

## **SUMMARY OF UNDERTAKING PROVIDED TO THE CMA**

### **WOOLOVERS LIMITED**

Woolovers Limited (the Company), registered office Wool Overs House, Victoria Gardens, Burgess Hill, West Sussex, RH15 9NB has voluntarily engaged with the Competition and Markets Authority (CMA) and agreed to provide an undertaking, summarised below, to address concerns raised under the Consumer Protection from Unfair Trading Regulations 2008 (CPRs).

### **UNDERTAKING**

**'Customer review'** means a consumer's opinion on and/or experience of the Company's product that has been submitted to the Company for publication.

**'Customer testimonial'** means consumer feedback specifically selected for display by the Company.

**'Moderation Policies'** means the Company's reasonable and lawful policies and procedures for moderating Customer reviews, for example in relation to the length of time that Customer reviews are displayed and setting out the Company's right not to publish, or to remove, offensive, indecent or libellous material.

1. Where the Company displays Customer reviews that are visible to customers in the United Kingdom, it will ensure:
  - a) it puts in place Moderation Policies for Customer reviews that do not prevent genuine, lawful and relevant negative reviews from being displayed;
  - b) it displays all Customer reviews, including negative reviews, provided they are genuine, lawful, relevant and in line with its Moderation Policies;
  - c) all staff involved in the moderation and display of Customer reviews receive appropriate training on the Moderation Policies;
  - d) that the Company monitors compliance of all staff involved in the application of its Moderation Policies to ensure that all genuine, lawful and relevant Customer reviews that comply with its Moderation Policies are displayed; and
  - e) Customer testimonials are presented on the Company's website in a way that clearly distinguishes them from Customer reviews.