

From: Soul Legion <Brodies@REDACTED.email>
To: Trustpilot Help <support+id4EG69N-V4ELN@trustpilot-help.zendesk.com>
Subject: Re: This message serves as a formal complaint regardi... - Ticket #34628817 - Ticket #35389509 - Ticket #35805307
Date: Tue, 08 Jul 2025 01:00:40 +1000

Dear Abhishek A and the Trustpilot Content Integrity Team,

Your most recent response is yet another example of Trustpilot deliberately ignoring the core of my complaint while offering superficial replies that only address minor fragments of the extensive and substantiated issues I have raised.

Across multiple detailed emails, I have explicitly outlined a series of serious problems with how your platform is misrepresenting my business, suppressing its visibility, and falsely classifying it with inaccurate metadata. At every stage, your team has either ignored the majority of the content or attempted to dismiss it with vague, canned responses that give the strong appearance of being AI-generated themselves — ironic, given that your platform falsely tags my business with “artificial intelligence” despite it not appearing in a single review.

Let me recap exactly what you have failed to address, despite repeated submissions of hard evidence, logical argument, and legal reference:

1. You falsely applied “artificial intelligence” as a Top Mention on my profile, which is categorically untrue.
 - I demonstrated that none of the 46 reviews contain the phrase.
 - I attached screenshots proving your own filter returns “no matches” for “artificial intelligence.”
 - Your excuse that a reviewer mentioned the word “bot” is not a justification. A bot does not equal AI, and your metadata tagging conflates them with no contextual basis.
2. You failed to remove the inaccurate tag, or provide any valid explanation for why it remains.
 - Instead, you deflected by saying Top Mentions are dynamic, while ignoring the fact that it is still active despite no qualifying content.
3. You completely ignored the attached image evidence showing that:
 - Your autocomplete function prioritises unrelated or low-ranked sites, including “Killfeed.DEV” which doesn’t even appear in regular search results.
 - My claimed, high-ranking, most-reviewed listing is routinely buried beneath competitors with lower ratings and fewer reviews.
 - The search rankings are manipulated in a way that contradicts any logic based on rating, review count, or verified status.
4. You repeatedly refused to explain how your ranking or autocomplete systems actually work.
 - You acknowledged they aren’t solely based on stars or review count — but then refused to explain what they *are* based on.
 - You claim paid placement does not affect organic results, but refuse to show what *does* influence the order — leaving the system opaque and seemingly manipulated.
5. You have ignored direct legal references.
 - My citation of Australian Consumer Law (ACL) Sections 18 and 29 regarding misleading conduct.

- My reference to the Australian Privacy Principles (APP 13) that obligate you to correct false business information when informed.

- ACCC guidance regarding the accuracy and transparency of business listings and review systems.

6. You continue to selectively respond only to the most surface-level elements of my emails.

- In every response so far, your team has focused on a single bullet point while ignoring the rest of the message.

- This pattern — combined with generic phrasing, lack of direct answers, and total avoidance of context — strongly suggests your team is either relying on templated, pre-scripted responses or using AI to handle complaints.

- This is particularly concerning given that the original dispute involved a false AI label — and your actions only reinforce the hypocrisy of your position.

Your company claims to champion transparency and integrity in the review ecosystem. Yet here you are:

- Falsely tagging businesses with inaccurate metadata
- Suppressing visibility of higher-rated, verified listings
- Refusing to disclose how your search system works
- Ignoring direct evidence and legal requests for correction
- Continuing to misrepresent your own objectivity and accuracy

This pattern of behavior is unacceptable. You have not only misrepresented my business — you have actively undermined trust in your platform, misrepresented your own operations, and opened yourself up to legal exposure for ongoing deceptive conduct.

As stated previously, I am now proceeding with the following:

- Submitting a formal complaint to the Australian Competition & Consumer Commission (ACCC) regarding misleading digital conduct and misrepresentation.
- Lodging a separate complaint with the Office of the Australian Information Commissioner (OAIC) regarding your refusal to correct false data and lack of transparency.
- Retaining legal representation to prepare formal proceedings for misrepresentation, reputational damage, and violation of data protection laws.
- Compiling a full public report for developer communities, DayZ server owners, and relevant media, detailing how Trustpilot manipulates metadata, suppresses businesses, and refuses transparency in handling disputes.

Your refusal to engage with the core issues, your consistent dodging of legitimate questions, and your repeated delivery of irrelevant responses are now being formally recorded and submitted as part of this legal escalation.

You are misrepresenting my business. You are suppressing its visibility. You are ignoring factual evidence. And you are doing all of it while hiding behind vague corporate language and pretending this is standard procedure.

This is your final opportunity to correct the record and take responsibility.

Sincerely,

Anthony Brodie

<https://killfeed.co>

Legion Killfeed

A lot of the setup is automated, the bot creates roles and channels relevant to the setting you are using it for. Legion Killfeed will automatically change the permissions for the admin related channels it creates for you, hiding them from @everyone during setup. To avoid this, simply ensure you select a channel or role on the commands with that option available. for bot_logs it will set to ...

killfeed.co

From: Trustpilot Help <support@trustpilot-help.zendesk.com>

Sent: Monday, July 7, 2025 7:40 PM

To: Anthony Brodie <legionkillfeed@outlook.com>

Subject: Re: This message serves as a formal complaint regardi... - Ticket #34628817 - Ticket #35389509 - Ticket #35805307



Trustpilot

Abhishek A (Trustpilot Help)

7 Jul 2025, 10:40 BST

Hello Anthony,

Thank you for getting back to us and let me clarify this further for you.

Search results on Trustpilot are not determined solely by star ratings or the number of reviews. While we don't disclose the exact details of our ranking algorithm, we can confirm that paid placements do not affect the order of organic search results.

Thank you for your understanding.

Kind regards,

Abhishek A,
Content Integrity Team



We are rated **4.4** out of **5**

Trustpilot trades on the London Stock Exchange under the ticker **TRST**

Anthony Brodie

30 Jun 2025, 17:23 BST

This is a follow-up to your previous request [#35389509](#) "Re: This message serves as ..."

Subject: You Ignored Half the Complaint – Manipulated Autocomplete and Rankings Still Unanswered

Dear Abhishek A and Trustpilot Content Integrity Team,

Your last response completely ignored the core issues documented and submitted in my previous email.

You addressed the fabricated "artificial intelligence" tag, but failed to respond to the rest of my complaint — particularly the manipulated search results and ranking fraud shown clearly in the attached screenshots.

Let me remind you what you still have not answered:

1. Why does Trustpilot autocomplete to "Killfeed.DEV", a low-ranked, poorly reviewed, unrelated site that doesn't even appear in the search results unless manually typed?
2. Why are lower-rated companies with fewer reviews ranked above mine in both suggested results and search listings?
3. Why is Legion Killfeed (killfeed.co), the highest-rated, most-reviewed, and only actively reviewed listing, being shown below less relevant entries?
4. What is the actual ranking algorithm used for both autocomplete suggestions and result ordering?

This is not a UX bug. It is clearly algorithmic bias, and it is misleading users by:

- Suppressing legitimate businesses with stronger reputations
- Favoring competitors without transparency
- Displaying manipulated search priority unrelated to performance, rating, or trustworthiness

This violates your public claim to help consumers make smarter choices by artificially promoting lower-rated listings and concealing better-rated ones. It is a deliberate obfuscation of ranking criteria.

I am now demanding, again:

- A detailed technical explanation of how autocomplete and result ranking decisions are made
- Clarification on what factors influence visibility in your system (manual override, paid placement, category bias, etc)
- Immediate re-evaluation of the search relevance and ordering system with written assurance of correction

If these specific issues are not directly addressed in writing, I will be filing additional formal complaints to:

- ACCC for deceptive trade practices and anticompetitive behavior
- Australian Privacy Commissioner for lack of transparency in profiling and suppression
- Public disclosure via consumer advocacy, developer communities, and legal forums

You are suppressing legitimate competition and misleading consumers with dishonest UX and metadata classification. I have provided multiple screenshots as proof. Your silence on these points is an admission of deliberate system manipulation.

Treat this seriously and respond accordingly.

Sincerely,

Anthony Brodie

<https://killfeed.co>

From: Trustpilot Help <support@trustpilot-help.zendesk.com>

Sent: Thursday, June 19, 2025 3:46 PM

To: Anthony Brodie <legionkillfeed@outlook.com>

Subject: Re: This message serves as a formal complaint regardi... - Ticket [#34628817](#) - Ticket [#35389509](#)

[https://d1pggke3goo8l6.cloudfront.net/10x7HHXvSWyealMGYmoQ_tp-logo-rgb.png]

Abhishek A (Trustpilot Help)

19 Jun 2025, 06:46 BST

Hello Anthony,

Thank you for reaching out to us. We fully understand the complexity of your situation and are here to assist you further.

The Top Mentions filter on Trustpilot business profiles is designed to help users quickly find reviews that mention specific keywords. These keywords are generated automatically based on the content of reviews, for example, when certain words or phrases are repeatedly mentioned.

In your case, the term “artificial intelligence” appeared as a top mention because a reviewer referenced your business using a bot. Based on this context, our system automatically categorized it under artificial intelligence.

For your reference, we’ve attached a screenshot below.

[cid:6853a4333b8a3_621570764a0@classic-active-job-outbound-mail-worker-5955cfd465-4dnf6.mail]

Please note that we do not manually select or edit the Top Mentions — they are updated dynamically as new reviews come in.

Thank you for your understanding.

Kind regards,

Abhishek A,
Content Integrity Team

[<https://emailsignature.trustpilot.com/logo.png>]
[<https://emailsignature.trustpilot.com/newsletter/en-GB/1/46d6a890000064000500e0c3/stars%402x.png>]
<<https://www.trustpilot.com/review/trustpilot.com>>
[https://emailsignature.trustpilot.com/signature/en-US/2/46d6a890000064000500e0c3/text_zendesk.png]

Trustpilot trades on the London Stock Exchange under the ticker TRST

Anthony Brodie


17 Jun 2025, 16:48 BST

This is a follow-up to your previous request [#34628817](https://trustpilot-help.zendesk.com/hc/requests/34628817)<<https://trustpilot-help.zendesk.com/hc/requests/34628817>> "This message serves as a fo..." Dear Adithyan S. and the Trustpilot Content Integrity Team, I am following up regarding your response dated 26 May 2025, in which you attempted to deflect responsibility for the false, misleading, and reputationally damaging inclusion of "artificial intelligence" as a "Top Mention" on my Trustpilot business profile for killfeed.co. Let me be absolutely clear: This misrepresentation is not only factually incorrect, it is also a violation of multiple Australian consumer protection laws and advertising standards. _____ Facts of the Matter: 1. The phrase "artificial intelligence" does not appear in any of the 46 reviews on my profile. * This is confirmed by your own search system returning "No matches" for the term. * Yet it is displayed prominently under "Top Mentions", which falsely implies that customers are referencing AI, when they are not. 2. Your autocomplete system suggests competitors who are not even in the Trustpilot listing for that keyword, while simultaneously omitting businesses (such as mine) with higher ratings and more relevance. 3. You previously misclassified my business as using "AI-generated responses" in replies, which was false and had to be manually removed. This proves a repeat pattern of inaccurate classification. 4. Your public claims of "transparency" in disputed reviews directly contradict the lack of transparency in your algorithmic classification system, which you now refuse to disclose or correct. _____ Legal Breaches You Are Now Repeating: You are in breach of the following Australian standards and laws: * Australian Consumer Law (ACL) – Schedule 2 of the Competition and Consumer Act 2010 * Sections 18 and 29 prohibit misleading or deceptive conduct and false or misleading representations about services. * Australian Privacy Principles (APPs) * Your classification falsely associates my business with automated systems it does not use or offer, potentially

breaching APP 13 – Correction of personal information. * ACCC Guidelines on Online Reviews
* You are misrepresenting my business based on metadata, not genuine user reviews, which is deceptive under the ACCC's own published review transparency policies. * Misleading Advertising Codes * The inclusion of "artificial intelligence" implies a technological offering that does not exist in my service, misleading both existing and potential customers. Your System Is Not Transparent – You Must Explain This Immediately: Your vague attribution to "the way the reviewer conducted the search" is both nonsensical and deflating. It does not explain: * Why your "Top Mentions" system invents phrases that are absent from review text. * Why your autocomplete gives higher visibility to lower-rated, less relevant listings (as evidenced in the attached screenshots). * How these manipulations are occurring without review evidence.

_____ I Now Formally Demand: 1. Immediate removal of the "artificial intelligence" Top Mention from my business profile. 2. A full, written explanation of exactly how your "Top Mentions" and "Autocomplete" systems work. * Why do lower ratings with fewer reviews appear higher? * Who/what decides which order to list these in? * Whether these decisions are automated, human-curated, or influenced by third-party indexing? 3. A written assurance that no future references to AI or similar misclassifications will be applied to my business profile unless directly cited by reviewers. 4. Permanent correction to your backend algorithm to ensure this does not occur again — not just to my listing, but to any business impacted similarly. _____

Final Notice Before Escalation: If the above actions are not completed and confirmed in writing, I will proceed with the following: * File a formal complaint with the Australian Competition & Consumer Commission (ACCC) for deceptive conduct and lack of transparency. * Submit complaints to the Office of the Australian Information Commissioner (OAIC) for improper data handling and profiling. * Pursue public exposure of your platform's internal manipulation and false metadata tagging practices, using the extensive evidence already collected. * Notify any partners or consumers who rely on Trustpilot ratings that your AI classification and "Top Mentions" are demonstrably fabricated and untrustworthy. _____

You are a publicly traded company (LSE: TRST), and that obligates you to higher standards of accuracy and transparency. Misclassifying my business not once, but twice, is not just sloppy — it's negligent, misleading, and illegal in this jurisdiction. I strongly suggest your team treat this matter with the seriousness it warrants. Sincerely, Anthony Brodie Owner – Legion Killfeed  <https://killfeed.co>

[cid:5da30f58-e63a-4d57-91a6-a81e0d7dc5cf][cid:93960a27-6af5-451e-89f5-54de51193ce2]
[cid:38c31fe1-b388-4c78-aff1-c66d6823e90e] _____ From:

Trustpilot Help Sent: Monday, May 26, 2025 5:22 PM To: Anthony Brodie Subject: This message serves as a formal complaint regarding... - Ticket [#34628817](#)<<https://trustpilot-help.zendesk.com/hc/requests/34628817>>

[https://d1pggke3goo8l6.cloudfront.net/10x7HHXvSWyeaIMGYmoQ_tp-logo-rgb.png] Adithyan S (Trustpilot Help) 26 May 2025, 08:22 BST Hello, We hope you're doing well. Regarding the classification issue you mentioned, we wanted to clarify that it was not done by the other side. It appears that the way the reviewer conducted the search has inadvertently led to this outcome. We completely understand how this may have caused some confusion, and we truly appreciate your patience as we looked into it. We're committed to ensuring transparency and accuracy, and we'll make sure this point is clearly communicated going forward. Please feel free to reach out if you'd like to discuss this further. Warm regards, Adithyan S, Content Integrity Team

[<https://emailsignature.trustpilot.com/logo.png>]
[<https://emailsignature.trustpilot.com/newsletter/en-GB/1/46d6a890000064000500e0c3/stars%402x.png>]

[\[https://emailsignature.trustpilot.com/signature/en-US/2/46d6a890000064000500e0c3/text_zendesk.png\]](https://emailsignature.trustpilot.com/signature/en-US/2/46d6a890000064000500e0c3/text_zendesk.png)

Trustpilot trades on the London Stock Exchange under the ticker TRST Anthony Brodie 20 May 2025, 18:27 BST This message serves as a formal complaint regarding the continued and false misrepresentation of my business on your platform. For the second time, Trustpilot has incorrectly categorized or labeled my business as using “artificial intelligence” in some manner. Most recently, as seen in the attached screenshots, your system includes the phrase "artificial intelligence" under the Top Mentions section on my Trustpilot business profile

(<https://www.trustpilot.com/review/killfeed.co>), despite not a single review referencing or mentioning AI in any form. Previously, you falsely included a statement that my business uses “AI-generated replies” to respond to customer reviews — which was not only misleading but entirely untrue. I had to request its removal. I want to make it absolutely clear: My business does not use artificial intelligence in any capacity related to customer service, responses, or automation of Trustpilot interactions. There is no mention of AI in any reviews posted by users, as your own filtering confirms with “No matches” when “artificial intelligence” is searched. These false classifications are damaging, misleading, and legally questionable. I demand the following immediate actions: Remove “artificial intelligence” from the Top Mentions section of my business profile. Review and permanently correct your classification system to prevent this from happening again. Issue a written confirmation that this false label will not be re-applied in the future without legitimate review evidence. If this is not resolved within 7 business days, I will escalate this further through appropriate legal avenues, including lodging a formal complaint with the ACCC (Australian Competition & Consumer Commission) and other relevant consumer protection bodies. Attached are screenshots clearly proving this misrepresentation.

Attachment(s) Trust Pilot1.png Trust Pilot2.png trust pilot3.png Visit Trustpilot | Help Center | Trustpilot Privacy Policy | Dispute our Decision _____

Trustpilot A/S Pilestraede 58, 5th floor, 1112 Copenhagen K, Denmark Company no. 30276582 [4EERPN-JDNWN]

Attachment(s)

Proper

Order.png<<https://trustpilotcompliance.zendesk.com/attachments/token/4yGKeSTGI89L1ndq0drr2Z7g/?name=Proper+Order.png>>

FuckingTrustPilot.png<<https://trustpilotcompliance.zendesk.com/attachments/token/QScvn8uNS2fgjgv3TsACSyvgd/?name=FuckingTrustPilot.png>>

FuckOffTrustPilot.png<<https://trustpilotcompliance.zendesk.com/attachments/token/iMrbIXTR9UBOAC4VscJkE5lvo/?name=FuckOffTrustPilot.png>>

Visit Trustpilot<<http://www.trustpilot.com>> | Help Center<<http://support.trustpilot.com>> | Trustpilot Privacy Policy<<http://legal.trustpilot.com/end-user-privacy-terms>> | Dispute our

Decision<https://trustpilot-help.zendesk.com/hc/requests/new?ticket_form_id=20760979389597&tf_4485399523985=decision_dispute_process_form_-_user_role_-_business&tf_4485409281297=35389509&tf_20921283130013=35389509&tf_28223032=&tf_28203981=>

Trustpilot A/S

Pilestraede 58, 5th floor, 1112 Copenhagen K, Denmark
Company no. 30276582

[9Z50V9-5DW30]

Attachment(s)

[image.png](#)

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Trustpilot A/S
Pilestraede 58, 5th floor, 1112 Copenhagen K, Denmark
Company no. 30276582

Email Headers (Raw)

X-Mozilla-Status	0001
X-Mozilla-Status2	00000000
From	Soul Legion <Brodies@REDACTED.email>
To	Trustpilot Help <support+id4EG69N-V4ELN@trustpilot-help.zendesk.com>
Subject	Re: This message serves as a formal complaint regardi... - Ticket #34628817 - Ticket #35389509 - Ticket #35805307
Thread-Topic	This message serves as a formal complaint regardi... - Ticket #34628817 - Ticket #35389509 - Ticket #35805307
Thread-Index	AQHb7yMsw5m8tOLw+kmQnKAUNZyIOLQmvqHI
Date	Tue, 08 Jul 2025 01:00:40 +1000
Message-ID	<SL2P216MB2029A9CD417A7467419D7239DA4FA@SL2P216MB2029.KORP216.PROD.OUTLOOK.COM>
References	<4EG69NV4ELN@zendesk.com> <9Z50V95DW30_6853a4333c92c_621570765d6_sprut@zendesk.com> <SL2P216MB2029B08A4A61FDC4A0B7E68DA73A@SL2P216MB2029.KORP216.PROD.OUTLOOK.COM> <4EERPNDJNWN@zendesk.com> <4EERPNDJNWN_682cbb865b8ea_6934f8623ad_sprut@zendesk.com> <4EERPNDJNWN_683416ce9ce23_7a35341174969_sprut@zendesk.com> <9Z50V95DW30@zendesk.com> <SL2P216MB20291F2392ADBB31CFDF74B9DA46A@SL2P216MB2029.KORP216.PROD.OUTLOOK.COM> <4EG69NV4ELN_686b960762663_61159017901ca_sprut@zendesk.com>
In-Reply-To	<4EG69NV4ELN_686b960762663_61159017901ca_sprut@zendesk.com>
Content-Language	en-US
X-MS-Has-Attach	
X-MS-Exchange-Organization-SCL	-1
X-MS-TNEF-Correlator	
X-MS-Exchange-Organization-RecordReviewCfmType	0
msip_labels	
Content-Type	text/html; charset="utf-8"
Content-Transfer-Encoding	base64
MIME-Version	1.0