



## Contents

1. Broad Guidelines .....	1
1.1. Socially Irresponsible Content: .....	2
1.2. Intellectual Property: .....	2
1.3. Conflicts of Interest: .....	2
1.4. Privacy: .....	2
1.5. Promotional or Advertisement Content: .....	2
1.6. Contextual Relevance: .....	2
2. OPTIMAL REVIEWS & RATING GUIDELINES: .....	2
2.1. Authenticity & Originality: .....	2
2.2. Factual Precision: .....	2
2.3. Review Corrections, Addendums, and Updates: .....	3
3. PHOTOS & VIDEOS GUIDELINES: .....	3
3.1. Obscene or Disparaging Photos .....	3
4. PROFILE GUIDELINES: .....	3
4.1. Credible .....	3
4.2. Profile Completeness .....	3
5. CHAT, PERSONAL & PRIVATE MESSAGING: .....	3
5.1. Chat Rooms & Forums .....	3
5.2. Business Owners Chat & Messaging .....	3
5.3. Events Guidelines .....	3
6. Business Owners Guidelines .....	3
6.1. Refer to the Business Section .....	4
6.2. SHARE YOUR BUSINESS: .....	4
6.3. Manage Ratings & Reviews: .....	4
6.4. ASKING FOR REVIEWS .....	4

# CONTENT PROTOCOLS & GUIDELINES

## 1. Broad Guidelines

This document is subordinate to our [Terms of Service](#). Real Peoples Ratings LLC permits users, members, and subscribers to contribute various types of content including but not limited to reviews, photos, videos, events, news, text, and private

messages. Socially responsible behavior and content is expected of all our site users. However, socially irresponsible, or inappropriate content and behavior is unacceptable and will be removed at the sole judgment of Real Peoples Ratings LLC administration. Violators may be banned from Real Peoples Ratings LLC website(s). Such content will be deemed abusive and subject to removal at will by Real Peoples Rating LLC Administration Staff. Below are general broad guidelines for content protocols for socially responsible behavior.

- 1.1. **Socially Irresponsible Content:** may be considered, but not limited to **BOLD AND/OR UPPER CASE** text which is considered “yelling” in certain settings, abusive slang and words considered socially filthy, imagery (even artistic) of risqué or pornographic nature, threats, cyber bullying, harassment, lewdness, hate speech, disparaging remarks towards race, color, or creed, or any other forms of bigotry.
- 1.2. **Intellectual Property:** Read our [Terms of Service](#) under “Restrictions” sub section “Violate Copyrights & Applicable Laws”. Users are expected to write original works of their own. Theft of other people’s works or non-original content including but not limited to photos, videos, and text is prohibited. By posting on our site you are warranting that the content posted is original to you or you have the rights to use such material and will indemnify and hold Real Peoples Ratings LLC, its members, employees, officers and directors from any and all claims relating thereto, including, but not limited to copyright infringement. Real Peoples Ratings LLC may without your consent remove any materials that are claimed to be subject to copyright protection until notified in writing satisfactory to Real Peoples Ratings LLC that such claim has been resolved in favor of the party posting the material.
- 1.3. **Conflicts of Interest:** Users contributions to the site are expected to be objective and unbiased. In the relationship of contributing author (you) and the reader of your content (individuals or general public) their confidence is placed in you to act in their best interest. Conflicts of this interest arise when there is potential for the personal interests of the author (you) including, but not limited to, your role in your business under review or as a relative of someone associated with the business under review, fiduciary duties, professional obligations, and personal interests that clash with the author’s (you) duty to be unbiased and objective for the public or individual reader. Therefore reviews and ratings of the author (you) should not be for friends, relatives, or their businesses, employers or any other people or entity for which such a conflict would arise. In the event you are unsure of a potential conflict, disclosure, with your review, of your relationship to the business, product and/or person is the best practice and shall be expected by Real Peoples ratings LLC.
- 1.4. **Privacy:** User’s publication of other people’s, entities, or business’s, private or personal information is prohibited. This includes, but is not limited to, other user’s and non-user’s videos, pictures, full married or maiden names, or silent partner(s) details, birthdates, social security numbers, addresses, email addresses, and telephone numbers, without their full written consent.
- 1.5. **Promotional or Advertisement Content:** see Real Peoples Ratings LLC [Terms of Service](#) subsection “Unauthorized or Illegal Solicitations & Promotions or Data mining. A portion of Real Peoples Ratings LLC revenues is generated from promotional and advertisement sales. Unless you have been authorized in writing by Real Peoples Ratings LLC to post content other than a review based on first-hand experience, which promotes or advertises a business’ products and services you are strictly prohibited from so doing. If you want to advertise or run a promotion and you are unsure of your content contact Real Peoples Ratings LLC Sales Staff for assistance.
- 1.6. **Contextual Relevance:** Real Peoples Ratings LLC website is not a platform for any individual’s political, social, or religious beliefs. Ensure all your content is relevant to the forum, chat room, page context for which you are contributing.

## 2. OPTIMAL REVIEWS & RATING GUIDLINES:

- 2.1. **Authenticity & Originality:** Optimal reviews will be of great benefit to and sought after by readers. Optimal reviews are derived from the degree to which one is true to one’s own personality, spirit, or character despite external pressures. Original works filled with short but heartfelt context will be considered high quality. Repetitive rhetoric absent of helpful narrative will be considered low quality. Create in a concise few words to help the reader gain insight to their purchase of the specific good or services you are reviewing. While it’s up to the reader to make the final decision to participate in an experience or purchase these goods and services you may provide guidance not provided by the manufacturer, or provider of the goods or services being reviewed.
- 2.2. **Factual Precision:** When one says “I can’t make it to work today” but leaves out “because I’ll be partying with friends” there is factual precision missing. In presenting your comments in a review ensure you include all of the

facts presented as well as you understand them. Real Peoples Ratings LLC is neither a moderator nor a supporter of either parties in a dispute of facts and therefore you must have all your facts well prepared and presented to support your review. You do a disservice to our readers and subscribers when you omit relevant information from your review.

- 2.3. **Review Corrections, Addendums, and Updates:** Experiences and minds change. Therefore you may wish to correct, add to, or simply update readers of a change in the quality of the service or product from your personal experience. Remember you are not speaking for others. You are simply continuing to provide readers with NEW or changed circumstances which have altered your experience with the product(s) or service(s) you have reviewed.

### 3. PHOTOS & VIDEOS GUIDELINES:

- 3.1. **Obscene or Disparaging Photos:** Will not be tolerated and will be removed. Your goal is to present evidence to support your personal experience not to judge. You may for example photograph a hair in your soup and contend your experience was unsatisfying. This is of course your opinion and certainly, when presented tactfully acceptable. However, there would be no proof it was not your own hair so you could not conclude the entire restaurant chain was awful or that all soups from this restaurant had hair in them. It's fun and even appreciated to see your short video clip or photos of good or bad experiences but remember to refrain from disparaging comments. Photographic evidence of products services should reflect what the average or median consumer might anticipate. All businesses, products, services will have anomalies away from the average. Even you have a bad day at times. So be sure your photos are not of the a-typical experience, product, or service and are of the most relevant facts about the product or business averages. Real Peoples Ratings Reserves LLC the right to remove any material at any time without warning at the sole discretion of Real Peoples Ratings LLC Administration.

### 4. PROFILE GUIDELINES:

- 4.1. **Credible:** Your mother, father, spouse, children, siblings, friends or even employers may be using your reviews to make decisions. Be a credible source and do not use false "screen names" to mask your identity for malicious purposes.
- 4.2. **Profile Completeness:** the more thorough and complete profile you provide and create the more credible you will be considered. Number and quality of ratings & reviews will also be a factor to your credibility but ensuring others you are a real person will be much more plausible through the degree of reasonable completeness of your profile. So, do a good job as completely as you can.

### 5. CHAT, PERSONAL & PRIVATE MESSAGING:

- 5.1. **Chat Rooms & Forums:** will be featured at various points on the site. Treat other subscribers with courtesy and respect when posting messages to the discussion groups. No unnecessary name calling or abuse toward any subscriber is allowed. Please avoid shouting (using all capital letters) in the discussion forum and chat rooms. Do not use vulgarity, obscenity, profanity, ethnic slurs, hate speech, or sexually explicit language, or harass, abuse, or threaten other subscribers in the discussion forum(s) and chat room(s). Do not libel or defame others. Real Peoples Ratings LLC reserves the right to temporarily ban at will anyone for any reason.
- 5.2. **Business Owners Chat & Messaging:** Real Peoples Ratings does not provide ongoing chat services for business. We do however include the ability for private messages to be communicated between consumer and businesses. For more information about this service please refer to your business owners' menu items and or your local Account Representative. Using other Real Peoples Ratings LLC chat rooms and forums for business or commercial use is prohibited.
- 5.3. **Events Guidelines:** have a community event, such as a fundraiser, charity, community organized gathering, night life event? Please do not post these in your personal reviews section. Rather use the Events tab to add your event to the community calendar. Be sure to post your event to the most appropriate sub category so those searching for your event have the optimal chance to find it.

### 6. Business Owners Guidelines:

- 6.1. **Refer to the Business Section:** Business owners should refer to the business owners section. Be sure you have “claimed” your free page and considered upgrading to the standard or preferred packages most appropriate for your company or business.
- 6.2. **SHARE YOUR BUSINESS:** Business owner can share the details including but not limited to date and times of operations, products offered, special accommodations and contact information. Real Peoples Ratings LLC is dedicated to helping you get your business noticed. Access our standard and premium packages to learn how you can display your logo, videos, and photos.
- 6.3. **Manage Ratings & Reviews:** business owners do not have to tolerate disparaging comments. Learn why having and managing reviews is so important by visiting our business sections. Learn to prevent some poor reviews and even embrace some of them. Learn how to remove certain reviews completely. Ever have a person rate only one time in their life but now you are stuck with it forever? See the business section for ways of dealing with this.
- 6.4. **ASKING FOR REVIEWS:** pressuring consumers for ratings is not a good idea. But providing the contact information so they know where to go to give their ratings and reviews is perfectly acceptable. Look in our business section for display materials you can leave or display at your dining tables, hotel rooms, windows and websites. Learn how to add your Real Peoples Ratings LLC custom widget to your blog, website, or social media so consumers can find and give you that good rating while your product or service is still fresh in their minds. The best time to get the review from your customers is while they are still enjoying your product or service.

