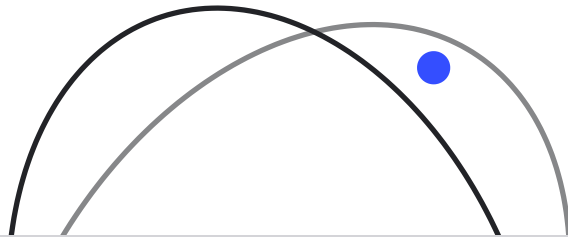


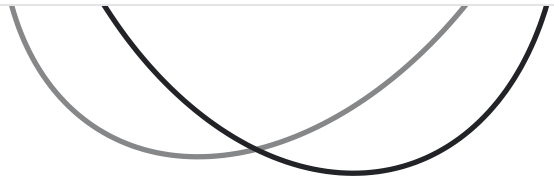
PRODUCT NOTICES

# Store Reputation Score: Methodology and Disclaimer

How the FASHIONDEALS store leaderboard scores each retailer, which facts are used, how missing information is treated, and what the scores do and do not mean.



|                |                                                                                                                                                       |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| EFFECTIVE DATE | October 27, 2026                                                                                                                                      |
| VERSION        | 1.0 (draft for legal review)                                                                                                                          |
| PUBLISHED BY   | [[Company legal name]] , [[Registered address]]<br>Company no. [[Company registration number]] · [[Jurisdiction]]                                     |
| CONTACT        | [[Contact email]] · DPO [[DPO email]]                                                                                                                 |
| WEB VERSION    | <a href="https://testing.link.fashiondeals.ai/legal/store-score-methodology/">https://testing.link.fashiondeals.ai/legal/store-score-methodology/</a> |



FASHIONDEALS is a price-comparison service. We do not sell the products shown. Draft for legal review; not legal advice.

# Contents

|    |                                    |   |
|----|------------------------------------|---|
| 01 | What the score is                  | 3 |
| 02 | What goes into it                  | 3 |
| 03 | Missing information and confidence | 3 |
| 04 | Independence                       | 3 |
| 05 | Limitations and disclaimer         | 4 |
| 06 | Corrections and right of reply     | 4 |
| 07 | Version history                    | 4 |

**Draft for legal review.** This document was written by the FASHIONDEALS team to describe how the service actually works. It has not yet been reviewed by external counsel and is not legal advice. We recommend that a qualified lawyer in your jurisdiction review it, and that the items in [\[\[brackets\]\]](#) (company details and points marked [\[\[Confirm with FASHN\]\]](#) ) are completed before launch.

## 01 What the score is

The store leaderboard gives each retailer we compare a **Reputation Score from 0 to 100** and a plain-language label (for example “Strong”), to help you choose where to buy. It is an editorial summary of public information and of our own catalogue data. It is **not** a guarantee, a certification, or a statement of fact about any store’s conduct.

## 02 What goes into it

The score combines weighted components. The current weights are published on the [leaderboard](#) and are:

| COMPONENT             | WEIGHT | WHERE IT COMES FROM                                                                                                                                                 |
|-----------------------|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Public reviews        | 30%    | Ratings and review counts on public platforms (for example Trustpilot or the store's own listing), count-weighted and smoothed toward the average for small samples |
| Price competitiveness | 20%    | From our own catalogue: how often the store is cheapest on items we match and its average difference to other stores (own data)                                     |
| Returns policy        | 15%    | The store's published returns window, cost and conditions                                                                                                           |
| Delivery              | 10%    | Published shipping zones, speeds and free-shipping thresholds                                                                                                       |
| Duties and taxes      | 10%    | Whether duties and taxes are included at checkout (DDP) or left to the buyer (DAP)                                                                                  |
| Authenticity signals  | 10%    | Public information about sourcing, brand authorisation or authentication practices                                                                                  |
| Payment options       | 5%     | Published payment and buy-now-pay-later options                                                                                                                     |

Methodology version 3.

Components marked “own data” are computed from our catalogue and refreshed with each data refresh. The rest are researched public facts, each stored with its source URL and the date we last checked it.

## 03 Missing information and confidence

Facts we cannot find stay empty and appear as “Not publicly reported”; we do not estimate them. Scores built from limited information are marked **provisional** and carry a lower confidence. A score can change when a store changes its policies or when new reviews or data appear.

## 04 Independence

Payment, commission or advertising does not influence a store’s score or its place on the leaderboard (see the [Affiliate and advertising disclosure](#)). Stores cannot buy a better score. A store may ask us to correct a factual error (section 6).

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## 05 Limitations and disclaimer

- Public reviews can be incomplete, outdated or manipulated; platform scores are not audited by us.
- Policies and shipping rules change; always check the store's own policy before you buy.
- The label describes our scoring only. We make no representation about the quality, legality or authenticity of any store's goods, and we accept no liability for a purchase you make with any store (see the [Terms of Use](#)).
- Opinions expressed in summaries are our editorial assessment of the cited public sources.

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## 06 Corrections and right of reply

If you represent a store and believe a fact is wrong, email [\[\[Contact email\]\]](#) with the correction and a public source. We review requests promptly, update the data where the source supports it and show the new check date. We do not remove accurate, sourced information at a store's request.

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## 07 Version history

Version 3 (current) adds delivery, duties and payment components and the provisional marker. The methodology version appears in the leaderboard data and may change; we will update this page when it does.

Effective October 27, 2026 · Version 1.0 (draft for legal review) · [fashiondeals.ai/legal/store-score-methodology/](#)