TAYLORS OF HARROGATE CONSUMER REVIEW POLICY

Last updated 17 September 2025

Purpose

We (Bettys & Taylors of Harrogate, trading as ‘Taylors of Harrogate’) use customer reviews in our shopper marketing campaigns and on our social media channels from time to time. This policy explains how such reviews are sourced, approved, and published to ensure they are genuine, accurate, and compliant with UK consumer law.

Scope

This policy applies only to reviews sourced from retailer websites that are approved by the relevant retailer’s appointed agencies for use in retailer media as part of shopper marketing campaigns, which we use for our shopper marketing campaigns, or on our official social media channels, Tik Tok, Facebook, Instagram, X.

How we collect reviews

We source all reviews from retailer websites where the review is publicly available. We will only use reviews that have been approved for campaign use by the retailer or their appointed agency. We will ensure that the use of reviews does not mislead consumers or omit material information. We will not create, commission, or amend reviews, nor will we use incentivised reviews (unless this has been disclosed by the retailer in line with applicable laws).

Where to find reviews

Reviews may appear in our shopper marketing campaigns, which are delivered through retailer media channels, or on our social medial channels to support advertising campaigns or product messaging. Reviews will be reproduced faithfully without altering their meaning. If a review is shortened for space, it will remain a fair and accurate representation of the original content.

Rules for reviews

When reviewing us or our products please follow the relevant third-party retailer’s guidelines. In particular, please remember that your review must:

* Reflect your genuine experience (both positives and negatives).
* Not relate to a product you are connected with (for example, because you, or someone in your family, has a financial interest in or works for the business that provides it).
* Not manipulate ratings (for example, you cannot submit multiple reviews for the same product or service).

If we believe your review does not meet any third-party retailer’s rules, we will ask the relevant retailer to remove it.

How we respond to reviews

We may respond to reviews directly via the retailer website where they are posted and/or via the relevant social media channel. Our responses will be polite, constructive, and aimed at resolving issues.

Please report suspicious reviews

If you think that any review submitted to any third-party retailer is fake or otherwise doesn't comply with the [rules for reviews,](#a235442) you can report this directly to the relevant retailer.

Contact

If you have any questions about this policy, or our approach to reviews, please contact us by email hello@taylorsofharrogate.co.uk.