

AA Customer Reviews Policy

We are proud of the products and services we provide our customers and welcome feedback from anyone that uses them.

Your feedback is important because it helps us improve our products and services and develop new products and services.

This policy explains how we handle customer reviews and feedback collected through third-party platforms and through our own direct surveys.

These third-party platforms have mechanisms to verify the authenticity of reviews. To find out more information on the third-party platforms and their verification mechanisms, please see:

- In respect of Trustpilot: [The UK's new fake reviews law and Trustpilot](#)
- In respect of Apple App Store: [App Review Guidelines - Apple Developer](#) & [Maintaining a safe App Store experience - Apple Support](#)
- In respect of Google Play Store: [About Google Play reviews - Google Play Help](#)

Our approach

We are committed to ensuring compliance with relevant consumer protection law in relation to fake reviews (i.e. reviews not based on a person's genuine experience, including automated or bot generated reviews), concealed incentivised reviews and misleading consumer review information.

In practice, this means we seek to ensure that reviews about our products and services are genuine and presented in a clear and transparent way. Where appropriate, we take steps to address reviews that appear not to meet these standards.

- **No fake reviews:**
 - We only display any consumer reviews and consumer review information from third-party platforms that don't allow fake reviews and have measures in place to prevent and remove fake reviews.
 - If we reasonably suspect a review to be fake, we will take steps to remove it or take reasonable steps to request its removal from any known third-party platforms that are not managed by us.
- **No concealed incentivised reviews:**
 - We don't offer rewards or incentives for reviews, whether they are positive or negative.
 - We also prohibit anyone with a commercial or financial interest in us (e.g. our employees, companies or individuals we have a commercial relationship with and shareholders) from submitting reviews. We have taken measures to prevent this and also will only display consumer reviews or consumer review information from third-party partners that don't allow reviews from anyone with a commercial or financial interest and take measures to prevent and remove such reviews.

- **No misleading review information:** We'll make sure that any information based on customer reviews, such as overall customer review ratings or the total number of customer reviews, is not misleading. We will not publish information which we know or believe to be misleading and ensure we do not publish it in a misleading way.

Using third party platforms and our direct surveys

We encourage customers to leave honest reviews using the third-party party platforms that we use from time to time to collect and display customer reviews, like Trustpilot – both positive and negative reviews.

All reviews are shared publicly on the third-party platforms that they are submitted to. We don't delete or prevent negative reviews.

Collection by third party platforms

The third-party platforms we use publish their own policies for managing the risk of publishing fake reviews, concealed incentivised reviews and misleading consumer review information on their websites.

We periodically review the policies and procedures implemented by our third-party platforms in relation to consumer reviews to ensure they are adequate and comply with relevant laws. Our reviews focus on ensuring these third-party platforms have adequate processes in place to prevent, detect, investigate and remove suspected fake reviews, concealed incentivised reviews and misleading review information, and that their policies and procedures continue to remain effective.

We encourage you to leave an honest review based on your experience and kindly ask you follow the review guidance on Trustpilot or any other third-party site you use. All customer reviews, whether positive or negative, are welcome.

If you believe any review is fake and does not reflect a genuine experience with us, please report this to the relevant third-party site using their reporting functionality, so this can be investigated. Alternatively, please contact us directly using the contact details provided on our website or app.

We will not alter or remove any reviews, nor will we request that a third-party platform alters or removes any reviews, unless they are fake, banned, contain personally identifiable information, or are derogatory towards named colleagues.

When posting a review, please remember to:

- Be truthful and share your genuine experience
- Make your review relevant to the product or service being reviewed and not a separate product or service
- Use respectful and appropriate language
- Avoid posting anything that could be harmful or unfair to others
- Not post multiple reviews for the same experience
- Not include any personal information, such as full names or addresses

- Refrain from posting a review if you have a commercial or financial interest in us

Your review helps future customers understand what to expect from us and helps us to improve our existing services and products and develop new ones.

Publication of reviews and review information collected from third-party platforms

Any consumer reviews or consumer review information (e.g. overall customer review ratings, total number of customer reviews) collected by third party platforms may be published by us on our own website and app and in our marketing.

We make sure that any consumer review information is not misleading. We will not publish information which we know or believe to be misleading. We also make sure that it is kept up-to-date and not published in a misleading way by us.

Collection by direct surveys

We may also invite you to share feedback through our own direct surveys. These surveys are sent to customers after their interactions with us to gather feedback on their experience. When we receive feedback through these channels, we use it internally to improve our services and share customer experiences.

This feedback is generally not published as a consumer review and is not included in the consumer review information we publish.

Reviews versus complaints

It's important to understand the difference between leaving a review and making a complaint.

Here's the difference:

- **Customer reviews:** A review on Trustpilot or on other third-party platforms is an opportunity to share your overall experience with us publicly. It can be positive or negative and helps other consumers understand what we're doing well or where we could improve.
- **Customer complaints:** A complaint is where you feel like we've let you down in some way. Complaints are handled privately and are not shared publicly.

If you have a complaint, we encourage you to contact us directly and we'll try to sort things out as soon as possible, or we'll do our best to make everything a bit clearer. Our website and app and your customer documentation contain further information on how to get in touch about a complaint. Customers can leave both a negative review and make a complaint.