

Data Quality

Courses of Action

In this guide you will find a break down of the course of action we must take if your property listings are displaying incorrectly or repetitively

Data Quality Courses of Action

Incorrect or misleading property listings on Rightmove frustrates our users and could damage your brand.

Additionally, it affects the accuracy of the data you use to make decisions and market your brand, as we use the data from our website to inform tools such as our Best Price Guide and the reports in RightmovePlus.

We are committed to ensuring that your clients get the best experience possible and we will continue to work to ensure that your property listings are correct.

We understand that mistakes happen, so we have put in place two courses of action to help you if your property listings are displaying incorrectly or repetitively - **our Category A 6-step process and our Category B 8-step process.**

In the event of a serious breach of our General Membership Terms and Conditions and/or Guidelines, and/or where in our opinion the breach could cause harm to other Rightmove members or to our users, and/or represents unfair or misleading advertising, we will expedite our data quality process to reach a fair outcome for our members and users in accordance with our General Membership Terms and Conditions.





Rightmove Data Quality

6 Step Issue Count Process

Category A Data Quality Issue means an issue with Your property listings which either results in You being in breach of applicable legal requirements or We deem (in Our sole discretion) to have a potential harmful impact on Users and/or other Members.



➤ First Count

If we identify an issue or if someone else brings it to our attention, we will send you an email to let you know how to fix the issue.

You will need to check all your property listings to ensure that no other property listings have the same issue. You will have 3 business days to check your listings and make any required changes.

If you have not corrected your property listings within 3 business days, we will remove any property listings that are not in line with our Rightmove Technical Guidelines ([available here](#)).

➤ Second Count

If a similar issue to the first one occurs again, we will have a conversation with you about the issue and try to understand why it has happened again. We will ask that you check all your property listings to ensure that no other property listings have the same issue.

You will have 3 business days to check your property listings and make any required changes. If you have not corrected the property listings within 3 business days, we will remove the relevant property listings from our platforms.

We need to protect our users from being misled, so we will advise you that if this activity continues, your branch and its property listings are at risk of being made invisible on Rightmove.

Third Count

If there is a repeat of similar activity within 12 months of the previous issue, then we need to take steps to protect our users from being misled in a timely manner.

Your branch and its property listings will be hidden from our users on Rightmove immediately. We will let you know that the same activity has reoccurred and what you need to do to fix it.

As soon as you have corrected the issue with your property listings and communicated to your team to prevent this happening again, let us know and we will make your branch and property listings visible.

Fourth Count

If you have a similar issue for a fourth time in 12 months, we will need to understand why and how it happened, and to act quickly to protect you, your clients, and the marketplace.

Your branch and all your property listings will be hidden from our users on Rightmove immediately. We will let you know that the same activity has reoccurred, what you need to do to fix it and offer our advice on how to prevent this issue moving forward.

As soon as you have corrected your property listings and communicated to your team to prevent this happening again, let us know, and after 3 business days, we will make your branch and property listings visible.



➤ Fifth Count

If similar activity occurs for the fifth time within 12 months of the fourth occurrence, we will act immediately to protect our users and the marketplace.

Your branch and all its property listings will be hidden from users on Rightmove immediately. We will let you know that similar activity has reoccurred and what you need to do to fix it.

As soon as you have corrected your property listings and communicated to your team to prevent this happening again, let us know, and after 5 working days we will make your branch and property listings visible again.

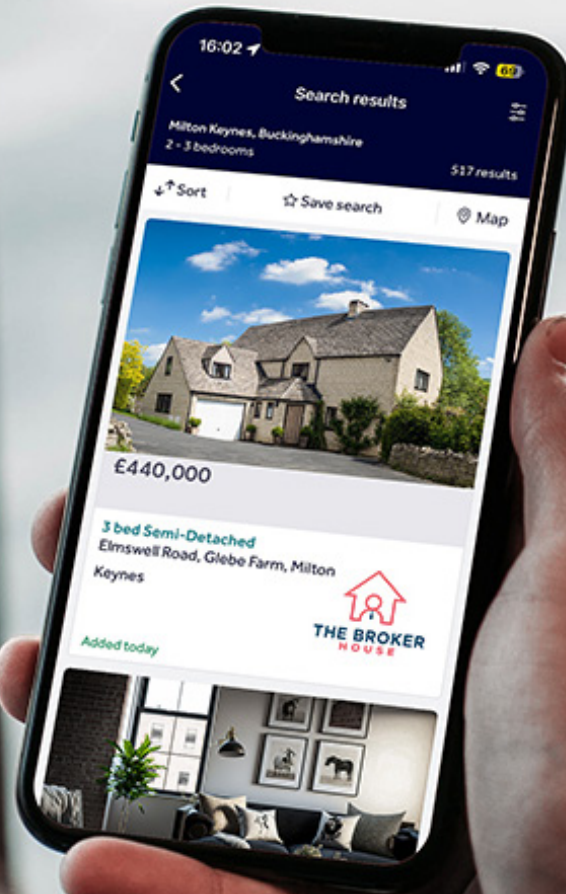
➤ Sixth Count

If you repeat similar issues for a sixth time within 12 months of the fifth occurrence, we will act immediately to protect our users and the marketplace.

Your branch and its property listings will be hidden from users on Rightmove immediately for an indefinite period whilst we investigate the issue.

We will let you know that similar activity has recurred and start a review of our business relationship with you.

As the same issue is repeatedly happening, we will need to discuss the persistent issues and your continuation of advertising with Rightmove. This could lead to the termination of your membership with Rightmove.





Rightmove Data Quality

8 Step Issue Count Process

Category B Data Quality Issue means an issue with Your property listings which results in You being in breach of Our Technical Guidelines.

First Count

Property listings should not contain incorrect information within the property description or image carousel.

If we identify an issue or someone brings an issue to our attention, we will send you an email to confirm what has happened and explain how to fix it.

Second Count

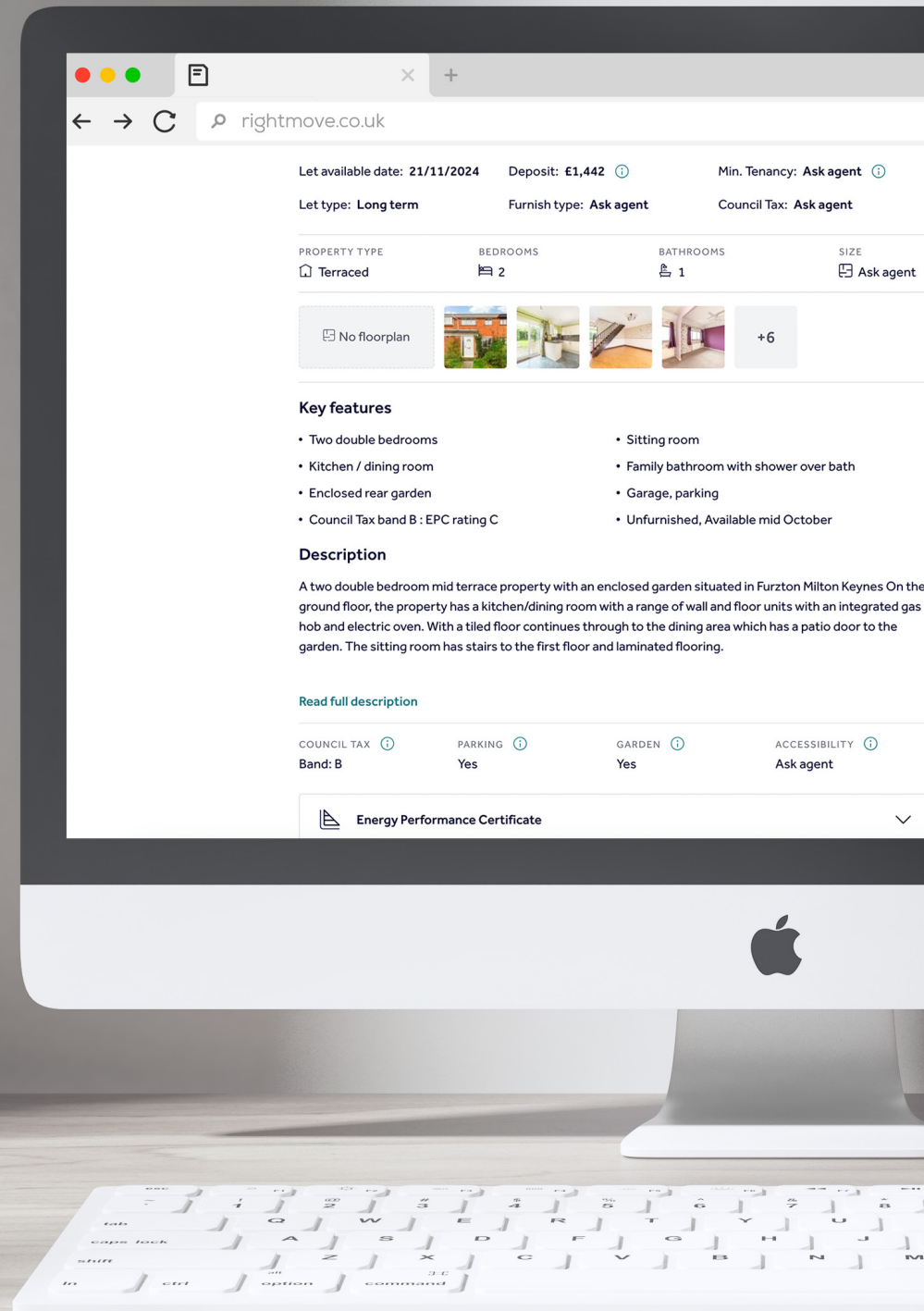
If a similar issue happens again, we will send you a reminder email to explain why properties cannot be listed incorrectly and to remind you of our expectations.

We will confirm when we contacted you about this before and reiterate how your properties should be listed moving forward.

Third Count

It is important that properties are listed correctly.

We want to help, so we will give you a call to explain how properties should be listed, and suggest the best way to showcase your brand.





➤ Fouth Count

If a similar issue occurs a fourth time, we will give you a call to discuss the issue understand the reason it has happened again.

We need to protect users from being misled and make sure your property listings are compliant with our Technical Guidelines.

We will need to advise you that if this activity continues, your branch and its property listings are at risk of being made invisible on Rightmove.

➤ Fifth Count

If a similar issue occurs again within 12 months, then we will need to act to protect users from being misled and ensure your property listings are compliant with our Technical Guidelines.

Your branch and its property listings will be hidden from users on Rightmove. We will let you know that the same activity has reoccurred and what needs to be done to fix it.

As soon as you have corrected the issue and communicated to your team to prevent this happening again, let us know and we will make your branch and property listings visible after 3 business days.

➤ Sixth Count

If a similar issue occurs for a sixth time within 12 months, we will need to understand why and how this has happened. We will need to act quickly to protect you, your clients and the marketplace.

Your branch and all your property listings will be hidden from users on Rightmove. We will let you know that the same activity has recurred, what you need to do to fix it and offer our advice on how to prevent this issue moving forward.

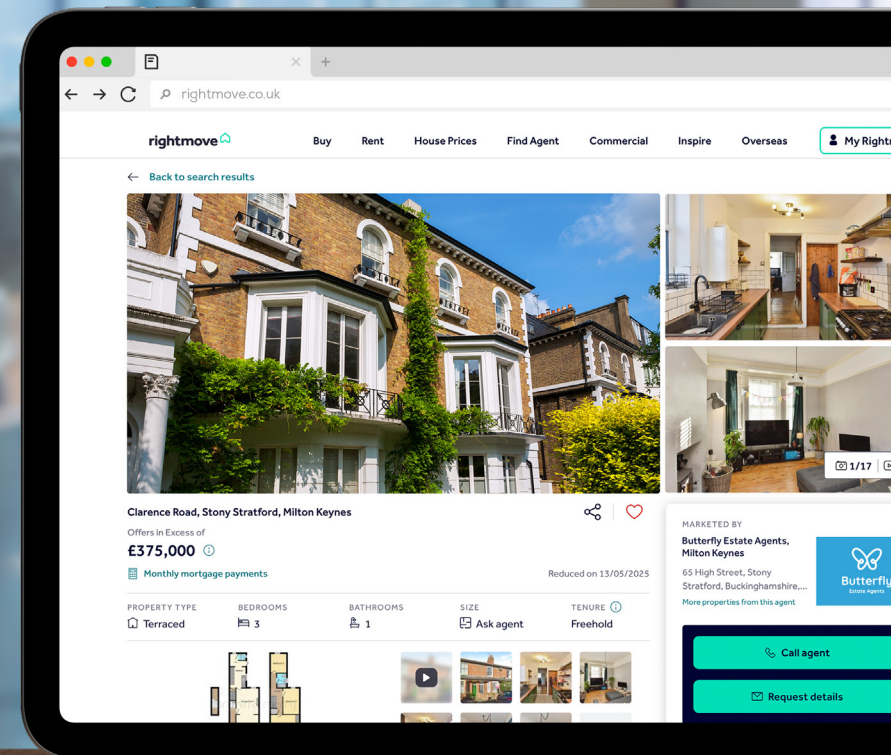
As soon as you have corrected your property listings and communicated to your team to prevent this happening again, let us know and we will make your branch and properties visible after 3 business days.

➤ Seventh Count

If similar activity occurs for the seventh time within 12 months, we will take action.

Your branch and all its property listings will immediately be hidden from users on Rightmove. We will let you know that similar activity has occurred again and what you need to do to fix it.

As soon as you have corrected your property listings and communicated to your team to prevent this happening again, let us know and we will make your branch and property listings visible again after 5 business days.



Eighth Count

If the issue happens for an eighth time within 12 months, we will need to take more urgent action.

Your branch and all its property listings will immediately be hidden from our users on Rightmove for an indefinite period whilst we investigate the issue.

We will let you know that similar activity has reoccurred and start a review of our business relationship with you.

We will need to discuss the persistent issues and your advertising with us. This could lead to the termination of your membership with Rightmove.

Contact us

If you have any questions or would like to discuss something further, our specialist team are always on hand to help.

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