



# User Generated Content and Reviews Policy

**Last updated:** 20th May 2026

This User-Generated Content and Reviews Policy explains how we handle any content you choose to share with us, including product reviews, comments, photos, stories or other submissions. By posting or submitting content to Narrowboat Round Tuit or Bobbin on the Water, you agree to the terms below.

## 1. What counts as user generated content

User-generated content (“UGC”) includes, but isn’t limited to:

- Product reviews and star ratings
- Comments on Travel Diary posts
- Photos, videos or stories shared via email or social media
- Testimonials or feedback submitted directly to us

If you tag us on social media or use our branded hashtags, this may also be considered UGC.

## 2. Your rights and responsibilities

When you submit or share content with us, you confirm that:

- The content is your own or you have permission to share it
- You are over 18 or have permission from a parent/guardian
- Your content does not infringe on anyone else’s rights
- Your content is lawful, respectful and free from harmful, offensive or discriminatory material

We reserve the right to decline, remove or moderate any content that breaches these standards or does not align with our brand values.

## 3. How we may use your content

By submitting or tagging us in content, you grant us a **non-exclusive, royalty-free, worldwide licence** to use, share, reproduce and display your content across:

- Our website

- Product pages
- Social media channels
- Email newsletters
- Marketing materials

We will always aim to credit you when sharing your content, unless you request otherwise.

#### 4. Moderation and review guidelines

To keep our community helpful and welcoming, we may moderate reviews and comments for:

- Offensive or inappropriate language
- Spam or promotional content
- Personal information (for your safety)
- Irrelevant or misleading claims

We do not edit the meaning of reviews, but we may correct minor spelling or formatting issues for clarity.

We may contact you if we need to verify details about your review or experience.

#### 5. Incentivised or requested reviews

If we ever invite you to review a product or offer a small incentive (such as a discount code) we will make this clear.

All incentivised reviews must be honest and unbiased, and we will label them transparently in line with UK consumer protection guidance.

#### 6. Reporting concerns

If you believe any user-generated content on our site or social channels is inappropriate or infringes your rights, please contact us at: [admin@narrowboatroundtuit.co.uk](mailto:admin@narrowboatroundtuit.co.uk). We will review this and respond promptly.

#### 7. Removing our content

If you would like us to remove content you previously submitted, please email us with details of the post or review. We will remove it where reasonably possible, although some uses (e.g. printed materials already produced) may not be retractable.

#### 8. Updates to this policy

We may update this policy from time to time to reflect changes in our services or legal requirements. The latest version will always be available on our website.