

FAO Mr Anthony Brodie
Legion Killfeed

By email only: legionkillfeed@outlook.com

London, 14 August 2025

Dear Legion Killfeed,

We refer to your correspondence sent between 9 and 11 August 2025 (collectively “**your Correspondence**”).

Trustpilot A/S (hereinafter referred to as “**Trustpilot**”, “**we**”, “**us**” and “**our**”) is the creator of the review platform hosted at the domain www.trustpilot.com and a range of other country code top level domains in a number of jurisdictions worldwide (collectively “**Trustpilot Site**”).

The Trustpilot platform

At the outset, it is important to note that Trustpilot is an open platform which exists to ensure that both businesses and consumers have a choice. We do not seek to restrict honest opinions and expressions simply because a business dislikes or disagrees with them, or because they criticise a business. With regard to defamation allegations specifically, the bar for meeting the test for defamation is high: for example, in England and Wales a statement is not defamatory by law unless its content tends to lower the claimant in the eyes of right-thinking members of society generally or is likely to adversely affect the claimant in the estimation of reasonable people generally, and has caused or is likely to cause serious harm to the claimant’s reputation (which has to be serious financial loss for entities that trade for profit).

To maintain the integrity of our platform, we have systems and procedures in place to detect and remove reviews that are fake, illegal or otherwise violate our [Guidelines for Reviewers](#).



Allegedly defamatory reviews

You have taken issues with two reviews that were posted to the Trustpilot profile page of Legion Killfeed at <https://uk.trustpilot.com/review/killfeed.co> ("**Profile**"), on the basis that they contain content that is defamatory of your business. We explain below our moderation decisions made in respect of those two reviews:

- **Review by user 'Z Doneskies' dated 9 August 2025:** On the day the review was posted, you used the "Request information" tool within your business account to request identifying information from the reviewer and posted a publicly accessible reply providing your version of events. Shortly thereafter, the reviewer responded to your information request to provide their name and email address. You then reported the review for the flagging reason of "About another business". Our Content Integrity team has yet to assess that report. Nothing in the review suggests that it is in relation to another business.

You now allege that the review is defamatory, and have particularly taken issue with this statement: *"The bot is good when it works but it hasn't done that very well in 2 weeks"*. We do not consider the review to be defamatory. As Trustpilot is a consumer review platform and not a regulatory authority or a court of law, we take a neutral stance on disputes relating to the course of events between a business and a reviewer. The review appears to reflect the honestly held opinion of the reviewer based on their experience with Legion Killfeed, and does not meet the high bar for defamation.

You also state that the reviewer was not a customer of Legion Killfeed and is related to a Facebook campaign led by a competitor of Legion Killfeed. On that basis, we have flagged the review for "Not based on a genuine experience" on your behalf. The review will be taken offline unless the reviewer provides documentation that can support their consumer experience with your business within 3 days.

- **Review by user 'Robert McDonovan' dated 5 August 2025:** On the day the review was posted, you flagged it for the reporting reason of "Harmful or illegal", on the basis that it contained words that were allegedly defamatory, namely *"deleted your server"*. Upon receipt of that report, the review was assessed by our AI-powered defamation tool, which



determined that it was not defamatory. We agree with that assessment. As explained above, Trustpilot takes a neutral stance on disputes relating to the course of events between a business and a reviewer. The review appears to contain detailed statements of opinion based on the reviewer's experience with your business, and does not meet the high bar for defamation.

On 9 August 2025, you flagged the review for the reporting reason of "Not based on a genuine experience". Upon receipt of that report, the review was assessed by our AI-powered tool, which assesses the genuineness of reviews by analysing a number of factors e.g., reviewer history, business history, and any suspicious patterns detected by our fraud detection software. The AI-powered tool did not identify anything suspicious in the review or the user account, and your review therefore remained online. Later that day, you replied to our Content Integrity team's email to challenge their decision. Our Content Integrity team therefore reopened the report.

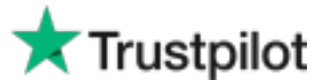
The following day, our Content Integrity team reviewed your email dated 8 August 2025 (which was submitted in ticket #36755418 in relation to a different review, by user 'Danny Hayes'). In that email, you informed us that user 'Robert McDonovan' was related to a Facebook campaign started by a competitor of Legion Killfeed. As such, our Content Integrity team proceeded to filter the review. As explained in our Content Integrity team's email dated 10 August 2025, the review will remain offline unless the reviewer provides us with documentation that supports their consumer experience with Legion Killfeed.

The review by user 'Robert McDonovan' was therefore online for 3 working days only.

The users in question

You have also expressed concerns regarding various users that have posted allegedly fake reviews to your Profile, namely 'Cunt', 'Robert McDonovan', 'Danny Hayes', 'Karl Messer', 'WARZONE', 'Brett Jones', 'Daniel Santos', and 'Zeus Lozano'.

For your information, our [Guidelines for Reviewers](#) define "fake reviews" as those which do not reflect reviewers' genuine experience or buying experience with businesses. For the avoidance of



doubt, it is not necessary for a reviewer to have been a paying customer to have had a genuine experience with the business that they are reviewing. For example, a user is free to post a review on the Trustpilot platform if they have contacted the business to enquire about a product but have ultimately decided not to proceed with the purchase. To identify and remove fake reviews from the Trustpilot platform, we use a three-pronged approach that includes (i) a team of specialists, (ii) advanced detection technology, and (iii) a third-party review reporting system. As explained in our [Trust Report 2025](#) and this [article](#) in our Help Centre, all reviews submitted to Trustpilot are assessed by our automated fraud detection engines before they are published. There is a short delay of up to two hours from when a review is submitted to when it is published on our platform. This delay allows our automated detection engines to analyse all submitted reviews against a large range of data points (e.g., IP addresses, user identifiers, device characteristics, location data, and timestamps). If the engines identify any unusual patterns indicating that a review is likely fake or otherwise contravenes our Guidelines, the review will not be published on the Trustpilot platform. Such automated technology is further supported by a layer of bespoke systems designed to detect other types of suspicious behaviour and misuse, as well as the human expertise in our Trust and Safety teams.

Regarding the user accounts that you have taken issue with, upon investigation we are unable to identify any accounts with the username 'Brett Jones', 'Daniel Santos', or 'Zeus Lozano'. For the other users:

- **User 'Cunt':** We agree that this username is in violation of our [Guidelines for Reviewers](#). We have therefore anonymised their username and requested that they choose a new one that complies with our Guidelines.
- **User 'Robert McDonovan':** As explained above, the review of user 'Robert McDonovan' has been taken offline.
- **User 'Danny Hayes':** This user posted a review to your Profile on 31 July 2025. Around 3 hours later, you flagged the review for the reporting reason of "Harmful or illegal - Defamation". The review was immediately blurred upon flagging. It was then assessed by

our AI-powered defamation tool, which determined that it contained potentially defamatory statements. As the reviewer did not edit the review to remove potentially defamatory statements within 3 days, the review was taken offline on 3 August 2025. The review was therefore online visible on your Profile for around 3 hours.

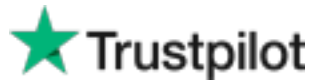
- **User ‘Karl Messer’:** This user posted a review to your Profile on 5 November 2024. On 2 December 2025, you flagged the review for the reporting reason of “Harmful or illegal”, on the basis that it contained allegedly defamatory statements, namely *“the owner cancels ur payments and speak rude to you all the time”* and *“owners rude and picks and choices who he want on his bot”*. The review was immediately blurred upon flagging. Upon receipt of that report, the review was assessed by our AI-powered defamation tool, which determined that it was not defamatory. The review was therefore reactivated. We agree with that assessment. The review appears to contain detailed statements of opinion based on the reviewer’s experience with your business, and does not meet the high bar for defamation.

On 9 December 2024, you flagged the review for the reporting reason of “About another business”. Our Content Integrity team determined that your report was invalid. We agree with that decision, as nothing in the review suggests that it is about another business. In fact, words like “Killfeed Bot” suggest that the review is directed to your business.

On 19 December 2024, you flagged the review for the reporting reason of “Not based on a genuine experience”. Upon receipt of that report, the review was assessed by our AI-powered tool, which did not identify anything suspicious in the review or the user account activity. The review therefore remained online.

On 8 March 2025, you flagged the review for the reporting reason of “Personal information”. Our Content Integrity team determined that your report was invalid. We agree with that decision, as the review does not contain any personal identifiable data.

On 4 August 2025, you flagged the review for the reporting reason of “Advertising or promotional”. Our Content Integrity team determined that your report was invalid. We



agree with that decision, as the review does not contain any advertising or promotional content.

- **User 'WARZONE'**: This user posted a review to your Profile on 31 July 2025. On 6 August 2025, we took the review offline as it contained obscene content.

None of the above reviews or user accounts have been flagged by our automated fraud detection engines as suspicious. Upon receiving your Correspondence, our Fraud & Investigation team has examined the associated reviews and accounts and has not identified any suspicious patterns. If it later comes to our attention that any of the users misuse our platform in violation of our [Guidelines for Reviewers](#), we will take enforcement actions as appropriate in accordance with our [Action We Take](#) policy.

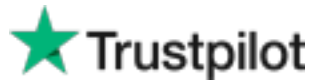
Your request for personal data

You further request that we provide personal data of certain users who have posted reviews to your Profile, including but not limited to their names, email addresses, and IP addresses.

We will not provide such personal data as we do not have a legal obligation to do so. Nor have you explained in your Correspondence why you have a legal basis to acquire such information.

Conclusion

As explained above, we do not consider that the reviews by 'Z Doneskies' and 'Robert McDonovan' meet the high bar for defamation. In particular, in circumstances where there are negative comments about Legion Killfeed on several social media sites, it is unclear how two negative reviews on our platform that were posted last week have caused or are likely to cause serious harm to your business' reputation or serious financial loss to your business. Further, we note that you have been posting replies to reviews with which you disagree. Responding to reviews provides businesses with the opportunity to address the comments a reviewer has made, with their response visible immediately below the review. This enables businesses to provide their version of events and demonstrate to other consumers how they deal with criticism. In our



experience, potential customers look for how businesses handle negative reviews as part of their overall decision making process.

We trust that this letter has addressed the concerns raised in your Correspondence. To avoid costs being incurred on both sides, we strongly encourage that you seek independent legal advice before taking any further action. If you proceed to issue proceedings and/or apply for injunctive reliefs against us, we will robustly defend the claim and/or the application and seek to recover our costs of doing so. In particular, we will dispute the NSW Courts' jurisdiction to hear any disputes regarding the Profile and its reviews. When you claimed the Profile in September 2024, you accepted our [Terms of Use and Sale for Businesses](#). As your business is registered in Australia, under Clause 60A of those terms the governing law is the law of England and Wales. Clause 60B further provides that the Courts of England and Wales shall have exclusive jurisdiction to settle any disputes.

All our rights are reserved. We expressly reserve our right to draw the Court's attention to this letter should you issue proceedings and/or apply for injunctive reliefs against us.

Yours faithfully,

A stylized, handwritten-style signature of the word "Trustpilot" in black ink.

Trustpilot