

As part of the agreement, Google has committed to taking strict measures against those who use fake reviews, including companies that artificially inflate their ratings and individuals posting fake opinions about businesses. The company has also committed to implementing new tools to make it easier for users to report suspicious reviews and increase the transparency of the system.

The CMA stated that with the changes, Google will now take the lead in combating fake reviews. The company's programs will include blocking people who regularly post fake comments and warnings on business pages found to be engaging in suspicious activity.

The regulator noted that the changes will help restore trust in online reviews, as dishonest reviews hinder consumers from making informed choices and prevent honest companies from competing on equal terms.

A Google spokesperson said the company blocks millions of fake reviews annually using its system to detect fraudulent activity.

Google will now regularly report to the CMA to confirm that the new measures are being followed for the next three years.