

## **Anti-Fake Review Compliance Statement (DMCC Act 2024)**

Harris Bus & Coach is committed to upholding the highest standards of transparency and integrity in customer feedback. In accordance with the provisions of the **Digital Markets, Competition and Consumers Act 2024 (“DMCC Act”)**, we have established and maintain robust internal controls designed to prevent the creation, publication, or facilitation of fraudulent, misleading, or undisclosed incentivised reviews.

### **1. Commitment to Authentic Customer Feedback**

We will only exclusively publish reviews that accurately reflect the genuine experiences of verified customers. Pursuant to the DMCC Act, consumer reviews that *purport to be genuine but are not based on an actual customer experience* are strictly prohibited.

### **2. Prohibition of Undisclosed Incentivised Reviews**

This organisation does not provide any undisclosed incentives including monetary payments, discounts, gifts, complimentary products, or other benefits in exchange for reviews. Any incentivised reviews published are clearly and conspicuously identified as such, in strict compliance with the guidance issued by the Competition and Markets Authority (“CMA”).

### **3. Accurate and Non-Misleading Review Presentation**

We do not engage in any manipulation of review presentation. Specifically:

- We do not give disproportionate prominence to positive reviews over negative ones.
- We do not suppress, filter, or remove legitimate negative feedback.
- We do not publish aggregate ratings or review data in a manner that could mislead consumers.

All published customer review information must accurately represent the overall customer experience.

### **4. Preventative and Proportionate Detection Mechanisms**

In fulfilment of our obligations under the DMCC Act, we implement reasonable and proportionate procedures to prevent, detect, and remove:

- Fraudulent reviews
- Undisclosed incentivised reviews
- Misleading consumer review information

These procedures include, but are not limited to:

- Continuous monitoring and review screening systems
- Verification of review authenticity
- Regular audit of published reviews
- Investigation and prompt removal of suspicious content

### **5. Prohibition of Facilitation of Unlawful Practices**

This organisation does not:

- Provide services that support the creation, commissioning, or publication of fraudulent or misleading reviews
- Engage third parties to procure or generate fake reviews
- Utilise external services that are unable to verify compliance with DMCC review requirements

## **6. Reporting and Review Removal Procedure**

If you believe that any review published on our platform is:

- Fraudulent
- Incentivised without adequate disclosure
- Misleading
- Not based on a genuine customer experience

You may notify us via email: [info@harrishiger.co.uk](mailto:info@harrishiger.co.uk). Upon receipt of a report, we will promptly investigate and, where justified, remove the review in accordance with our DMCC Act compliance obligations.

## **7. Ongoing Compliance and Corporate Governance**

We maintain continuous governance and oversight measures to ensure full compliance with the DMCC Act, including:

- Staff training on all prohibited practices
- Periodic compliance assessments
- Documented policies for the handling and publication of reviews
- Ongoing updates to processes in line with evolving CMA guidance