

CONTENT GUIDELINES

Welcome to The Beauty Bible Content Guidelines! Our mission is to ensure that no beauty lover ever has an ordinary beauty experience ever again, which is why we have worked hard to bring you this space to share your beauty experiences with our beauty community.

We want our users to have fun on our website, whether that be by reading and posting reviews, getting up to date with all the latest beauty tips, advice and news, or just cruising around and exploring all the best salons and products out there.

When members of our beauty community wish to post reviews on the website, either for beauty salons or products, we have just a few expectations around the type of content you post, how you post it and when. All reviews made by our beauty community are subject to these Content Guidelines in addition to our Terms of Service.

If we believe that the activity of a user does not abide by our Content Guidelines, we have the right to take action as deemed necessary. All user reviews will be submitted to The Beauty Bible for review and approval before being posted. The Beauty Bible has the right to alter, delete or not approve any reviews and comments that are deemed suspicious, inappropriate or not in line with our Content Guidelines. If you believe that your review has been unapproved or deleted in error, please contact us at info@thebeautybible.com.au.

If you believe that another user has breached these Content Guidelines, please contact us with your reasoning at info@thebeautybible.com.au. Please keep in mind that our beauty community have differing opinions, so it is possible that content disagreeable to you may be acceptable to The Beauty Bible and does not warrant being removed from the website.

Be Descriptive: The purpose of The Beauty Bible is to share your experiences with our beauty community so they can make informed decisions when choosing beauty salons and products. Please make sure that your reviews are descriptive and sufficient in length, (at least 140 characters long which is easy for serial tweeters!).

If you're writing a review for a salon, make sure that you comment on the hygiene and cleanliness, ambience, treatment quality, staff friendliness, and overall service rating. Reaching the 140-character quota will be easy!

If you're writing a review for a beauty product, share as much love as possible! The more details you include, the better. Our beauty community will love you for it!

Be Relevant: Please be relevant. Our beauty community does not want to see any irrelevant, inappropriate or promotional content that aims to solicit customers or spam people. If we believe a user has breached this guideline, we will not approve nor publish the review at our own discretion.

Be Nice: Play nice please! We will not accept any rude, defamatory, obscene, abusive or hateful language on our website, nor will our beauty community. Although we support freedom of speech, please refrain from using this type of language and provide an honest account of your experience without being mean. If we believe that a user has gone against our wishes, we will not approve the review to be published. Simple as that!

Be Individual: Users can only post one review for a beauty salon and one review for a beauty product. Make sure that your review reflects your most recent experience as you only get one shot at it. You can always edit or update your reviews based on more recent experiences.

Be Real: Please make sure that your reviews are 100% honest, real, and not falsified. Base your review on your actual experience and don't exaggerate, there's no need to.

If we believe that a user posts a review on a salon and they haven't actually been there, we have the right to refuse to publish it. Also, if we feel that a review is misleading, deceptive, fake, or suspicious we will not publish it. Any future reviews posted by a user that we feel has undertaken these sorts of activities will be closely monitored.

In addition, if we believe that a user and a business have been involved in offering bribes between themselves to remove, post or adjust a review, we will not be happy! We'll intervene straight away, so don't bother doing it. This could result in a business listing and/or user account being removed and banned from the website.

Be Honest: Please write your own reviews and don't steal from others. Keep each review for both beauty salons and products individual, fresh and YOURS. Don't just copy and paste a review you have written to serve as a review for another salon or product. Change it up!

Also, if a user promotes himself or herself as an official representative from The Beauty Bible or tries to take advantage of businesses by offering bribes and/or threats in exchange for something, we reserve the right to intervene and to delete the accounts of users who undertake these practices.

Be Yourself: Your individual account on The Beauty Bible represents who you are in our beauty community. It's your identity, so please keep it real. We encourage you to have a unique and individual username (ilovelipstick perhaps?), but please make sure that it is not inappropriate or rude, otherwise we'll simply remove it.

Be Well Behaved: Content in the form of reviews can only be posted by users in compliance with these Guidelines, our Terms of Service and any laws and regulations. Laws and regulations will always take precedence.

GUIDELINES FOR BUSINESSES

The Beauty Bible is a great tool for businesses to hear what their customers are saying about them and using this information to improve their services. We have a few guidelines below for our businesses:

Be Receptive: We know it might be hard to hear negative feedback from customers about your business, but try to see it as constructive criticism and an opportunity to improve your services. Negative feedback can actually make your business stronger, as it allows you to turn an unhappy customer into a happy customer. An unhappy customer that is transformed into a happy one becomes even more loyal than a satisfied customer, so make sure you satisfactorily handle it from the start.

It's easier to keep a current customer than it is to find a new one, so take negative feedback in your stride and use it to your advantage by finding a solution.

Be Up-to-Date: While The Beauty Bible team makes every effort to keep your business listing up-to-date, we would appreciate it if you informed us of any changes to contact/address details and opening hours. We don't want a customer relying on unreliable information! If you feel that your listing can be improved in any way, please email us at info@thebeautybible.com.au and we will get onto it right away!

Be Patient: Your reviews will come, so don't panic. We encourage you to suggest to your customers to rate your services on The Beauty Bible, however we do not under any circumstances support solicited reviews or bribes in the form of compensation or kickbacks. Just make sure you provide an exceptional service for your customers and they'll give you an excellent rating without even having to ask them!

Be Accountable: Although we closely monitor reviews and only publish them once we're satisfied they haven't breached any of our policies, The Beauty Bible will not moderate any reviews that we feel are providing an honest account of a user's beauty experience. As we said before, take negative feedback in your stride and be accountable.

Be Smart: If someone identifies himself or herself as an official representative from The Beauty Bible without sufficient proof, do not believe them.

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