

# Policies & Compliance

**Yelp's highest priority is instilling trust in its brand.** We work hard to ensure that anyone selling Yelp products and services -- whether Yelp employees or authorized resellers and partners -- does so with an emphasis on transparency and ethics.

## Review Policies

Partners may **NOT** contribute editorial content, positive or negative, for any business on Yelp, including:

- Writing reviews
- Posting photos with editorial captions
- Clicking the "useful," "funny," or "cool" buttons
- Flagging/reporting reviews from a personal Yelp account
- Answering questions as prompted by the Yelp app or site

Partners **are permitted** to search, post photos with factual captions, and request a quote from or message a business from a personal Yelp account.

Partners **MUST** understand the following:

- Advertising on Yelp has [no bearing](#) on ratings or reviews
- Yelp's [review solicitation policy](#) prohibits businesses from soliciting reviews for Yelp or any other site
- Partners cannot solicit reviews or offer review gathering services for any business on Yelp or any other site

## General Policies

Partners may **NOT**:

- Share a business' performance metrics with others
- State or imply that they represent, are working on behalf of, are employed by, or have an exclusive relationship with Yelp

Partners **MUST**:

- Use [approved branding](#) materials
- Abide by Yelp's general [terms of service](#) & [content guidelines](#)
- Comply with the [FTC's advertising & marketing guidelines](#)

These guidelines apply to all client-facing and executive-level staff, not limited to just those involved in selling Yelp advertising. **Failure to comply with these policies may result in the termination of the Yelp Advertising Partner.**

