

Avoid Losing Your Online Star Ratings and Testimonials

The following are the most common reasons why your company's star ratings and testimonials would be removed from your online company profile page. We don't want this to happen, so please read each item below.

- **Taking surveys on behalf of the survey recipient** may be cause to remove your star ratings and testimonials from your profile page, regardless of intent.
- **Including internal employees on your survey** may be cause to remove your star ratings and testimonials from your profile page, regardless of intent.
- **Surveys completed on a computer that is owned or under the control of your company** may be cause to remove your star ratings and testimonials from your profile page, regardless of intent.
- **Removing specific contacts** from the survey for any reason other than a survey restriction from the client account may disqualify your company, regardless of intent.

Avoid Award Disqualifications

In addition to the four (4) behaviors listed above, the following are the most common reasons why your company could face disqualification from earning your industry's 'Best of' satisfaction award. We don't want this to happen, so please read each item below.

- **Communicating to survey recipients that your company is in this competition** for an award may disqualify your company, regardless of intent.
- **Utilizing the award logo without permission** may disqualify your company, regardless of intent.