

# burberry bag fake vs real

Trustpilot's fraud detection software

In order to detect and remove fake reviews, we have a technical team dedicated to building and refining unique fraud detection software. And we're always working to improve it. We can't reveal exactly how our software works because that would defeat its purpose. What we can tell you is that it runs independently, 24/7 across our platform, examining a large range of different behavioral parameters - such as, for example, IP addresses. The system then uses an algorithm to calculate the likelihood that reviews are fake. This is represented by a 'fake score'.

As a starting point, all reviews are treated equally by our software. It doesn't factor in or have access to information about whether a company subscribes to Trustpilot's services or not. In line with our commitment to trustworthiness, we believe that's how it should be.

Our system tends to be extremely accurate, but reviewers can contact us if they think there's been a misunderstanding. This happens rarely, but because we move reviews offline rather than delete any that are deemed fake by our system, we can always reinstate them at a later date.

Reviewers should also check that their review complies with our guidelines. Contention of our rules can also result in a review being removed.

Usually, untrained readers of reviews focus on the language, rhythm and tone of the writing - linguistic indicators - to determine trustworthiness. And this tends to be relatively inaccurate because good writers can copy expressions used in genuine reviews in order to deceive readers.\*\* In contrast, our software looks

at behavioral aspects based on raw data, which tends to be more accurate.

On top of Trustpilot's fully automated software, our specially trained Content Integrity Agents and Investigators also have access to powerful tools that help them manually examine review patterns for anomalies. These systems highlight any unusual and persisting patterns using a range of data.

\*See: <http://www.news.cornell.edu/stories/2011/07/cornell-computers-spot-opinion-spam-online-reviews>. \*\*Mukherjee, A.; Venkataraman, V.; Liu, B.; Glance, N. What

Yelp Fake Review Filter Might Be Doing? International AAAI Conference on Web and Social Media, North America, Jun. 2013. Available at: <http://www.aaai.org/ocs/index.php/ICWSM/ICWSM13/paper/view/6006>. Accessed: 27 August 2019.

Ron DeSantis in 2021, sports betting is still not allowed in Florida.

In April 2021, Gov.

The tribe would be allowed to operate sports betting, as well as offer craps and roulette at its casinos.

5 billion over the first five years, and an estimated \$20 billion over the 30 years of the deal.

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“When a federal statute authorizes an activity only at specific locations,