



Independent trust platform in video format.

Aboutbuzz Trust Policy, Last updated April 2026

This policy outlines the rigorous standards and technical processes we use to ensure that every verified badge on our platform represents a real, honest, and human experience.

1. How aboutbuzz works

The verification cycle to maintain trust standards on the platform, every video must pass through our 3-stage verification cycle before it earns a badge:

Stage A: proof of possession

Process: for verified purchase videos, we track the transaction or use unique promo codes provided by the brand. The rule: no video is marked as verified unless our system confirms the tester physically received the product.

Stage B: content authenticity checks

Process: our system and human moderators screen videos for authenticity. We look for indicators of real-world unedited content and unscripted reactions. The rule: we reject over-produced, professional studio commercials masquerading as reviews. The platform is for human experiences, not corporate scripts.

Stage C: transparency labeling (compliance)

2. Process of verification

Process: based on how the product was acquired, our plugin automatically applies one of two labels:

- verified purchase: the creator bought the product with their own money.
- verified tester (gifted): the creator received the product for free for testing purposes. This ensures both the brand and aboutbuzz remain compliant with applicable regulations with the EU omnibus directive and ZVPot-1.

3. Verified review badge

What the aboutbuzz verified tester review badge stands for with the aboutbuzz badge indicates that:

- the person in the video is real.
- the product in the video was actually tested.
- the opinion expressed is unfiltered.

Our integrity first rules to protect the shoppers who rely on our badges, we enforce four non-negotiable rules:

Rule 1: no content alteration. Video reviews published on aboutbuzz are real user or tester experiences with the product or service. The platform team reviews every submission before it is published to ensure it follows our community rules: it must not be offensive and must remain polite and responsible.

Rule 2: independent opinion. We do not provide scripts to our testers. We encourage testers and users to show the product, use it, and share at least one thing they would change.

Rule 3: no AI manipulation. We use digital watermarking and the aboutbuzz badge as proof that the video review is real. This helps reduce the risk of ai-generated voiceovers or manipulated content in our video stream.



Independent trust platform in video format.

Rule 4: platform ownership. Video reviews are published on the aboutbuzz platform and ownership is not transferred to a brand. Brands can display video reviews only via the platform API and must include the aboutbuzz badge.

Rule 5: no selective suppression of negative reviews.

Video reviews are not removed, hidden, or excluded based on negative opinions or critical feedback about a product or service. Disabling or removing video reviews must not be based on whether the review is positive or negative. If video reviews are disabled, this must be applied consistently (e.g. all videos for a product or category), and not selectively. Reordering of content (e.g. displaying certain videos later) is permitted, but must not result in a misleading representation of overall customer experience.

4. Best practices for using aboutbuzz

The platform works best for users and brands in the final stage of shopping. Brands using aboutbuzz video reviews on their website show their users that there are real customers and demonstrate how they actually feel about using the product or service.

The process: how do brands get video reviews? There are two different ways of getting a review:

1. organic submission: existing users share a video review about a brand by their own initiative because they want to share their experience with the product or service.
2. seeded testing: a brand sends a product or allows access to a service for the aboutbuzz curated group of users (the “tester group”); they test the product and provide an honest review about it.

5. EU omnibus directive and FTC guidelines

Is aboutbuzz compliant with the EU omnibus directive and FTC guidelines? We are an innovative start-up registered in Slovenia, dedicated to solving the trust gap in digital trade. In accordance with the transparency requirements of Directive (EU) 2019/2161 and applicable national laws such as ZVPot-1, the platform does not allow misleading presentation of consumer reviews, including selective suppression of negative feedback. The platform provides a secure, third-party infrastructure for the collection and display of authentic video reviews. To protect our partner brands from regulatory fines, our platform strictly categorizes content into two distinct verification streams:

1. organic consumer reviews (non-incentivized) definition: these are reviews submitted by existing customers on their own initiative. Verification: aboutbuzz performs verification checks to confirm that the reviewer is a real user and confirms the video features the actual product or service in a real-world setting. Legal labeling: these videos are badged as Authentic Review | verified purchase. Compliance status: designed to comply with applicable consumer protection laws. No disclosure of benefit is required because no incentive was provided.
2. verified tester reviews (incentivized/seeded) definition: these are reviews generated when a brand provides a product or service to the aboutbuzz tester group, a curated pool of real users rather than professional influencers, for the purpose of evaluation. The process: testers receive the product or service via a 100% discount code or direct shipment. They are required to provide an honest, unscripted review regardless of their opinion, whether positive or negative. Legal labeling: these videos are strictly badged as Authentic Review | verified tester. Mandatory disclosure: in accordance with the EU omnibus directive and FTC endorsement guides, these videos include a clear, conspicuous overlay or tooltip stating: "product/service provided for testing purposes". Compliance status: designed to comply with applicable consumer protection laws. By using



Independent trust platform in video format.

aboutbuzz, the brand automatically fulfills its legal duty to disclose material connections between the reviewer and the advertiser.

Third-party verification statement aboutbuzz operates as a third-party verification platform in accordance with the transparency requirements of directive (EU) 2019/2161 (omnibus directive) and the Slovenian Consumer Protection Act (ZVPot-1).

By using the aboutbuzz platform, the brand utilizes our verification protocol to fulfill the legal requirement of verifying review authenticity. Aboutbuzz maintains full editorial control over the verification badges, ensuring that the brand cannot influence, edit, or falsify the authenticity status of any video review. This separation between the platform and the brand helps ensure the "reasonable and proportionate steps" required by law to ensure that reviews originate from real consumers.

How do I filter out bad or low-quality videos? The filter is applied by the aboutbuzz team during the final review before a video is published on the platform. The team ensures that the video is not offensive or harmful. Sharing an honest bad experience is allowed, provided it is not done in an offensive way.

6. Conclusion

The conclusion of our policy is simple: We take the legal and ethical responsibility for trust off the brand's shoulders. By combining technical tracking (Proof of Possession) with human moderation and strict EU compliance, AboutBuzz ensures that when a shopper sees our badge, they aren't looking at a corporate script—they are looking at a real person's honest experience.