

Policy and Procedure

Policy

We facilitate communication on a fair and transparent manner. As an intermediary service we strive for the advancement of brand loyalty and consumer retention.

We accrue the voices of the minority into the collective voice that expresses concerns of the isolated consumer with superior authority. We however do not allow unsubstantiated slander. To achieve this purpose we provide a free service to all brands by notifying them of these comments and allowing them to respond to the consumer before the comment are published on our news aggregator.

Procedure

The Brand will be notified of the Consumer's comments via an e-mail address supplied by the Consumer or alternatively the e-mail address from the profile page of the subscribed Brand. ConsumerVoice endeavours to notify all Brands about their consumer's comments. The Brand shall indemnify Consumer Voice for not communicating to them if their e-mail address are not supplied by the consumer and are not easily obtainable.

A link on the e-mail to the Brand redirects the recipient to the log of the original comment on the brand profile. All the communication to the Brand will be copied to the Consumer. The e-mail to the Consumer with the response from the Brand will also redirect to the log file of the original comment on the brand profile.

All comment will be retained in the control panel for moderation until the brand had the opportunity to respond.

After the Brand was notified of the comment they have three business days to respond to the consumer's comment. A reminder will be sent to the Brand if they have not responded in this timeframe and three more days will be granted for them to respond before the comment are published.

When the Brand responded to the Consumer's comment and the Consumer indicated that they are satisfied the log will be closed and the information will be available to the Brand on their control panel.

The information in the log file will be published on the Brand profile page and the associated social media news when the Brand fails to respond to the Consumer's comment and the complaint was not satisfactory resolved.

The unresolved complaints and Consumer right infringements will be readdressed to the relevant authorities for further investigation.