authenticity, before being activated.

Our principle is to allow free speech subject to the requirements of legality and honesty. We expect reviews to be recent and as an independent review platform VetHelpDirect never takes sides. The review handling process below is followed in every case and cannot be altered in any way.

How we handle reviews:

1. We will not publish reviews or ratings unless we are satisfied that the reviewer has been a client of the practice concerned. We may request evidence (usually in the form of a receipt) that the reviewer has been a client of the vet practice in the last 90 days. This is to ensure that all reviews are authentic.
2. If, on request, the reviewer cannot provide evidence that they have been a customer of the veterinary practice in the last 90 days then we will normally not publish the review. However, in the case of a negative review, if the reviewer consents to share their identity with the veterinary practice, we will accept the veterinary practice's assertion that the reviewer is a client as evidence.
3. The vet practice will be shown any negative reviews prior to publishing and have 3 days to provide us with a reply that will be posted at the same time as the review. If we do not have a response from the vet within 3 working days the review will be published.
4. Defamatory allegations of fact will not be published without the consent of the veterinary practice. However, all clients will be given the opportunity to express their honestly held opinion about a practice.
5. If the person leaving the review will not produce a review that is acceptable to our terms and conditions, we will remove the comments but publish the 5 factor star rating and overall performance of the practice.
6. The veterinary practice can request that the reviewing functionality be removed from their directory entry at any time. All reviews will be removed in this case.
7. Vets' responses must not infringe the client's confidentiality, and must fulfil the same 'decent, legal and honest' criteria that reviewers must meet. Responses not meeting these criteria will not be published.



8. Any duplicated reviews or those which do not seem to be produced by a human will be deleted.
9. Clients who have previously left a review and wish to leave a new up to date, version are encouraged to do so. Their previous review will be removed when the new one is published
10. We expect reviews to be entered into the system by the person concerned and we monitor this. If, however this is difficult for you then, if you ask a third party (or your Vet Practice) to type up a review that you dictate or draft then that needs to be clearly stated on the review. All reviews must be in the words of the reviewer themselves.
11. The practice will be notified by email when any reviews- good or bad- are left.
12. On very rare occasions, when we feel that a fair result cannot be achieved, or we have serious doubts as to the integrity of either side, we reserve the right not publish any review, the 5 factor star rating or overall performance and our decision is final.

When clients leave a review they are asked if they would like to share their details with their veterinary practice, and, separately if they would like to receive the VetHelpDirect newsletter. We will never email clients with promotions about other veterinary practices or anything that could compete with the veterinary practice.