

COMPLIANCE WORKING RECORD

Review provenance checker

Fictional sample. Requires tailoring and responsible review.

Document control

Field	Value
Document type	Review provenance checker
Document reference	FICTIONAL-MARKETING-1
Jurisdiction	United States
Version	1
Status	Named marketing evidence workpaper prepared
Prepared by	Fictional responsible marketing reviewer
Prepared on	October 9, 2026
Rule pack	2026-10-09.marketing-evidence.1
Generated	October 9, 2026

Purpose and boundary

Organize review origin, actual experience, editing and incentives with traceable contradictions.

Compare original and published review text and ratings. Bind declared product experience to the same product and chronology. Flag duplicate exact text across distinct reviewers, sentiment-conditioned incentives and undisclosed changes. Preserve permission and source authenticity uncertainty. Evidence of a purchase or a duplicate is an indicator, not proof that a review is genuine or false.

This workpaper checks exact customer-supplied content, criteria, evidence and decisions. It does not establish legal applicability, adequate scientific support, clear-and-conspicuous presentation, valid consent, authenticity, identity or AI generation. No live message, call, unsubscribe link or provider is executed. Original files remain unchanged and browser-local unless explicitly saved through paid private cloud saving.

Approved scope and marketing evidence method

Fictional limited content and audience. Replace every fact and source before use.

Scope approval. FICTIONAL-CAMPAIGN-1

Approved method. Fictional approved marketing framework 1. Source. f1. Locator. Exact fictional method and requirements JSON. Approver. Fictional authorized method approver. Approval date. 2026-01-01

Population statement. Declared complete population. Customer-declared count. 1

Review provenance and editing comparison inputs

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Item Id. I1 Brand. Fictional Northfield Channel. Fictional text campaign Content Version. 1 Content Text. I tried Fictional Northfield Product A and found its support helpful. Source File Id. f2 Source Locator. Exact original fictional text Text Binding. Exact UTF-8 excerpt First Published On. Owner. Fictional content owner Reviewer Ref. FICTIONAL-PERSON-1 Product Ref. FICTIONAL-PRODUCT-A Original Review Text. I tried Fictional Northfield Product A and found its support helpful. Published Review Text. I tried Fictional Northfield Product A and found its support helpful. Original Rating. 4 Published Rating. 4 Claimed Experience. Tried the fictional Product A Incentive Description. No benefit reported in this fictional example

Rules

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Rule Id. R1 Instrument. Fictional approved marketing criteria Provision. Fictional source-reviewed preparation criterion 1 Rule Version. Fictional approved marketing framework 1 Source Id. f1 Source Locator. criterion Question. Has the exact content and named observation been reviewed within the selected scope? Required Answer. Observed Approved By. Fictional authorized method approver Approved On. 2026-01-01

Answers

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
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ID	Facts
1	Answer Id. ANS1 Item Id. I1 Rule Id. R1 Answer. Observed Reason. Fictional exact content and named observation were reviewed. Evidence Ids. ["E1"] Reviewer. Fictional responsible answer reviewer Reviewed On. 2026-10-08

Observations

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Observation Id. O1 Item Id. I1 Source File Id. f3 Source Pointer. /observations/0 Source Mode. Exact JSON observation Evidence Ids. ["E1"] Observed On. 2026-10-08 Reviewer. Fictional responsible observation reviewer Original Review Text. I tried Fictional Northfield Product A and found its support helpful. Original Rating. 4 Experience Product. FICTIONAL-PRODUCT-A Experience On. 2026-10-01 Submitted On. 2026-10-02 Provenance State. Source-supported experience Incentive Requires Positive. No Edit State. Unchanged Edit Reason. Permission State. Source-supported permission

Decisions

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Decision Id. D1 Item Id. I1 Decision. Prepare for release Reason. Fictional named comparisons support preparation within this exact supplied scope. No legal approval is implied. Conditions. Action Ids. [] Approved By. Fictional authorized publication reviewer Approved On. 2026-10-09 Review On. 2026-12-31 Evidence Ids. ["E1"]

Evidence

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

ID	Facts
1	Evidence Id. E1 Item Id. I1 Record Id. O1 File Id. f3 Source Sha256. 95b5264ba77eb8bb1d5b2c618feb09face48ca081e2e4f0e65fa9c45453cb2e4 Locator. observations[0] Conclusion. Supports Reviewer. Fictional responsible evidence reviewer Observed On. 2026-10-08 Reviewed On. 2026-10-08

Actions

The first 20 exact task rows appear here. Displayed values are bounded to 1000 characters. Complete typed rows and exact values remain in Excel and JSON.

Review provenance and editing comparison

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	Item. I1 Observation. O1 Task. Review provenance and editing comparison Exact content text. I tried Fictional Northfield Product A and found its support helpful. Exact named input facts. {"itemId":"I1","brand":"Fictional Northfield","channel":"Fictional text campaign","contentVersion":"1","contentText":"I tried Fictional Northfield Product A and found its support helpful.","sourceFileId":"f2","sourceLocator":"Exact original fictional text","textBinding":"Exact UTF-8 excerpt","firstPublishedOn":"","owner":"Fictional content owner","reviewerRef":"FICTIONAL-PERSON-1","productRef":"FICTIONAL-PRODUCT-A","originalReviewText":"I tried Fictional Northfield Product A and found its support helpful.","publishedReviewText":"I tried Fictional Northfield Product A and found its support helpful.","originalRating":"4","publishedRating":"4","claimedExperience":"Tried the fictional Product A","incentiveDescription":"No benefit reported in this fictional example"} Exact source observations. {"observation [formal preview abridged]

Exact approved criteria and content answers

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	Answer. ANS1 Item. I1 Criterion. R1 Required answer. Observed Observed answer. Observed Reason. Fictional exact content and named observation were reviewed. Result. Source-linked criterion answer prepared

Named marketing decision draft sections

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
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ID	Result
I1	<p>Item. I1 Decision. Prepare for release Result. Customer decision draft prepared Draft text. Review provenance and editing comparison. Item I1. Exact revision 1</p> <p>Exact submitted content. I tried Fictional Northfield Product A and found its support helpful.</p> <p>Approved scope. Fictional limited content and audience. Replace every fact and source before use.. Reference. FICTIONAL-CAMPAIGN-1</p> <p>Customer-selected method and criteria. Fictional approved marketing framework 1. [{"ruleId":"R1","instrument":"Fictional approved marketing criteria","provision":"Fictional source-reviewed preparation criterion 1","version":"Fictional approved marketing framework 1","sourceId":"f1","locator":"criterion"}]</p> <p>Named comparison observations. [{"observationId":"O1","itemId":"I1","sourceFileId":"f3","sourcePointer":"/observations/0","sourceMode":"Exact JSON observation","evidenceIds":["E1"],"observedOn":"2026-10-08","reviewer":"Fictional responsible observation reviewer","originalReviewText":"I tried Fictional [formal preview abridged]</p>

Original review and testimonial provenance indicators

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

ID	Result
I1	<p>Item. I1 Person. FICTIONAL-PERSON-1 Exact original text. I tried Fictional Northfield Product A and found its support helpful. Claimed product. FICTIONAL-PRODUCT-A Observed product. FICTIONAL-PRODUCT-A Experience date. 2026-10-01 Declared origin. Source-supported experience Investigation limitation. No identity, authenticity or AI generation is inferred. Result. Source-linked indicators prepared</p>

Owned responses and dependencies

The first 20 prepared output rows appear here. Complete rows remain in Excel and JSON.

Marketing decision draft. I1. Prepare for release

Complete exact draft text remains in Excel and JSON.

Review provenance and editing comparison. Item I1. Exact revision 1

Exact submitted content. I tried Fictional Northfield Product A and found its support helpful.

Approved scope. Fictional limited content and audience. Replace every fact and source before use.. Reference. FICTIONAL-CAMPAIGN-1

Customer-selected method and criteria. Fictional approved marketing framework 1.

```
[{"ruleId":"R1","instrument":"Fictional approved marketing criteria","provision":"Fictional source-reviewed preparation criterion 1","version":"Fictional approved marketing framework 1","sourceId":"f1","locator":"criterion"}]
```

Named comparison observations.

```
[{"observationId":"O1","itemId":"I1","sourceFileId":"f3","sourcePointer":"/observations/0","sourceMode":"Exact JSON observation","evidenceIds":["E1"],"observedOn":"2026-10-08","reviewer":"Fictional responsible observation reviewer","originalReviewText":"I tried Fictional Northfield Product A and found its support helpful.","originalRating":"4","experienceProduct":"FICTIONAL-PRODUCT-A","experienceOn":"2026-10-01","submittedOn":"2026-10-02","provenanceState":"Source-supported experience","incentiveRequiresPositive":"No","editState":"Unchanged","editReason":"","permissionState":"Source-supported permission"}]
```

Customer publication decision. Prepare for release. Reason. Fictional named comparisons support preparation within this exact supplied scope. No legal approval is implied.

Conditions and responses. . []

Approval. Fictional authorized publication reviewer, 2026-10-09. Review. 2026-12-31

Exact evidence references. ["E1"]

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Review findings

1 declared content items. 1 exact approved criteria. 0 unresolved findings.

The first 100 findings and 1000 characters per displayed field appear here. Complete findings remain in the data exports.

Selected exact attachments

ID	Filename	Bytes	SHA-256
f1	fictional-approved-marketing-method.json	186	548630e9021953221e221a843c8be871d6ac404fa1b54304ae6849b60003b632
f2	fictional-original-marketing-text.txt	69	ba3078ea61994ddd975235ce9ec475ac76ab985b84f956713dd356e8beb841a2
f3	fictional-source-marketing-observations.json	431	95b5264ba77eb8bb1d5b2c618feb09face48ca081e2e4f0e65fa9c45453cb2e4

Unresolved items and limitations

The first 100 unresolved items appear here, with 1000 characters per preview. Complete findings remain in Excel and JSON.

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Limitations

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Official sources

Source	Provision	Date	Link
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Source	Provision	Date	Link
Federal Trade Commission: The Consumer Reviews and Testimonials Rule. Questions and Answers	16 CFR Part 465. Fake or false reviews and testimonials, reported product experience, incentives, disclosures and review manipulation. This preparation records source-linked indicators and conflicts, not identity, authenticity or an enforcement finding.. Compare original and published review text and ratings. Bind declared product experience to the same product and chronology. Flag duplicate exact text across distinct reviewers, sentiment-conditioned incentives and undisclosed changes. Preserve permission and source authenticity uncertainty. Evidence of a purchase or a duplicate is an indicator, not proof that a review is genuine or false. No automated applicability, authenticity, adequate substantiation or legal approval follows.	October 9, 2026	https://www.ftc.gov/business-guidance/resources/consumer-reviews-testimonials-rule-questions-answers