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Review Tool Compliance Checklist

10-Point DMCCA Assessment for Dealer Groups

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Use this checklist to assess whether your current review management tool complies with the Digital Markets, Competition and Consumers Act 2024. For each item, tick the box if you can confirm compliance. Any unticked item represents potential regulatory exposure.

Section A: Review Solicitation

1. Universal review requests

Every customer receives the same review invitation, regardless of predicted sentiment. No selective solicitation based on transaction type, customer history, or satisfaction indicators.

2. Equal prominence pathways

If your tool uses a happy/sad face or sentiment selector, the unhappy path offers a public review option with identical prominence, visibility, and number of clicks as the happy path.

3. No follow-up chasing

Customers receive one invitation per transaction. No follow-up reminders, "nudge" messages, or second requests are sent to customers who have not yet left a review.

Section B: Review Publication

4. No review suppression

All genuine reviews — including 1-star reviews — are published or passable to public platforms without filtering, delay, moderation, or algorithmic suppression.

5. Accurate star ratings

Published or aggregated star ratings include all genuine reviews. No negative reviews are excluded from the calculation.



6. No sentiment routing algorithm

Your review tool does not use any algorithm, machine learning model, or scoring mechanism to predict customer sentiment and route customers to different destinations based on that prediction.

Section C: Incentives & Practices



7. No review incentives

No discounts, vouchers, prize draws, loyalty points, or other inducements are offered in exchange for leaving a review — regardless of whether the incentive is conditional on a positive review.



8. No fake or fabricated reviews

No reviews have been written by staff, commissioned from third parties, or generated by AI and posted as if from genuine customers.

Section D: Documentation & Governance



9. Documented legal sign-off

You hold documented legal confirmation from your review tool provider or your own legal counsel that your review management process complies with the DMCCA fake review provisions.



10. Audit trail available

You can produce a complete audit trail showing that every customer was treated equally in your review process — demonstrating no selective solicitation, no suppression, and no sentiment routing.

Scoring Your Results

10/10: Your process appears compliant. Document your results and retain evidence.

7-9: You have gaps that should be addressed. Prioritise any items marked with a red border — these represent the highest-risk areas under the DMCCA.

Below 7: Your review management process has significant compliance exposure. We recommend an immediate compliance review. Contact DOXA for a free, no-obligation audit: sales@doxa.co