

## **IQOS CONSUMER REVIEW POLICY**

March 2025

### **Reviewing our Products:**

- We value your feedback and want to hear from you. Your review of your experience of our products will be posted on our website to assist other customers and help us improve our products.
- Alternatively, if you experience an unexpected side effect whilst using our product or have a complaint about us or our products, please contact our customer care team at [contact.uk@iqos.com](mailto:contact.uk@iqos.com) and we'll help deal with your concerns.

### **How to leave a review:**

- For products purchased on our website:
  - Once you've purchased your product you will receive an email invitation to leave a review (if you have opted in to receive marketing communications). You should receive your email invitation within 28 days following your purchase. If you've not opted to receive marketing communications, you can leave a review by following the steps in the paragraph below.
  - Follow the instructions in your email invitation and write your review.
- For products purchased at the IQOS store or elsewhere:
  - Click the "write a review" button on the relevant product page to leave your review.
- For all Reviews:
  - You will be asked to fill out the review form; give us a rating from 1 to 5, reply to the questions we ask and then describe your experience using our products.
  - You should use a nickname when publishing your review to ensure your full name isn't displayed.
  - You must read and accept the terms and conditions relating to our review service.
  - In order to leave us a review you must register for and have an active account with us.

### **Review Do's & Don'ts**

#### **Please do:**

- Leave a genuine review of your personal experience using our products.
- Comply with this review policy and our terms of use for ratings and reviews (these are contained in the review form itself).
- Write your review in English.
- Double check your review is consistent with the overall rating you've given and that it is posted to the correct product.
- Keep your receipt if you've purchased our products from our store or elsewhere.

### **Please don't:**

- Write a review that is not based on your own experience of our products.
- Review your customer service or delivery/shipping experience, we want reviews to focus on your product experience.
- Review HEETS or TEREAs, including the flavour.
- Mention other shops or websites.
- Mention any competitor's name or product.
- Mention any perceived health-related benefits or make any claim indicating that our products are risk free, healthier or safer than other tobacco or nicotine products, or that they're non-addictive.
- Suggest that our products should be used by non-nicotine users or people under the age of 18.
- Suggest that our products should or can be used as a smoking cessation product or to help anyone quit tobacco and/or nicotine use.
- Discuss or mention any unexpected health or safety problem that you may believe may have been caused by use of a particular tobacco or nicotine product and/or exposure to a tobacco or nicotine product – if you have such an experience, please immediately contact the customer care team at [contact.uk@iqos.com](mailto:contact.uk@iqos.com) instead.
- Include in your review a request for monetary or threat of legal action against PMI, or similar contact – if you have such an issue; please contact [contact.uk@iqos.com](mailto:contact.uk@iqos.com) instead.
- include any aggressive, threatening, trolling, discriminatory, profane or vulgar language.
- include any personal data.

### **How our review system works and the steps we take to prevent misleading and fake reviews:**

- We use an independent third-party review platform to publish reviews on our website. Each review is independently moderated in accordance with the following [authenticity policy](#) before it is published.
- This helps us ensure that all reviews are authentic and are reflective of our customers' real experiences with our products.
- If your review doesn't adhere to this policy (including our third party's authenticity policy) or our terms of use for ratings and reviews, then we'll either:
  - contact you to explain why your review is in breach and ask you if you want to update your review to address the problems; or
  - not post the review.
- The moderation process typically takes between 45 minutes and 72 hours from the time you submit your review. Once your review is approved, it will appear in the reviews section of the relevant product page.
- We publish all reviews – both positive and negative - and they all contribute to the overall product rating. Please make sure you review the Do's & Don'ts for writing a review, to ensure that it gets published and helps other customers.
- We do not permit incentivised reviews, and we will not incentive you with prize promotions or vouchers to get a positive review.

### **How to Report a suspected fake review or misleading reviews**

- If you believe that a review is not genuine or is misleading, you can report it by clicking the “report” button located on each review. Our third-party partner will then investigate the matter.

### **How we respond to reports of suspected fake or misleading reviews:**

- Following investigation, if a review is found to not be genuine or is misleading, then it will be removed from our website and the overall review rating for the product will be automatically updated. Repeated breaches of this policy (including our third party’s authenticity policy) may result in revoking the review rights of the user.

**Please note that this policy may be updated from time to time, and our decision is final regarding their interpretation and application.**