

COMPLIANCE WORKING RECORD

# Synthetic testimonial detector workpaper

Fictional sample. Requires tailoring and responsible review.

Document control

| Field              | Value                                       |
|--------------------|---------------------------------------------|
| Document type      | Synthetic testimonial detector workpaper    |
| 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

Flag documented testimonial provenance conflicts for responsible human investigation.

Compare claimed consumer experience with supplied experience, creation, authorization and generation records. Flag contradictions between generated origin and presentation as an actual consumer, wrong products and creation before experience. Compare duplicate exact text across distinct presented people. Never infer AI generation, identity or authenticity from writing style or a statistical detector.

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

Documented testimonial provenance investigation 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 Testimonial Person Ref. FICTIONAL-PERSON-1 Product Ref. FICTIONAL-PRODUCT-A Claimed Experience. Tried the fictional Product A Presented As Actual Consumer. Yes Original Testimonial Text. I tried Fictional Northfield Product A and found its support helpful. Generation Disclosure. |

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                                                                                                                                                                                                                      |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 Testimonial Text. I tried Fictional Northfield Product A and found its support helpful. Experience Product. FICTIONAL-PRODUCT-A Experience On. 2026-10-01 Created On. 2026-10-02 Origin Declaration. Declared human origin Generation Record Ref. Person Authorization. Source-supported permission Investigation State. Reviewed Investigation Reason. Fictional supplied origin and experience records were reviewed. Identity is not independently verified. |

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. 255bd2acd404da45bfcde78733468fc432e8e784f1b45ea63d5c9d2faf918a84 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.

### Documented testimonial provenance investigation

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

| ID | Result                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| I1 | Item. I1 Observation. O1 Task. Documented testimonial provenance investigation 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","testimonialPersonRef":"FICTIONAL-PERSON-1","productRef":"FICTIONAL-PRODUCT-A","claimedExperience":"Tried the fictional Product A","presentedAsActualConsumer":"Yes","originalTestimonialText":"I tried Fictional Northfield Product A and found its support helpful.","generationDisclosure":""} Exact source observations. {"observationId":"O1","itemId":"I1","sourceFileId":"f3","sourcePointer":"/observations/0","sourceMode":"Exact JSON observation","evidenceIds [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 |
|----|--------|
|----|--------|

| ID | Result                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| I1 | <p>Item. I1 Decision. Prepare for release Result. Customer decision draft prepared Draft text. Documented testimonial provenance investigation. 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","originalTestimonialText":"I trie [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. Declared human origin 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.

Documented testimonial provenance investigation. 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","originalTestimonialText":"I tried Fictional Northfield Product A and found its support helpful.","experienceProduct":"FICTIONAL-PRODUCT-A","experienceOn":"2026-10-01","createdOn":"2026-10-02","originDeclaration":"Declared human origin","generationRecordRef":"","personAuthorization":"Source-supported permission","investigationState":"Reviewed","investigationReason":"Fictional supplied origin and experience records were reviewed. Identity is not independently verified."}]
```

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 | 525   | 255bd2acd404da45bfcde78733468fc432e8e784f1b45ea63d5c9d2faf918a84 |

## 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 |
|--------|-----------|------|------|
|--------|-----------|------|------|

| 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 claimed consumer experience with supplied experience, creation, authorization and generation records. Flag contradictions between generated origin and presentation as an actual consumer, wrong products and creation before experience. Compare duplicate exact text across distinct presented people. Never infer AI generation, identity or authenticity from writing style or a statistical detector. No automated applicability, authenticity, adequate substantiation or legal approval follows. | October 9, 2026 | <a href="https://www.ftc.gov/business-guidance/resources/consumer-reviews-testimonials-rule-questions-answers">https://www.ftc.gov/business-guidance/resources/consumer-reviews-testimonials-rule-questions-answers</a> |