Review Policy

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This Review Policy explains the rules for submitting, soliciting, displaying, responding to, moderating, and using ratings, reviews, testimonials, comments, photos, videos, and related feedback through the Vizbl Platform. It supplements the Terms of Use, Acceptable Use Policy, Professional Use Policy, Privacy Policy, and other applicable agreements.

1. Scope and Definitions

This Policy applies wherever Vizbl Systems, Inc. (“Vizbl,” “we,” “us,” or “our”) makes review, rating, testimonial, comment, reaction, or business-response functionality available. This includes the Vizbl AR Public Catalog, public profiles, product and creator listings, hosted and share pages, websites, mobile applications, iOS App Clips, custom-branded iPad applications, Web AR experiences, APIs, SDKs, plugins, widgets, embeds, integrations, and the product applications available through vizbl.com/apps, including Core AR, Wall Art, AI Try-On, Rugs, and Flooring. Review functionality may not be available for every product, customer, region, application, or deployment.

For this Policy:

- “Review” means any rating, written review, testimonial, comment, recommendation, photo, video, reaction, or other feedback about a product, listing, brand, creator, seller, service, or experience.
- “Reviewer” means a person or organization that submits or attempts to submit a Review.
- “Reviewed Party” means the business, brand, creator, seller, product owner, or other person or entity that is the subject of a Review.
- “Vizbl Experience” means any Vizbl-enabled 3D, AR, AI, catalog, showroom, construction, automotive, try-on, visualization, hosting, distribution, or integration experience, whether provided directly by Vizbl or embedded in a Customer property.
- “Application” includes the Core AR, Wall Art, AI Try-On, Rugs, and Flooring applications available through vizbl.com/apps, together with other Vizbl applications, App Clips, mobile apps, custom-branded apps, and future applications that provide review functionality.
- “Material Connection” means a relationship that could affect the weight or credibility a reasonable person gives to a Review, including payment, free or discounted products, gifts, commissions, employment, ownership, agency, family relationships, affiliate relationships, or participation in a promotion.
- “Verified” or similar labels mean only the limited verification described by the label or supporting notice. They do not mean that Vizbl has independently validated every statement in the Review.

2. Core Requirements for Every Review

By submitting a Review, you represent and agree that:

- your Review reflects your genuine opinion and, where it describes use or performance, your actual first-hand experience;
- your Review is accurate and not materially misleading, and you will distinguish factual statements

from opinion;

- you will not make objective claims that you know are false or that you lack a reasonable basis to make;
- you will review the correct product, listing, business, or service and will not misattribute an experience;
- you will disclose every Material Connection clearly and conspicuously in or immediately next to the Review;
- you will not submit a Review for a product or service you have not used, purchased, inspected, or otherwise genuinely experienced, except where the Review clearly identifies the limited basis for the opinion;
- you have the rights and permissions needed for all text, images, videos, names, likenesses, trademarks, and other content included in the Review; and
- your Review complies with applicable law and all Vizbl policies.

3. Prohibited Reviews and Review Practices

You must not submit, request, purchase, sell, arrange, publish, or help create any Review that:

- is fake, fabricated, purchased, or submitted by a person who did not have the represented experience;
- is written by or for the Reviewed Party, its owner, officer, employee, contractor, agent, affiliate, family member, or other insider without a clear and conspicuous disclosure of the relationship;
- is a fake negative Review of a competitor or is submitted to damage a competitor rather than describe a genuine experience;
- uses multiple accounts, coordinated accounts, review farms, bots, scripts, click farms, identity deception, or other artificial means;
- was generated primarily by an AI system or automated tool without meaningful human authorship and a genuine underlying experience, or presents synthetic content as a real customer experience;
- copies, paraphrases, translates, or republishes another person’s Review without authorization;
- includes undisclosed compensation, gifts, free or discounted goods, sweepstakes entries, loyalty points, rebates, refunds, commissions, affiliate benefits, or other incentives;
- was conditioned on expressing a positive sentiment, a particular star rating, changing a negative Review, or removing an honest Review;
- is used to demand money, free goods, services, refunds, discounts, or other value in exchange for posting, withholding, changing, or deleting a Review, except for a good-faith attempt to resolve a genuine dispute;
- contains confidential information, trade secrets, authentication credentials, payment-card data, government identifiers, medical information, precise location, or personal information about another person without lawful authority;
- is defamatory, knowingly false, threatening, harassing, discriminatory, hateful, obscene, sexually exploitative, or otherwise violates the Acceptable Use Policy;
- infringes copyright, trademark, publicity, privacy, or other third-party rights;

- is unrelated to the reviewed product, listing, business, or experience, or consists primarily of spam, advertising, links, solicitations, political campaigning, or repetitive content;
- misrepresents product safety, medical effects, regulatory approval, certification, compatibility, dimensions, materials, fit, installation, or other attributes; or
- attempts to manipulate rankings, recommendations, search placement, review visibility, aggregate ratings, or consumer perception.

4. Incentivized Reviews and Material Connections

A Review may be submitted after receiving an incentive only where permitted by applicable law, the relevant third-party platform rules, and this Policy. The incentive may not be conditioned on a positive Review or any particular sentiment or rating.

Required disclosures must be understandable, prominent, and placed where people will see them before or at the same time as the Review. Vague terms, hidden profile disclosures, or disclosures behind a link may be insufficient. Examples may include: “I received this product for free,” “Paid review,” “Employee of [Brand],” or “I earn a commission from purchases.”

A Reviewer remains responsible for disclosure even where Vizbl provides a disclosure field or label. A Reviewed Party that offers incentives must give clear instructions, maintain reasonable oversight, and promptly address missing or inadequate disclosures.

5. Rules for Brands, Sellers, Creators, and Other Reviewed Parties

A Reviewed Party and anyone acting on its behalf must not:

- write or arrange Reviews that appear to come from independent customers when they do not;
- buy, sell, or trade fake Reviews, fake testimonials, fake followers, fake likes, or other indicators of social proof;
- ask only satisfied customers for Reviews in a manner designed to suppress a representative range of feedback, where doing so would be deceptive;
- provide compensation or benefits that depend on a positive Review, a minimum rating, or removal of criticism;
- use threats, contract terms, penalties, fees, intellectual-property assignments, non-disparagement clauses, or retaliation to prevent or punish honest consumer Reviews where prohibited by law;
- make an unfounded legal or intellectual-property complaint to suppress a lawful negative Review;
- alter, quote, crop, translate, summarize, or republish a Review in a misleading manner;
- present a Review as typical where the results described are exceptional without any disclosure required by law;
- combine ratings from materially different products, versions, locations, or businesses in a misleading way;
- instruct employees, contractors, agencies, affiliates, influencers, or family members to conceal their relationship; or
- interfere with Vizbl’s moderation, verification, fraud-prevention, or reporting systems.

Reviewed Parties may invite customers to submit honest Reviews, respond professionally, offer lawful customer support, and report suspected violations. They may not require Vizbl to remove a Review merely because it is negative, critical, inconvenient, or disputed.

6. Honest Negative Reviews and Disputed Facts

Vizbl does not remove a Review solely because it is negative. A disagreement about quality, value, appearance, customer service, product performance, or another subjective matter does not by itself establish a Policy violation. Reviews may contain strongly expressed opinions so long as they comply with this Policy.

When a Review contains a disputed factual statement, Vizbl may consider available information but is not a court and is not required to resolve complex factual or legal disputes. Vizbl may leave the Review in place, request clarification, add context, restrict visibility, or remove content when appropriate. A court order or other binding legal process may be required for some disputes.

7. Product Visualization, AR, 3D, AI, and Industry-Specific Reviews

Reviews of a Vizbl Experience must fairly describe what the Reviewer actually observed and must clearly distinguish the digital experience from the physical product, seller, installation, or service. A Review must not attribute a defect in the physical product to Vizbl unless the Reviewer has a reasonable factual basis to conclude that the issue arose from a Vizbl service.

Reviewers and Reviewed Parties must account for differences in device hardware, browser or operating-system support, camera quality, lighting, screen calibration, internet connection, room geometry, surface detection, AI confidence, source-asset quality, product data, manufacturing tolerances, installation, and product variants. A visualization, generated image, or virtual placement is an aid to evaluation and is not automatically proof of exact appearance, fit, compatibility, safety, legality, or performance.

Core AR and 3D Viewer. Reviews must distinguish the interactive 3D viewer from camera-based AR placement. Statements about true scale, dimensions, materials, shadows, lighting, variants, configurators, hotspots, loading speed, or device compatibility must be based on the actual product, model, device, and session reviewed. A browser, operating-system, device, retailer implementation, or source-model limitation must not knowingly be presented as a universal Vizbl platform failure.

Multi-AR. Reviews of multi-object scenes must account for object-on-object anchoring, saved layouts, room geometry, device tracking, and the accuracy of each underlying product model. A composed scene is not an interior-design, fire-code, accessibility, load, clearance, or installation approval.

Wall Art application and AR Wall Art. Reviews must distinguish the digital artwork file, frame option, displayed dimensions, wall anchoring, and physical print or frame received. Screen color, lighting, wall texture, glare, print process, matting, frame depth, mounting hardware, and multi-piece spacing can affect the result. A visualization is not proof of exact print color, image resolution, mounting safety, or final installation.

Rugs application and AR Rugs. Reviews should identify the rug size, shape, image or SKU, and device used where relevant. A top-down product image may not reproduce pile height, fringe, edge construction,

sheen, compression, texture, color under different lighting, or actual placement on an uneven floor. AR placement is not proof of trip safety, material quality, washability, fire rating, or exact color.

Flooring application and AR Flooring. Reviews must distinguish AI floor detection and digital surface replacement from the installed product. Segmentation may be affected by furniture, shadows, reflections, stairs, rugs, thresholds, unusual room geometry, or image quality. A visualization is not proof of exact color, plank or tile count, pattern repeat, waste factor, substrate suitability, moisture resistance, slip rating, code compliance, installation quality, or required quantity.

AI Try-On application and Vizbl Try-On. Reviews must disclose when an output was generated from a selfie or other uploaded image and must not present it as an unedited photograph of a purchased or physically worn product. Results may vary with pose, angle, hair, clothing, occlusion, lighting, image quality, body geometry, product data, and AI limitations. A generated image is not proof of exact fit, comfort, optical performance, prescription suitability, skin safety, authenticity, dimensions, weight, or medical suitability.

AutoFit AI and automotive experiences. A wheel, rim, tire, or accessory visualization is not proof of mechanical compatibility, bolt pattern, offset, diameter, width, load rating, brake or suspension clearance, tire fitment, road legality, warranty compliance, or safe installation. Reviews must not state or imply otherwise without competent supporting evidence.

Showroom AR and custom-branded iPad applications. Reviews should identify whether the experience occurred in a retailer showroom, at a customer location, or through a custom-branded deployment. Catalog accuracy, product availability, sales-associate conduct, local connectivity, device management, and retailer configuration may be controlled by the Customer rather than Vizbl.

Construction AR. A visualization is not an architectural plan, engineering calculation, permit, code determination, specification, quantity takeoff, site measurement, change order, safety inspection, or approval for construction. Reviews must not imply that Vizbl verified structural, electrical, plumbing, accessibility, fire-safety, waterproofing, or installation requirements.

AR Public Catalog and social-discovery features. Reviews, ratings, likes, saves, comments, creator content, and business responses may relate to the digital listing, the Vizbl Experience, the physical product, the seller, or a transaction completed elsewhere. Reviewers should identify the subject of the feedback and must not imply that Vizbl sold, shipped, installed, warranted, or authenticated a product unless Vizbl expressly did so.

Apps, App Clips, QR codes, Web AR, SDKs, APIs, plugins, embeds, and third-party storefronts. Reviews should distinguish Vizbl technology from the Customer website or app, ecommerce platform, device manufacturer, browser, app store, network provider, payment provider, and other third parties. A failure caused by an unsupported integration, expired link, incorrect SKU mapping, Customer configuration, third-party outage, or outdated SDK must not knowingly be attributed to Vizbl as though Vizbl controlled the cause.

AI-generated, AI-assisted, translated, summarized, or reformatted review content must not create a false impression of a real customer experience, change the Reviewer’s meaning, remove a required disclosure, or fabricate product attributes, sentiment, identity, or experience. Vizbl may label or decline to publish content where automation materially affects authenticity or transparency.

8. Ratings, Sorting, Labels, and Display

Vizbl may display Reviews individually or as aggregate ratings and may sort, filter, summarize, translate, label, or organize them based on relevance, recency, helpfulness, verification signals, language, region, product variant, application, device, integrity signals, or other disclosed factors. Availability and presentation may differ across Core AR, Wall Art, AI Try-On, Rugs, Flooring, the AR Public Catalog, hosted pages, Customer deployments, APIs, SDKs, integrations, and regions.

Where a Customer imports, syndicates, or displays Reviews from another source through an API, SDK, feed, embed, or integration, the Customer must have the right to do so, preserve material disclosures and source attribution, avoid misleading aggregation, and comply with the originating platform rules and applicable law. Vizbl may identify imported or syndicated Reviews and may exclude them from Vizbl-native aggregate ratings.

Vizbl does not guarantee that every Review will be published, remain published, appear in a particular order, affect search placement, or be included in an aggregate score. Where Vizbl provides a “verified” label, the label indicates only that Vizbl received a specified signal, such as a transaction, account, invitation, or product interaction. It is not a warranty that the Review is accurate or that the Reviewer used the product in every way described.

Vizbl will not knowingly manipulate Review presentation to create a materially misleading impression. We may exclude suspicious, ineligible, duplicate, abusive, off-topic, or policy-violating Reviews from display or aggregate calculations.

9. Business Responses

Where response functionality is available, a Reviewed Party may post a response. Responses must be truthful, professional, relevant, and compliant with this Policy. Responses may not reveal a reviewer’s personal information, threaten retaliation, pressure the Reviewer to remove lawful criticism, or make false accusations. A response may explain the business’s position, describe corrective action, or invite the Reviewer to use an appropriate private support channel.

10. Moderation and Enforcement

Vizbl may use automated systems, human review, reports, account signals, transaction or interaction signals, and other reasonable methods to detect Policy violations. Automated detection may be imperfect and does not determine legal rights.

For Customer-controlled deployments, the Customer may perform first-line moderation or configure review availability, subject to its agreement with Vizbl and applicable law. Customer moderation must not be used to suppress lawful negative Reviews, fabricate a misleading rating, remove required incentive disclosures, or represent Customer decisions as independent decisions by Vizbl.

Depending on the circumstances, Vizbl may:

- refuse to publish, remove, edit only for formatting or legally required redaction, restrict, de-rank, label, quarantine, or disable a Review;
- exclude a Review from ratings or recommendations;
- request identity, experience, purchase, incentive, or relationship information;

- limit review functionality, suspend or terminate an account, revoke catalog access, or restrict API or SDK use;
- preserve information, notify affected parties, cooperate with lawful investigations, or refer suspected fraud or unlawful conduct to authorities; and
- use other remedies available under the Terms of Use, applicable agreements, and law.

Vizbl may act without prior notice where reasonably necessary to protect users, platform integrity, legal compliance, security, or third-party rights. Failure to take action in one instance does not waive our right to act later.

11. Reporting a Review

A person may report a Review through an available reporting tool or by emailing abuse@vizbl.com. A report should identify the Review or URL, explain the alleged violation, and include supporting information. Copyright and trademark complaints must follow the Copyright and Trademark Policy and should be sent to copyright@vizbl.com.

Reports must be made in good faith. Repeated, abusive, automated, misleading, or retaliatory reports may themselves violate this Policy. Vizbl may share a complaint and related contact information with the affected party where appropriate and lawful.

12. Review and Reconsideration Requests

A Reviewer or Reviewed Party may request reconsideration of a moderation decision by emailing legal@vizbl.com within ten (10) Business Days after notice of the decision, where notice is provided. The request should identify the Review, decision, account, and reasons for reconsideration and include relevant evidence.

A reconsideration request does not automatically stay a decision. Vizbl may decline repetitive, abusive, unsupported, untimely, or legally restricted requests. Vizbl may restore, modify, or maintain the decision in its reasonable judgment, subject to applicable law and contractual obligations.

13. Rights in Review Content

As between you and Vizbl, you retain ownership of the original content you submit. You grant Vizbl the license stated in the Terms of Use to host, store, reproduce, transmit, format, translate, display, distribute, moderate, and otherwise use the Review as necessary to operate, secure, promote, and improve the Platform and the relevant review functionality.

Vizbl does not require you to assign ownership of your Review merely because you submitted it. Reviewed Parties may not reuse Review content outside the Platform except as authorized by the Reviewer, the Terms, an applicable license, or law. Any excerpt or republication must not materially change the meaning or omit required disclosures.

14. Privacy

Personal information associated with Reviews is handled under the Privacy Policy. Reviews and profile

information may be public and may be indexed, shared, captured, or republished by others. Do not include information you do not want publicly disclosed. Vizbl may retain moderation, fraud-prevention, legal, and audit records even after a Review is removed, as permitted by law.

15. No Endorsement or Guarantee

Reviews express the views of their authors, not Vizbl. Vizbl does not endorse, verify, warrant, or guarantee any Reviewed Party, product, service, Review, rating, testimonial, product claim, or user experience. A listing, rating, verified label, business response, or Review does not constitute approval, certification, safety review, legal advice, or a promise of results by Vizbl.

16. Changes and Conflicts

Vizbl may update this Policy from time to time. Materially adverse changes affecting a paid committed term generally apply at renewal unless an agreement permits earlier application or an earlier change is reasonably necessary for law, platform integrity, fraud prevention, safety, security, or protection of users or third-party rights. Other changes take effect when posted or on the stated effective date, to the extent permitted by law.

If this Policy conflicts with a signed agreement between Vizbl and a Customer, the signed agreement controls for the subject matter it expressly covers. The Terms of Use and applicable law otherwise control.

17. Contact

Review or abuse reports	abuse@vizbl.com
Copyright or trademark complaints	copyright@vizbl.com
Privacy questions	privacy@vizbl.com
Legal and reconsideration requests	legal@vizbl.com
Mailing address	Vizbl Systems, Inc. 155 S. Fair Oaks Ave, Suite 1005 Pasadena, CA 91105, USA