

Shurgard Review Policy

This Review Policy explains how Shurgard invites, collects, displays and manages reviews of our services. To help them make informed choice, it is intended to give customers clear visibility on where our reviews come from, how they are processed, and how they appear on our website.

1. Who can leave a review and how reviews are collected

- 1.1. Customers who rent a storage unit, whether online, over the phone or in store, may be invited to voluntarily leave a public review after they have taken possession of their storage unit. This may happen through a verbal invitation by store teams and/or through a post-rental email invitation. Depending on the applicable review invitation process, customers may be invited to leave a review on Google Reviews and/or Trustpilot. Participation is optional.
- 1.2. Shurgard only relies on third-party platforms and does not offer its own platform allowing customers to leave reviews. Therefore, reviews are not verified by Shurgard but are published on our website according to the rules set out below.

2. Third party platforms and applicable policies

Reviews submitted on Trustpilot and Google are created and hosted on those platforms. Shurgard does not control the submission, moderation or publication processes on these third party services and cannot independently verify the authenticity of reviews posted there. The collection, moderation, display and potential removal of such reviews are governed by the applicable terms, guidelines and review policies of the relevant platform. For more information, please refer to the respective policies of Trustpilot (by clicking [here](#)) and Google (by clicking [here](#)).

3. How reviews are shown on our website

- 3.1. Source of displayed reviews. The review banner on our website displays reviews sourced from Trustpilot and/or Google, as described above, as well as from customer stories as under point 6. We do not select, curate or reject reviews for display on the banner based on their content or rating.
- 3.2. Branch specific views. Depending on where you are on our website, the review banner may show reviews relevant to a specific branch or location. For example, on a branch page, the banner prioritises/(may) exclusively show(s) reviews that relate to that branch.
- 3.3. Display order and sorting. By default, reviews are shown with the highest rating first, and then by date. Customers can choose a different sorting option using the controls available on the review page, where the applicable sorting logics are explained.

4. Integrity and neutrality

Shurgard aims to present a balanced and representative view of customer experiences. We do not offer incentives that are contingent on leaving a positive review, and we do not filter out negative reviews. We do not edit the content of reviews originating from third party platforms. Where applicable, we may display an aggregate score derived from reviews hosted on those platforms.

5. Reporting potentially false or illegal reviews

If you believe a review hosted on Trustpilot or Google is false, misleading, unlawful or otherwise violates the platform's rules, you can report it directly on that platform using their reporting tools. Trustpilot and Google will assess the report under their respective policies and may remove the review if it violates their terms. Once removed by the relevant platform, the review will automatically cease to appear on our website. There may be a technical delay between the removal decision by Trustpilot or Google and the review no longer being visible on our website.

6. Customer stories and interviews

In addition to reviews posted on third party platforms, some testimonials displayed on our website may come from customers who have participated in interview rounds organised by external agencies appointed by Shurgard for the purpose of collecting “customer stories.” These stories reflect individual experiences and opinions and are intended to provide qualitative insight into our services. Where appropriate, we indicate that the content is a customer story rather than a platform review.

7. Conflicts of interest and eligibility

We invite reviews from customers who have engaged with our services either online or in store. We endeavour to avoid conflicts of interest and do not knowingly publish reviews from individuals who have not had a genuine interaction with Shurgard’s services. For reviews hosted on Trustpilot and Google, eligibility criteria and identity checks (if any) are determined by those platforms under their policies.

8. Updates to this policy

We may update this Review Policy from time to time to reflect changes in our processes. Any changes will be effective upon posting on our website. The date of the latest update will appear below.