

MouthShut.com deletes fake profiles

By A Staff Reporter

MouthShut.com, a user generated content company, seems to have taken a tough stand against fake profiles on their website. Taking cognizance of fake profiles, the company came down heavily on them and has deleted around 4,100 fake profiles.

Faisal Farooqui, Founder-CEO of MouthShut.com, said, "Social platforms today have become a com-

we deleted around 4,100 fake profiles. These profiles were deleted by the MouthShut team after thorough investigation and background checks. The profiles were identified on the basis of certain suspect characteristics. The addition of a new feature to report members directly by other members in the MouthShut community supplemented the entire identification process."

Farooqui further added, "We no-



mon tool for people to voice their views and concerns about goods, services, individuals, governments, policies, brands, et. al.

The platform has provided inherent power to the masses to express their feelings, which reach the right ears. All brands and marketers have employed special digital wings to take care of complaints, which relate to taking undue advantage of these platforms and posting fake reviews. Taking cognizance of the situation,

ticed that certain members were posting overtly positive reviews for promoting certain brands, while writing negative reviews to damage the reputation of rivals. Also in the radar, were members who were posting negative comments and not useful ratings to positive reviews of rival brands. This is a platform for consumers to post unbiased reviews or opinions; our decision to delete fake ids is a testimony of our commitment to consumers and their problems."