



Reviews Policy

Property wisdom at work

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Lomond

Reviews Policy



INTRODUCTION

This policy exists to act as a source of information as well as setting out the responsibilities of the Directors and all those who work for Lomond and its subsidiaries.

Lomond is the trading name of Chianti Holdings Ltd registered in England & Wales.

Registered office address: 70 St. Mary Axe, London, EC3A 8BE

Registered company number: 13075482.

Lomond review this policy on an annual basis and update any necessary changes at that time.

STATEMENT

Lomond is committed to transparency and compliance with all relevant statutory requirements. This policy explains how we ensure reviews displayed on our website are genuine, accurate and not misleading, guided by the Digital Markets, Competition and Consumers Act 2024 and Competition & Markets Authority (CMA)'s guidelines and relevant UK consumer protection legislation.

Lomond and all subsidiary brands do not publish, encourage, or facilitate fake and/or misleading reviews. Employees, contractors, and anyone action on behalf of Lomond are strictly prohibited from writing or commissioning fake reviews.

This policy applies to all customer feedbacks and reviews, whether gathered directly or via third-party platforms.

SOURCES OF REVIEWS

Our website only displays genuine customer reviews sourced from verified third-party platforms, specifically Google and Trustpilot. Customers may be invited to leave reviews on these platforms via post-transaction email requests.

We do not currently offer any incentives for clients and customers to encourage reviews. Should we introduce incentives in the future, this will be clearly disclosed in line with best practice guidance. Any incentives offered will never be conditional on providing a positive review and will not influence the rating, content, or sentiment of a review.

DETECTION AND REMOVAL OF FAKE OR MISLEADING REVIEWS

Google and Trustpilot have established policies on banned reviews* and inappropriate content, as well as processes for reporting and removal. We rely on these policies to ensure that suspicious or potentially non-genuine reviews are reviewed and actioned accordingly.

We only flag reviews to a third-party platform when we believe they may be fake or in breach of the platform's terms. The platform independently assesses each case and decides whether to remove the review.

Supported by these processes and guidelines, we take all reasonable steps to ensure that only reviews proven to be fake or misleading are removed. Legitimate negative reviews are never removed solely for being negative.

DATA PROTECTION AND CONSENT

Personal data contained within reviews is handled in accordance with UK GDPR and applicable data protection legislation.

Where customer reviews or associated personal details (such as names) are used in external marketing or advertising materials, explicit consent will be obtained from the individual concerned.

RISK ASSESSMENT AND ONGOING MONITORING

We regularly assess the risk of banned reviews appearing on our website. Any concerns identified by our team or raised by customers will be investigated and addressed promptly.

We maintain internal procedures for identifying and escalating suspicious or potentially misleading reviews and cooperate with third-party platforms where further investigation is required.

We keep this policy and our procedures under regular review to ensure they remain effective and compliant with all relevant statutory requirements and best practice guidelines.

HOW TO CONTACT US

Should you wish to report a concern about a potential fake or misleading review, please contact our team at digitalmarketing@lomond.co.uk.

All concerns raised will be investigated as appropriate.

*For the purpose of this policy, banned reviews refers to fake reviews and any reviews or review information presented in a misleading way, including undisclosed incentivised reviews.