

The CNMC closes a complaint against Amazon, Booking and Tripadvisor for acts of unfair competition

- The Organisation of Consumers and Users (OCU) denounced that these companies were publishing false reviews about the products and services of certain sellers.
- The CNMC considers that the platforms did not commit acts of unfair competition, since the positive reviews of the users were allegedly “bought” by third parties — intermediaries or the sellers themselves — against the commercial policy of the platforms.
- However, the CNMC detected possible indications of a violation of consumer protection regulations, which is why it referred the complaint to the Directorate General for Consumer Affairs.

Madrid, 22 November 2023.- The Spanish National Markets and Competition Commission (CNMC) has closed the complaint filed by the Organisation of Consumers and Users (OCU) against Amazon, Booking and Tripadvisor for using their platforms to publish false reviews of sellers, thereby distorting free competition and infringing the rules on unfair competition ([S/0053/19 FALSE REVIEWS](#)).

The CNMC has found no evidence that the platforms have participated in or enabled the publication of these false reviews. In fact, they have invested in tools to detect fraudulent reviews, they regularly penalise perpetrators, they have initiated legal action against them, and they collaborate with ongoing investigations.

Fake reviews in exchange for money or gifts

In contrast, the OCU's complaint does provide possible indications that sellers and intermediaries contact users to publish false reviews in exchange for money or by gifting them the product they intend to buy.

The CNMC considers that these behaviours could fall within the scope of consumer protection regulations, which is why it has referred the OCU's complaint to the Directorate General for Consumer Affairs, the body responsible for this matter.

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