

Publications

How to Protect Against False Online Reviews

Related Attorneys

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Whitney Gibson, a partner in the Vorys Cincinnati office and the leader of the firm's internet defamation practice, authored an article for *HOTELS Magazine* titled "How to Protect Against False Online Reviews." In the article, Gibson outlines the importance of having a positive online reputation in the hotel industry.

The article states:

"Business owners and corporate counsel have been advised to have a strategic plan in place to encourage consumers to review their experiences. But it is crucial to consider that under no circumstances should a hotel manipulate reviews. False and misleading reviews can be actionable under the federal Lanham Act or the Federal Trade Commission Act.

After a year-long investigation, The New York attorney general's office recently busted 19 companies that created or purchased fake reviews. They were fined a combined US\$350,000 for these misleading practices.

Accordingly, each hotel launching a review program must consider what works best for them – such as emailing surveys post-check out or setting up review platforms online – but also what is legal."

To read the entire article, visit the *HOTELS Magazine* website. (Subscription may be required).