

REPORTING POTENTIAL BLACKMAIL TO TRIPADVISOR

NEW TOOL! REPORT THREATS IMMEDIATELY

We hear from owners that potential “blackmail” – when a guest threatens to write a negative review unless a demand for a refund, upgrade, or other request is met – is an occasional concern. We now have a way for you to proactively report these threats more easily, before a corresponding review is potentially submitted. Immediate reporting of blackmail threats can supplement our investigative procedure and help us keep blackmail reviews from ever reaching the site.

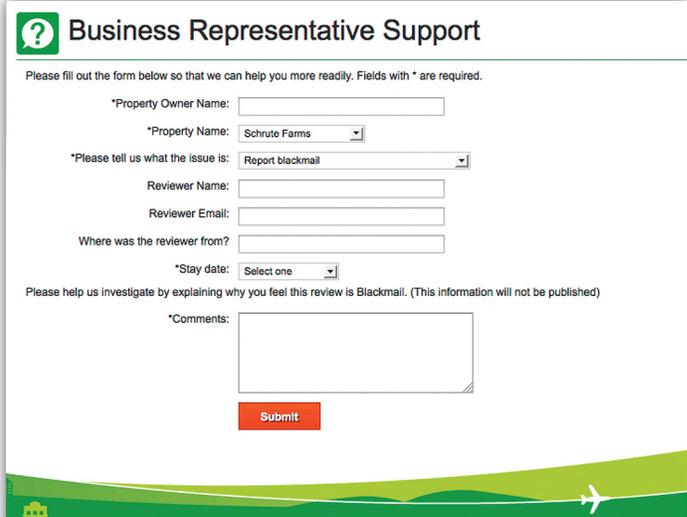
WHY IS THIS IMPORTANT?

We take allegations of blackmail or threatening behavior by guests against property owners very seriously. This activity is strictly against our guidelines and may also be illegal in many locations. This new tool has been launched to help you alert us as soon as possible.

HOW DO I REPORT POTENTIAL BLACKMAIL REVIEWS?

The process for reporting the threat of potential blackmail reviews is simple. First, log in to your TripAdvisor Management Center. Select “Manage your reviews” and then click the link under “Dispute a review.” Review the information on the form and confirm that the issue “Report blackmail” is selected.

At this point, you’ll need to provide some additional information, including the month and year of stay as well as the email address and/or the name of the



Business Representative Support

Please fill out the form below so that we can help you more readily. Fields with * are required.

*Property Owner Name:

*Property Name:

*Please tell us what the issue is:

Reviewer Name:

Reviewer Email:

Where was the reviewer from?

*Stay date:

Please help us investigate by explaining why you feel this review is Blackmail. (This information will not be published)

*Comments:

Submit

potential reviewer. Please also describe the event at issue in the free form space provided. Try to provide as many details as possible – this information will help us identify the review if it’s submitted at a later date.

WHEN SHOULD I REPORT A CASE OF BLACKMAIL?

Immediately – it’s important to submit this report via the Management Center as soon as possible after the incident occurs, ideally the same day.

While most guests do not follow through with such threats, it’s important to submit your report as soon as possible to ensure that it is on record before a potential blackmail review is submitted.

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BEST PRACTICES FOR SUBMITTING POTENTIAL BLACKMAIL REPORTS TO TRIPADVISOR:

- Instruct employees to share any guest blackmail threats immediately.
- Submit a potential blackmail review report **as soon as possible** via the Management Center:
 1. Select “Manage your reviews”
 2. Click the link under “Dispute a review”
 3. Complete the form and confirm that the issue “Report blackmail” is selected
 4. Provide the month and year of the guest’s stay, an email address and/or a name, and as many details as possible about the incident
- Retain as much documentation relating to the report as you can, including emails, voicemails, etc.

WHAT HAPPENS AFTER MY BLACKMAIL REPORT IS SUBMITTED?

If a low-rated review matching the details of your report is submitted on your business, our support team will be alerted. You may be contacted for additional information that proves blackmail was involved. We recommend retaining any relevant documentation that might be useful in this process.

WHAT SHOULD I DO IF A SUSPECTED BLACKMAIL REVIEW HAS ALREADY BEEN POSTED?

It’s important to note that our enhanced functionality only works for **reviews that have not yet been submitted**. It will also only be effective if the information in the review matches what you’ve included in your blackmail report.

You can follow the current process if a review is posted that you believe is blackmail-related. In your Management Center, select “Manage your reviews” and then “Dispute a review.” Select “Report problem with review” and “Review is suspicious” as the problem. For “Reason” select “Other/None of the above” and in the space provided you can present the facts or documents that show the review is a result of blackmail.

Whether the review is submitted before or after you notify us of the blackmail threat, we cannot guarantee that it will be removed. While the review is being investigated, we recommend you post a Management Response so other travelers can read what you have to say. Check out our [tips](#) and [video](#) on how to write a Management Response. It’s also a good idea to regularly review our most up to date [Management Response Guidelines](#).



PLEASE NOTE: PROPERTY MANAGERS WHO ABUSE THIS NEW TOOL WILL BE PENALIZED.

