

Content Moderation Policy

Last Updated: September 10th, 2024

Junip is a review platform that helps people understand products. All reviews that express an opinion on a product or brand, whether positive or negative, are an important part of our platform. In line with the FTC's guidelines we do not allow merchants to suppress negative reviews.

“Junip 2.0” uses automated tools & human oversight to moderate reviews for explicit, fraudulent & spam content as defined below. Our review moderation is managed by our Content Operations team, which is wholly distinct from our Customer Experience & Success team. Merchants and individual users can flag reviews that are inappropriate for the platform for our Content Operations team to review. Our guidelines are evolving & this document is subject to change.

Explicit Content

- Pornographic or sexually explicit material
- Graphic violence or gore
- Hate speech or discriminatory language
- Profanity or offensive language

Fraudulent Content

- Fake or misleading reviews
- Reviews from competitors or employees
- Paid or incentivized reviews not disclosed as such
- Reviews for products not purchased or used

Spam Content

- Duplicate or near-identical reviews
- Irrelevant content not related to the product
- Promotional content or external links
- Gibberish or computer-generated text