

Shurgard Review Policy

1. Introduction

- 1.1 This Review Policy explains how Shurgard invites, collects, displays and manages reviews of our services. It is intended to provide customers with clear visibility on where our reviews come from, how they are processed, and how they are displayed on our website, enabling customers to make informed choices.
- 1.2 We are committed to providing customers with accurate and trustworthy information based on genuine experiences.
- 1.3 In accordance with the CMA208 guidance on the prohibition under paragraph 13 of Schedule 20 to the Digital Markets, Competition and Consumers Act 2024 a copy of the policy is available on the Shurgard website.

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

- 2.1 Customers who are at least 18 years old, who do not have a special relationship with Shurgard, and 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, through a post-rental email invitation and/or QR codes that are displayed at the facility. Depending on the applicable review invitation process, customers may be invited to leave a review on Google Reviews and/or Trustpilot. Participation is optional.
- 2.2 Shurgard relies on third-party platforms for reviews and does not offer its own platform allowing customers to leave reviews. Therefore, reviews are not verified by Shurgard but are automatically published on our website according to the rules set out below. 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 submitted on Trustpilot and/or Google, as described above, as well as from customer stories as under point 6.
- 3.2 We do not select, curate or reject reviews based on their content or rating. Both positive and negative reviews are published.
- 3.3 When customers are reviewing specific stores on the website, the review banner may show reviews that are relevant to that specific branch. For example, on a branch page, the banner prioritises reviews for that specific branch, and the review banner may exclusively show reviews that relate to that branch.
- 3.4 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

- 4.1 Shurgard aims to present a balanced and representative view of customer experiences.

- 4.2 Fake reviews are prohibited.
- 4.3 Concealed Incentivised Reviews are prohibited whereby a person is incentivised to provide a review and it is not clear that the review has been incentivised. Where a review has been incentivised, it will be clearly identified as an Incentivised Review.
- 4.4 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. We will not publish consumer reviews derived from them in a misleading way.

5. Reporting potentially false or illegal reviews

- 5.1 Shurgard is committed to regular sampling of reviews to ensure that they appear to be genuine customer experiences. Shurgard will follow up and investigate any reviews that provide reasonable cause for concern (due to concerns about a review's legitimacy not because it is a negative review), including where possible contacting the relevant review platform and the individuals posting such reviews. Shurgard will take reasonable and proportionate steps to flag such content in compliance with the Digital Markets, Competition and Consumers Act 2024 and the Competition and Market Authority's Guidance on Fake Reviews (published 06 April 2025).
- 5.2 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.
- 5.3 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 short delay between the removal decision by Trustpilot or Google and the review no longer being visible on our website.

6. Customer stories and interviews

- 6.1 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 genuine 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

- 7.1 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

- 8.1 We will keep under review our compliance with our Review Policy.
- 8.2 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.