


# EXHIBIT 2

CV 10-01321 EMC  
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Real people. Real reviews.®

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## Content Guidelines

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### General Guidelines

Yelp allows users to contribute different kinds of content, including reviews, photos, events, private messages, and more. Playing nice isn't rocket science, but just in case, we've put together these general guidelines. Please also read the guidelines below for specific types of content that you might contribute to the site.

- **Inappropriate content:** Colorful language and imagery is fine, but there's no need for threats, harassment, lewdness, hate speech, and other displays of bigotry.
- **Promotional content:** Unless you're using your Business Owners Account to add content to your business's profile page, we generally frown upon promotional content. Let's keep the site useful for consumers and not overrun with commercial noise from every user.
- **Find the right forum:** Please make sure your contributions are relevant and appropriate to the forum. For example, reviews aren't the place for random rants about a business's employment practices, political ideologies, or other matters that don't address the core of the consumer experience. Some things are better addressed in other forums.
- **Privacy:** Don't publicize other people's private information. While some businesses may be identified by the people behind them (e.g., real estate agents, doctors, etc.), you should generally avoid posting other people's full names, personal phone numbers and email addresses — and avoid uploading close-ups of other people without their permission.
- **Intellectual property:** Don't swipe content from other sites or users. You're a smart cookie, so write your own reviews and take your own photos, please!

### Additional Guidelines [Collapse All](#)

#### ▼ Review Guidelines

The best reviews are passionate and personal. They offer a rich narrative, a wealth of detail, and a helpful tip or two for other consumers. Here are some additional thoughts for conscientious reviewers.

- **Personal experience:** We want to hear about your firsthand consumer experience, not what you heard from your co-worker or significant other. Try to tell your own story without resorting to broad generalizations and conclusory allegations.
- **Accuracy:** Make sure your review is factually correct. Feel free to air your opinions, but don't exaggerate or misrepresent your experience. We don't take sides when it comes to factual disputes, so we expect you to stand behind your review.
- **Conflicts of interest:** Your reviews should be unbiased and objective. For example, businesses and their employees shouldn't write reviews about themselves or their competitors.
- **Review updates:** Review updates should reflect a new experience or interaction with the business. Don't tell the same old story you've already told.

#### ▼ Photo Guidelines

A picture is worth a thousand words. You can upload photos to your personal account and any business listing. The best business photos reflect the typical consumer experience (e.g., what the business looks like, what the business offers, etc.). Photos and captions that reflect your personal experience are better uploaded to your personal account.

#### ▼ User Profile Guidelines

Don't be shy — use your account profile to let people know who you are and what makes you tick. Users want to read reviews from people they know and trust (not those with profiles that are empty or laced with inappropriate content).

#### ▼ Talk Guidelines

Talk is a place for fun, open, and honest conversations about what's going on in your community. While it's easy to engage and post on Talk, take care with what you post since you can't subsequently delete it. A dash of common sense goes a long way. And since user trust and transparency are important to us, anonymous users who are disruptive to the community will probably be dealt with more sternly than those who stand behind their words.

#### ▼ Messaging Guidelines

Yelp has a handy messaging feature to keep you connected with your fellow yelpers. First off, please don't use this feature to harass other users or send other inappropriate content. Second, user accounts are for personal, non-commercial use only. Business owners should message reviewers using their free Business Owners Account. In order to do so, we ask that they upload a clear photo of themselves to help personalize their message.

#### ▼ Event Guidelines

Heard about a great event in the neighborhood? Great! Post it to the Events tab on Yelp. Please don't use Events to post your recurring promotional announcements and sales. We also like to keep the content fresh, so please don't post events more than 6 months in advance.

#### ▼ Offer and Announcement Guidelines (for Business Owners)

You can use this feature to tell your customers about events being hosted by your business, special offers and promotions, and other news about your business (e.g. a new menu or location). Please don't use the feature to disparage other businesses, users or Yelp; request or solicit reviews from users; or respond to user reviews.

#### ▼ Public Comment Guidelines (for Business Owners)

Private messaging is often the best way to resolve a dispute with an unhappy customer, but business owners can also address issues publicly by posting a public comment. As with private messaging, we ask that business owners upload a clear photo of themselves to help personalize their message. Don't use public comments to launch personal attacks, advertise, or offer an incentive to change a review.

▼ Video Guidelines (for Business Owners)

Videos are a great way for businesses to promote themselves. Be as creative as you can, but please keep it clean. We're not big fans of imagery showing violence, drug use, nudity, near nudity, or suggestive acts. Also, please don't use your video to disparage other businesses, users or Yelp; request or solicit reviews from users; or respond to user reviews.

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