

## A note on legals and our ethics

Just to be clear, a short page on ethics. The internet is an unrestricted environment, with very few controls. When companies come under attack one reaction can be to want to fake or exaggerate reviews/comments to counter-act what might feel like an unwarranted attack. This is both unethical and borderline illegal. It is called "flogging". We act within the law - we do not do "flogging". We also always act honorably - we will always declare our own interest in any discussions we take part in. It is that we are clear on this point as it is important for your and our credibility. We would strongly recommend not hiring people who are unwilling to make this commitment. We believe that if a big company is delivering a good service, then there will be sufficient genuine happy customers out there to be able to improve your reputation through totally ethical methods. We will devise a strategy on a case by case basis, but it might for instance require us to incentivise your existing customer base to defend your business. Very often the nay-sayers will shout down a lone positive voice. We will help you redress the balance when necessary, but never, ever using fake comments.