

## *Zoover's compliance with refined HOTREC principles*

### **1. Editorial control**

Zoover has a team of moderators. They verify every new review, photo and video. Our system also has some technical control functions.

### **2. Prevention of manipulation**

2.1 As Zoover is an independent website without own clients we can not 100% ensure this. However from our experience since 2004 and 700.000 reviews this seems to be no problem.

2.2 Ratings are calculated based on a arithmetic average (see point 9).

2.3 Not yet implemented.

### **3. Quality assurance**

3.1 Zoover has a data & content team who are constantly checking and updating the database. We also offer the option to hotel-owners to send us updated information on their property.

3.2 Zoover is offering a not applicable box when filling in a review.

3.3 See 3.2

3.4 Zoover thinks it's using the right criteria a this moment.

3.5 This option is offered by Zoover.

### **4. No anonymous reviews**

Every review should be reconfirmed by e-mail. Hotels can react to reviews (see point 7)

### **5. Guaranteed minimum number of reviews**

5.1 We display all hotels which has at least 1 review.

5.2 As mentioned before we display all hotels. In our opinion today's consumer is capable enough to take his own conclusions.

### **6. Harmonisation of rating scales**

Zoover is using this system. Rating between 1 and 10.

### **7. Right of reply**

Zoover is working on a login option for hotel owners where they can maintain the Hotel data (address, pictures & videos), check the reviews, etc. An e-mail alert for every new (good or bad) review is part of this system. They also can respond to every review. (Live Q2/3 2009)

### **8. Legal certainty**

Zoover removes fake, commercial or unfair reviews. We would like to mention that in some case it's the hotel owner who's trying to upload new (very positive) reviews. Zoover can block users, IP address, etc. Of course it's Zoover who will decide if a review should be deleted, not the hotel owner.

### **9. Up-to-date data**

Zoover aims to calculate the average score on the last 24 month. Newest reviews will have more value than those from 24 months. (from Q3 2009) However the review itself will be displayed at all times.

### **10. Indication of the official star classification**

This can be done if local Members of Hotrec can provide Zoover with digital data from their hotels.