

VIRGINIA:

IN THE CIRCUIT COURT FOR THE CITY OF ALEXANDRIA

HADEED CARPET CLEANING,)
INC.)
3206 Duke St.,)
Alexandria, VA 22314)

Plaintiff,)

v.)

Case No. 12003401

JOHN DOE #1)
Whereabouts unknown)

JOHN DOE #2)
Whereabouts unknown)

JOHN DOE COMPANY)
Whereabouts Unknown)

Defendant.)

FILED
CLERK OF COURTS
CITY OF ALEXANDRIA
2012 JUL -2 P 3:51
EDWARD SEMONIAN, CLERK
BY
DEPUTY CLERK

COMPLAINT

COMES NOW, Hadeed Carpet Cleaning, Inc. ("Hadeed Carpet"), by counsel, to demand judgment against the Defendants, John Doe #1, John Doe #2 and John Doe Company, and states as follows:

The Parties

1. Hadeed Carpet Cleaning, Inc. is a Virginia corporation doing business in the City of Alexandria, Virginia.
2. John Doe#1, John Doe #2 and John Doe Corporation are unknown persons or entities whose whereabouts are unknown. The Defendants have falsely represented themselves to the public as customers of Hadeed Carpet through the website known as www.yelp.com.

3. Yelp! Inc. is a Delaware corporation with its principal place of business in California. ("Yelp"). It operates www.yelp.com, a social networking, user review and local search web site, with approximately 54 million unique visitors.
4. As one example of what a user can do on www.yelp.com, any person with internet access can perform an internet search that allows the user to view reports of alleged consumers regarding their experience with a particular business.
5. As of June 29, 2012, Yelp maintains two files that relate to Hadeed Carpet on www.yelp.com: Hadeed Rug Cleaning and Hadeed Oriental Rug Cleaning. A true and accurate copy of the search for Hadeed Carpet is attached as Exhibit 1.
6. A true and accurate copy of the screenshot of the file that relates to Hadeed Rug Cleaning is attached as Exhibit 2 hereto.
7. A true and accurate copy of the screenshot of the file that relates to Hadeed Oriental Rug Cleaning is attached as Exhibit 3 hereto.
8. As part of their business support package, Yelp offers advice to businesses on how to respond to customer reviews. A copy of Yelp's advice, as of June 29, 2012, is attached as Exhibit 4 hereto.
9. Yelp's advice as to how to deal with a negative customer review is attached as Exhibit 5 hereto.
10. However, the main difficulty for a business in dealing with a negative review is that Yelp will not release the name of the alleged customer.
11. Between December 2011 and April 2012, Hadeed Carpet experienced a rash of negative reviews on Yelp.

12. Hadeed Carpet first attempted to work with Yelp in trying to respond to the negative reviews. That effort failed. Then, Hadeed Carpet conducted an independent investigation to attempt to match negative reviews with the customers on the Hadeed Carpet customer database. However, Hadeed Carpet determined that it simply had no record that the negative reviewers were ever actually Hadeed Carpet customers.

13. On June 5, 2012, Hadeed Carpet, by counsel, emailed a list of alleged customers who had submitted negative reviews that Yelp had published and requested the identity of these alleged customers. A copy of the email is attached as Exhibit 6 hereto.

14. On June 6, 2012, Yelp responded and refused to disclose the identities of the alleged customers citing its privacy policy. A copy of Yelp's privacy policy is attached as Exhibit 7.

15. As of June 29, 2012, Yelp's privacy policy states that it has informed all users of the following:

- a. to use Yelp, a user must register by providing their full name, gender, birth date and email address,
- b. the user's reviews will appear to the public,
- c. if a user purchases anything through Yelp's site, they must provide credit card information, which Yelp will store,
- d. Yelp tracks each user's location.
- f. Yelp collects and stores information regarding each user's activities, such as their use of Yelp's site and their interaction with others on the site.
- g. Yelp will place tracking devices, known as "cookies" on the user's computers.
- h. Yelp will allow its advertisers to place cookies on the user's computers.
- i. Yelp will collect information about your use of Facebook and Twitter.

j. Yelp will retain user data for five years.

k. Yelp will provide user data to others to comply with legal process served on Yelp.

16. The negative reviews are false and defamatory. For example, user "Bob G." from Oakton allegedly relates how he was in a desperate need of emergency carpet cleaning and was ripped off. User "Chris H." from Washington reported that his precious rugs were shrunk. User "JS." from Falls Church reports that he was charged for work never performed. User "YB." from Fairfax reports that unauthorized work was performed and his rug was stained. One user, "Aris P." from Haddonfield, N.J. reports that the price was double the quote and that Hadeed Carpet was once bankrupt. Many of the negative reviews report that the price was double what was charged.

17. Not only was Hadeed Carpet unable to find any evidence that the negative reviewers were ever Hadeed Carpet customers, but many of the negative reviewers use the same theme. For example, negative reviewers Bob G., YB., and Aris P. use the theme that Hadeed Carpet doubled the price. Negative reviewers Bob G., Chris H., MP., Mike M., and Aris P. criticize Hadeed Carpet's advertising.

18. Finally, while Aris P. complains from Haddonfield, N.J, Hadeed Carpet does no business in that location.

**COUNT I: DEFAMATION
(All Defendants)**

19. Plaintiff re-alleges and incorporates by reference all preceding paragraphs of the Complaint herein.

20. Upon information and belief, John Doe #1, John Doe #2 and John Doe Company have falsely represented himself or themselves as customers of Hadeed Carpet in order to write negative reviews on www.yelp.com.

21. The negative reviews were published by Yelp and were shown to the general public.

22. The statements were not opinions because the Defendants represent themselves as Hadeed Carpet customers, when in fact, they are not. Moreover, they represented that they received poor service, when in fact, they had not received any.

23. The Defendants made these statements knowing them to be false.

24. The negative reviews proximately caused damage to Hadeed Carpet's reputation.

WHEREFORE, Hadeed Carpet, by counsel, prays that this Court:

A. Grant judgment in favor of Plaintiff; and

B. Award Plaintiff compensatory damages in the amount of \$100,000, or such other amount as may be determined at trial; and

C. Award Plaintiff punitive damages in the amount of \$350,000, or such other amount as may be determined at trial; and

D. Award Plaintiff any further relief that this Court deems just and proper.

**COUNT II: CONSPIRACY TO DEFAME UNDER VA. CODE SEC. 18.2-500
(All Defendants)**

25. Plaintiff re-alleges and re-incorporates by reference all preceding paragraphs of the Complaint.

26. In writing the negative reviews, the Defendants acted together for the purpose of willfully and maliciously injuring Hadeed Carpet's reputation.

27. The Defendants by their actions caused damage to Hadeed Carpet and its reputation.

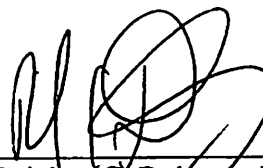
WHEREFORE, Hadeed Carpet, by counsel, prays that this Court:

A. Grant judgment in favor of Plaintiff; and

- B. Award Plaintiff compensatory damages in the amount of \$100,000, or such other amount to be determined at trial, to be trebled to \$300,000, or such other amount as may be determined at trial; and
- C. Award the Plaintiff punitive damages in the amount of \$350,000, or such other amount as may be determined at trial; and
- D. Award a permanent injunction to restrain the Defendants from making further defamatory statements;
- E. Award the Plaintiff's attorney's fees and costs.
- F. Award Plaintiff any further relief that this Court deems just and proper.

Respectfully Submitted,

HADEED CARPET CLEANING, INC.
By Counsel



Raighne C. Delaney, VSB No. 38787
Bean, Kinney & Korman, P.C.
2300 Wilson Blvd.
Seventh Floor
Arlington, VA 22201
(703) 525-4000
(703) 525-2207 [fax]
rdelaney@beankinney.com
Counsel for Plaintiff



hadeed carpet Arlington

1 to 7 of 7 - Results per page: 10

Did you mean: hayes carpet

Show Filters



1. Hadeed Rug Cleaning
Categories: Carpet Cleaning, Carpeting

4 reviews
Serving Arlington and the Surrounding Area
(703) 836-1111

The folks at Hadeed Carpet Cleaning not only do a fantastic job but their customer service is second to none. Their pricing is more than competitive and they guaranteed their work. I can't say enough about the company



2. Beto's Carpet Cleaning
Category: Carpet Cleaning

25 reviews
Serving Arlington and the Surrounding Area
(703) 585-2738

Love them! Arrived on time (same day) and did a great job cleaning my carpet using just water. The water was dark brown so the carpet was cleaned well. It felt like new!



3. Hadeed Oriental Rug Cleaning
Category: Carpet Cleaning
Neighborhood: Tenleytown

2 reviews
4918 Wisconsin Ave
Washington, DC 20016
(202) 678-1111

After Hadeed clean and repaired my 9.9 x 6.7 Heriz rug, everyone noticed how nice it looked. This place will try to up sell you on protective rubber strips along the edges. I'm not sure it was worth it, and it began



4. Professional Heavy Duty Cleaning Service
Category: Home Cleaning

2 reviews
Serving Arlington and the Surrounding Area
(301) 613-8974

paint cleaning and repairing old bad wooden trim repainted and put in new shutters on the windows. Very detailed oriented, efficient and they left no stone unturned. They also do all kinds of handy man services and ...



5. Archstone Newport Village
Categories: Apartments, Property Management

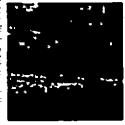
8 reviews
4757 W Braddock Rd
Alexandria, VA 22311
(864) 365-2611

were leaving, we actually had a mouse die of old age on the carpet. It slowly walked across the carpet and died in a corner! EVERY wall had cracks in the ceiling. The maintenance folk said that it was the building

6. Ruth's Chris Steak House
Category: Steakhouses

98 reviews





2231 Crystal Dr
Arlington, VA 22202
(703) 979-7275



feels more like a chain hotel restaurant and not a classic Ruth's. The carpet is an eyesore and I didn't care for the layout. The service is great as is the food. My wine was served in a dirty/spotty glass, but it



7. Urbana

Category: Italian
Neighborhood: Dupont Circle

379 reviews



Washington, DC 20037
(202) 956-6650

door was effective in keeping out the noise from the rest of the restaurant, but when closed it was hotter than hades inside, WAY too warm. Wait staff here though is very nice as is all the others. I got plenty

1 to 7 of 7

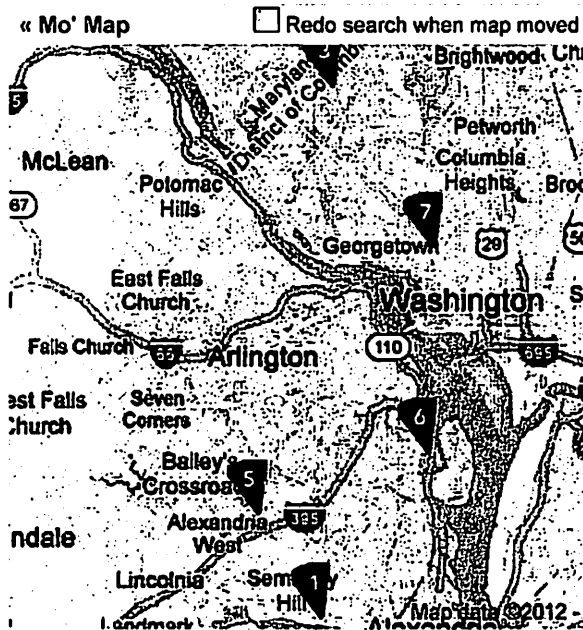
Did you mean: hayes carpet

Got search feedback? Help us improve.

Not here? Tell us what we're missing.

Add A Business

If the business you're looking for isn't here, add it!







Hadeed Rug Cleaning

4 reviews

Categories: Carpet Cleaning, Carpeting

3240 Duke St
Alexandria, VA 22314
Serving Alexandria and surrounding area

(703) 836-1111
<http://www.hadeedcarpet.com>



Hours:
Mon-Sat 7 am - 7 pm

Accepts Credit Cards: Yes

Yelp Sponsor

4 reviews for Hadeed Rug Cleaning

4 reviews in English



Laurie G.
Springfield, VA

2/9/2012

MAGICIANS. I inherited 5 area rugs from an eccentric friend whose animals abused the carpets. One of the carpets had a big hole chewed through it, probably by one of her goats. They stank to high heavens. They were so bad that I was keeping them in plastic bags, but I knew they were of good quality and worth trying to save.

Hadeed not only got them clean and removed the foul, foul odors, they repaired that big hole so well that I can't even tell where it was -- even when I turn the rug over, I can't see the difference. I wish I'd taken pictures.

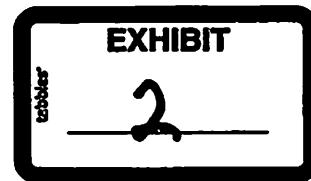
They didn't work for free -- I paid quite a bit for this, but it was worth every penny.
They did give me a nice discount since I brought in so many at once.
After reading some of these reviews, I'm glad I was in no hurry to get my rugs back!!



Bill C.
FAIRFAX STA, VA

3/7/2012

The folks at Hadeed Carpet Cleaning not only do a fantastic job but their customer service is second to none. Their pricing is more than competitive and they guaranteed their work. I can't say enough about the company and their employees. Thank you for doing such great work in my home and for giving me an honest fair price.





Scott J.
Reston, VA

4/21/2011

Very disappointed with Hadeed Rug Cleaning. I choose them as they are very active in the community and donate to equipment for the annual coat drive. So I wanted to give them back some of what they give to the citizens of Fairfax



I called and got a telephone estimate to clean my rug. The price was a little higher than what I paid in the past...but they seem like good people based on their activism. Hadeed pick up the rug and I get a call to set up a delivery time to return the rug and they needed payment. 130.00 MORE than what they quoted.

Pissing contest ensues and they basically are holding my rug hostage. After several phone calls and speaking with the manager he said he would take 50% off. NOOOOO you jerk you quoted a price when you picked it up so NOOOOO your not going to stick me up for 65.00 bucks!

After TWO weeks we came to terms and they held me up for 40.00 over the quote.

What did I do wrong? Should have got the quote in writing and checked YELP. Based on what I am now reading they are shady and price gouge after they take the rug.

So get the rug back and it was clean, but not better than in the past. On a positive note, they did do a very good job on the fringe it is white again and it had been fading some what.

Never ever use them, if you do - get the quote in writing and check the fine print too - I would never trust them I am sure they have some funky wording that they can charge more...otherwise how in the world would they be able to be so consistent in up-charging?



Joseph F.
Vienna, VA

7/28/2010

My mover JK Moving and Storage recommended Hadeed Rug Cleaning Company. So my wife called for a quick quote for a machine made rug for \$59 and then ordered the carpet to be picked up. I was told that the cleaning would cost \$72 when it was picked up by Hadeed. The amount was higher because it is a hand made rug, not a machine rug. So I was fine with that verbal quote. Then before the rug was to be delivered I was told that the cost would be \$120! The manager explained that the company doesn't have the time to call customers for permission to proceed if the quote comes in higher at the plant versus in my house. The manager lowered the price to \$102 after I objected.

All in all, the rug looks great, and I don't fault Hadeed for its work. The business process there is a little weak. The quote should have been made in writing. I recommend Hadeed but get the quote in writing!

(62 Filtered)

About This Business *Provided by business*

Specialties

We hand washes every oriental carpet we receive. We know how much your oriental carpet means to you and we take care of it as if it were our very own. We also offer free pick up and delivery. Our expert craftsmen can repair and restore any damage, fading or stains to make your Oriental Rug look as good as new. We also offer professional wall-to-wall steam cleaning services.

History

Established in 1955

Since 1955, we have been a family owned and operated business.

Meet the Business Owner: Joe H.



Joe inherited his love for Oriental Rugs from his father, who started the business out of the family home in 1955. This passion for the beauty and care of Oriental Rugs has helped Hadeed Carpet to grow into one of the country's largest rug cleaning operations - without losing the personal touch that can only come from someone who is intimately involved in the day-to-day operations. Joe, and his brother Mike, are always available to talk to you about your rugs and how to best care for them. Feel free to email Joe at johadeed@hadeedcarpet.com with any questions or concerns.

Hadeed Rug Cleaning Also Recommends

Hadeed Oriental Rug Cleaning

4918 Wisconsin Ave
Washington, DC 20016
Category: Carpet Cleaning

"This is our new DC showroom."

[Flag as inappropriate](#)

Best of Yelp: Alexandria - Carpet Cleaning

[See More](#)



Beto's Carpet Cleaning
★★★★★



ACS-Ayoub Carpet Service
★★★★★



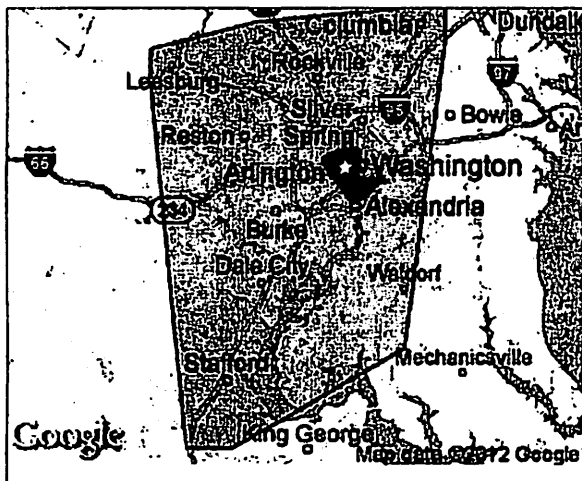
Royal Touch Carpet Care
★★★★★



Superior Fabric Cleaners
★★★★★



Renaissance Carpet...
★★★★★



People Who Viewed This Also Viewed...



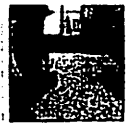
Hadeed Oriental Rug Cleaning
2 reviews
Neighborhood: Tenleytown



ACS-Ayoub Carpet Service
11 reviews
"...but pleasant to deal with, excellent for Oriental Rugs."



Royal Touch Carpet Care
18 reviews
"He made it look like brand new carpet."



Beto's Carpet Cleaning
24 reviews
"...job cleaning my carpets and his prices are very reasonable."



Ayoub N & H Carpet & Rugs
5 reviews
Kensington, MD

People Viewed This After Searching For...

Hadeed Carpet Alexandria

Oriental Rug Cleaning Alexandria

Carpet Cleaning Service Alexandria



Hadeed Oriental Rug Cleaning

☆☆☆☆ 2 reviews

Category: Carpet Cleaning

4918 Wisconsin Ave
(between N Ellicott St & N 42nd St)
Washington, DC 20016
Neighborhood: Tenleytown

(202) 678-1111
<http://www.hadeedcarpet.com>

Nearest Transit:
Tenleytown Metro Station (Red)

Accepts Credit Cards: Yes

Hours:
Mon-Fri 8 am - 6 pm
Sat 8 am - 5 pm



2 reviews for Hadeed Oriental Rug Cleaning

2 reviews in English



C D.
Oakton, VA

☆☆☆☆☆ 6/13/2012

We had our heat and air ducts cleaned by Rashid and Saleh. They did a much better job than the previous company we had used. They were pleasant and efficient and helped take care of some problems we found. They also steam cleaned our wall to wall and it looks brand new. They took 6 orientals to be cleaned. We have used them before and always have been very pleased.



Sam B.
Washington, DC

☆☆☆☆ 9/4/2011

After Hadeed clean and repaired my 9.9 x 6.7 Heriz rug, everyone noticed how nice it looked. This place will try to up sell you on protective rubber strips along the edges. I'm not sure it was worth it, and it began to warp slightly after a month. They wanted about \$85 to appraise it's value.

(6 Filtered)

Best of Yelp: Washington, DC - Carpet Cleaning



See More



ACS-Ayoub Carpet Service



Superior Fabric Cleaners



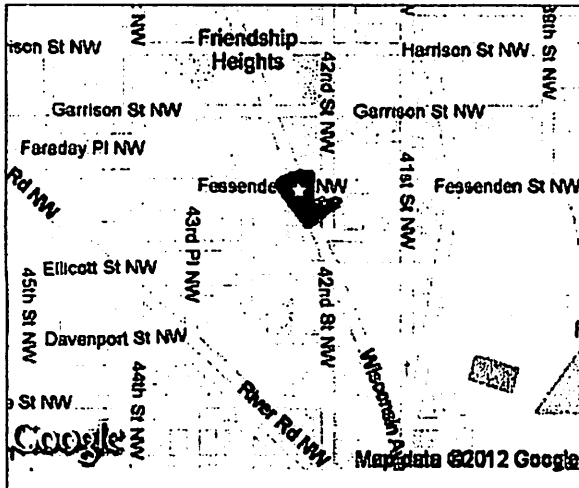
Excellent Carpet Cleaning



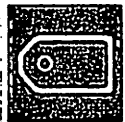
Renaissance Carpet...



Jiffy Maids



Deals Nearby

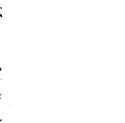


\$100 for \$150 Deal
Renaissance Carpet Cleaners
Fort Washington, MD



\$120 for \$160 Deal
Oxi Fresh
Alexandria, VA

People Who Viewed This Also Viewed...



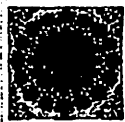
Manoukian Brothers Oriental Rugs
6 reviews
"And a great place to get your rugs cleaned and cared for."



Ayoub N & H Carpet & Rugs
5 reviews
Kensington, MD



ACS-Ayoub Carpet Service
11 reviews
"...but pleasant to deal with, excellent for Oriental Rugs."



Jahann & Sons Persian Rugs
2 reviews
Kensington, MD

Royal Touch Carpet Care
19 reviews



"He made it look like brand new carpet."

People Viewed This After Searching For...

Hadeed Carpet Washington, DC

Yelp for Business Owners

Support Center

Responding to Reviews

Responding to reviews is a great way to learn from and build goodwill with one of your most vocal customers. Yelp allows businesses to respond publicly and privately to user reviews.

However, contacting reviewers should be approached with care; internet messaging is a blunt tool and sometimes good intentions come across badly. We've put together some examples to help you get this balance right.

Keep these three things in mind as you're crafting a message to your customer:

1. Your reviewers are your paying customers
2. Your reviewers are human beings with (sometimes unpredictable) feelings and sensitivities
3. Your reviewers are vocal and opinionated (otherwise they would not be writing reviews!)



Yelp requires business account users to upload a real photo before messaging customers in order to make the message personal. Photos should clearly show your face (no sunglasses please) and not include too many people.

Responding to a positive review

Responding to a negative review

Responding publicly



Yelp for Business Owners

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Responding to a positive review

Responding to a negative review

This is hard. Before responding to a negative review, take a deep breath and think very carefully about what you are going to write. Or even better, don't think too much; just keep it simple by thanking your customer for the patronage and feedback.

Negative reviews can feel like a punch in the gut. We care deeply about our business too, and it hurts when someone says bad things about our business. For you founders and sole proprietors out there, a negative review can even feel like a personal attack.

The good news is that by contacting your reviewer and establishing a genuine human relationship, you have a chance to help the situation and maybe even change this customer's perspective for the better. We've heard lots of success stories from business owners who were polite to their reviewers and were accordingly given a second chance.

But please be very careful here: if your reviewer perceives that you are being rude, condescending or disingenuous in any way, there's a chance he or she could get angry and make the situation even worse. Keep in mind that this is a vocal customer who could well copy and paste your message all over the Web.

So just keep your message simple: thank you for the business and the feedback. If you can be specific about the customer's experience and any changes you may have made as a result, this could go very far in earning trust.

Responding publicly



Raighne Delaney

From: Raighne Delaney
Sent: Tuesday, June 05, 2012 1:17 PM
To: 'feedback@yelp.com'
Subject: RE: Hadeed Rug Cleaning / Yelp
Attachments: Unknown Negative Reviews (00185360).PDF

Attached is a list of unknown negative reviews.

Does this help you?

Raighne C. Delaney



GETTING IT DONE ®

2300 Wilson Blvd., 7th Floor
Arlington, VA 22201
703.284.7272 direct | 703.525.4000 main | 703.525.2207 fax
rdelaney@beankinney.com | [vcard](#) | [bio](#)

From: 'Sierra@ [mailto:Yelp HQ' feedback@yelp.com]
Sent: Tuesday, May 22, 2012 3:10 PM
To: Raighne Delaney
Subject: Hadeed Rug Cleaning / Yelp

MAY 22, 2012 | 12:09PM PDT

Dear Mr. Delaney,

Thank you for contacting us about the listing of Hadeed Rug Cleaning on Yelp.

Unfortunately, we are unable to locate the seven reviews in question with the information that you've provided. Please reply to this message with the names of the reviewers and a link to the business profile so that we can further investigate the issue.

Regards,
Sierra
Yelp User Support
San Francisco, California

Yelp Official Blog | <http://officialblog.yelp.com>
Yelp Frequently Asked Questions | <http://www.yelp.com/faq>
Yelp for Business Owners | <https://biz.yelp.com>

For your reference this is Case #: 742377



Unknown Negative Reviews

After a thorough search, the following reviews were unable to be identified in our system for contact and follow up. Yelp will not share their contact information, so we are left wondering if these are even true customers to begin with.



- 0 friends
- 1 review
- Bob G.
Oakton, VA

4/10/2012

Plan on moving in the very near future so I needed a company that could work on the Saturday before Easter. The first company I spoke to had an additional charge to work on Saturday but the overall price was within reason. Thought I would try Hadeed due to their overwhelming advertising. After I gave the estimator the size of the rooms along with the square footage I was quoted a price. I asked him about the moving of recliners and small tables to clean under them. He said that it would be no problem for the men to handle. When the crew arrived they wanted to see the rooms first. When I commented about doing the carpet under the recliners, coffee and end tables he said moving any furniture would be an additional charge. The quoted price more than doubled. The technician who gave me the estimate said the office estimators were not trained well enough to know what the cost would be and that the technicians were better off estimating in the field. He also wanted to charge me to clean the steps to the upper level and failed to realize that the carpet had just been replaced. We finally agreed on a price that was 50% higher than the estimate. It was too late to schedule someone else. Amazingly both men wore "booties" while working to clean the dirty carpet. However, they neglected to protect the the walls and corners until I asked them to do so. They didn't do anything to protect the hardwood foyer and left water stains along the 16 foot length. I don't think they ever noticed the water on the floor. I've done better carpet cleaning myself with my Bissell Carpet Cleaner. Certainly wouldn't use them again and never recommend them. They should stick to advertising and stay out of the carpet cleaning business!



- 0 friends
- 1 review
- Chris H.
Washington, DC

4/2/2012

BE WARNED!! Hadeed Carpet is dishonest and if I could put no stars, that's what I would do. Frankly, I am very surprised they have been in business as long as they have. I sent my precious Afghan and other rugs to them, all of which they shrunk. When I approached them, they first denied the shrinkage which I have the paperwork to prove. They made me send them back to the plant and had me talk to an "expert" that they recommended who actually told me that it was not likely my carpets could be stretched because of the damage. Then, Hadeed's offer to me was to stretch my carpets since they have suddenly added a new component to their business - restoration.

It seems that every step of the way, they did not take care with my carpets and then finally, to add insult to injury, they offered me a nominal value for the carpets and never refunded me for the cleaning. They put rubber strips on the

carpets without asking me when they were sent back to their factory to be reexamined, even when I had asked them not to do anything to the carpets without consulting me. For an item that appreciates in value and given the fact that they claim to have many years of experience, I was shocked by how they handled my situation which dragged out over many months and feel very taken advantage of. They did not act professionally. This became clearer when I saw how their new ads on the local news/weather has suddenly changed to "Hadeed Cleaning and Restoration" given that they know nothing about restoration!

At your own risk.



- 0 friends
- 1 review
- J.S.
Falls Church, VA

3/20/2012

Do not use this company! They overcharged me for a service that they did not perform and refuse to give me a refund. This is after they have taken my rug twice, promising to make things right by completing the service that I already paid for. I have been given the run around for the last 8 months! Can you believe that? I am going to report them to the better business bureau to try to get my money back for the service that they charged me for and didn't do. This is an awful business and I suggest that no one use them.



- 0 friends
- 16 reviews
- Y.B.
Fairfax, VA

2/28/2012

Final cost was TWICE the price first quoted. Told me they did extra soaking and cleaning without authorization and there's still a stain.

Also, I agree that they won't return my phone calls. Beware, folks.



- 0 friends
- 1 review
- M.P.
Leesburg, VA

12/19/2011

As others have stated - get the price quote in writing before letting them take your rugs! I asked about the deodorizing and was told someone would call me to discuss and give me a price. They called back to say the rugs were done and I owed them more than \$900. I said not so fast I did not give you the go ahead on the deodorizing, only asked for more info. I asked if this priced reflected the 20% off advertised on TV, he said no, but would give me that for a total of \$697.

I will never use them again and advise others to proceed with caution!



- 0 friends
- 5 reviews
- Mike M.
Occoquan, VA

12/14/2011

Wish I had read the other reviews before I contacted these clowns. They did make an appointment in a timely fashion, arrived as scheduled with uniformed crews in a marked truck, but that was the end of the good stuff.

I responded to a 3 room clean for \$89 radio ad. I advised them of my situation 3 bedrooms and a stairway before they came and got confirmation (I thought) for their charges. There was no contract or estimate before they started but when the techs finished in about 35 minutes, I was presented with a bill for \$249. Told them, not the amount quoted, phone calls and back and forth (supposedly "Joe" himself) getting involved but not on the phone. Lots of hype, a mediocre cleaning and a hassle at the end. My carpets are cleaner, but there is a residue on them, a crunch feeling that to me seems like inadequately working equipment to remove all the soap. Local guy did them for \$90 last year, and did a better job; DON'T GO WITH JOE!

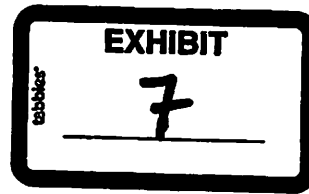
(This one posted under two different names)



- 0 friends
- 3 reviews
- Aris P.
Haddonfield, NJ

4/5/2012

They are liars. I was misquoted and given bad customer service. I called to complain about the price being twice what I was quoted and no one called me to discuss. They also told me that if I didn't pre-pay I couldn't get my rug back. No wonder they were once bankrupt. Their motto is "you stand on it we stand behind it." Yeah, to pull the wool over your eyes. BEWARE !



Privacy Policy

Last Updated on September 21, 2011. To review the previous policy, please click [here](#).



This Privacy Policy describes our policies on the collection, use, and disclosure of your information in connection with your use of our websites, emails, and mobile applications ("Site"). The terms "we", "us", and "Yelp" refer to Yelp Inc., a Delaware corporation. When you use the Site, you consent to our collection, use, and disclosure of your information as described in this Privacy Policy.

I. INFORMATION YOU SUBMIT

We may store the information you submit to or through the Site. We use the information to fulfill your requests, provide Site functionality, improve Site quality, personalize your experience, display relevant advertising, provide customer support, message you, back up our systems, allow for disaster recovery, and comply with legal obligations. Among the information you submit to or through the Site, please note:

- a. **Account Registration:** You must provide a valid email address in order to sign up for an Account on the Site. In addition, you may provide us with your full name, gender, and birth date. When you sign up for a Yelp account, we opt you in to receive emails from other Yelp users, business owners and Yelp by default. You can manage your email preferences and modify some of the information associated with your account here. Note that you cannot opt out of receiving required administrative or legal notices. If you feel that an unauthorized account has been created depicting you or your likeness, you can request its removal here.
- b. **Public Content:** Your reviews, tips, photos, check-ins, message board posts, bookmarks, friends, lists, compliments, account profile (including your first name and last initial, but excluding your other account registration information), and other content you post to the Site are meant for public consumption. We may display this content on the Site, and further distribute it to a wider audience through third party sites and services.
- c. **Contacts:** You can invite your friends to join the Site by providing their contact information, or by allowing us to use your address book from your computer, mobile device, or other sites. If you invite a friend to join and connect with you on the Site, we may use and store your friends' contact information long enough to process your requests.
- d. **Messaging:** If you exchange messages with others through the Site, we may store these messages in order to deliver them and allow you to manage them. If you send information from the Site to your phone via SMS text message, we may log your phone number, phone carrier, and the date and time that the message was processed. Carriers may charge recipients for texts that they receive.
- e. **Credit Card Purchases:** If you purchase business advertising, Deals, or other Yelp products or services online, we may collect and store billing and credit card information. This information will only be shared with third parties who perform tasks required to complete the purchase transaction (such as fulfilling orders and processing credit card payments). When you submit credit card numbers, we encrypt that information using industry standard technology.

For more information on controlling your personal data, please see Sections 4 and 5, below.

II. INFORMATION WE COLLECT

In addition to the information you submit to or through the Site, we also collect and store information from and about you in the course of your use of the Site. We use this information to analyze and track user behavior, personalize your experience, associate it with other information about you, provide the functionality and improve the quality of the Site, and may use it to display relevant advertising. For example:

- a. **Location:** We may collect and store information about your location if you enable your computer or mobile device to send us location information. You may be able to change the settings on your computer or mobile device to prevent it from providing us with such information.
- b. **Activity:** We may collect and store information related to you and your use of the Site, such as your browser type, IP address, unique device identifier, the phone numbers and names of businesses that you call through the Site, requested URL, referring URL, browser language, the pages you view, and the date and time of your visit.
- c. **Yelp Cookies:** We may use cookies, web beacons, local shared objects (sometimes called "flash cookies"), and similar technology in connection with your use of the Site ("Cookies"). Cookies may have unique identifiers, and reside, among other places, on your computer, in emails we send to you, and on our web pages. Cookies may transmit information about you and your use of the Site, such as your browser type, search preferences, data relating to advertisements that have been displayed to you or that you have clicked on, and the date and time of your use. You can disable some (but not all) Cookies in your device or browser settings, but doing so may affect your ability to use the Site. To learn how to manage privacy and storage settings for local shared objects in particular, click [here](#).

III. THIRD PARTIES

We do not rent, share, sell or trade personally identifiable information with third parties for their direct marketing purposes. That said, we work with third parties and they may have access to some of your information:

- a. **Advertising:** We allow third parties who provide advertising services to use Cookies, as defined above, in connection with your use of the Site. As a result, they may collect and store the same type of information and use it for the same type of purposes as described for Yelp Cookies above, and they may be able to associate the information they collect with other information they may have about you. We do not necessarily have access to or control over the Cookies they use. Nevertheless, you may be able to opt-out of some of their practices by visiting the following links: Network Advertising Initiative, Omniture, Aperture, and PrivacyChoice. Please note that opting out does not prevent you from receiving advertisements.
- b. **Service Providers:** We outsource some of our technical and customer support, tracking and reporting functions, quality assurance testing, payment processing functions, and other services to third parties. We may share information from or about you with them so that they can perform their services.
- c. **Aggregate Information:** We may share user information in the aggregate with third parties, such as advertisers and content distributors. For example, we may disclose the number of users that have been exposed to, or clicked on, advertisements.
- d. **Business Transfers:** We may share information from or about you with subsidiaries, joint ventures, or other companies under common control, in which case we will require them to honor this Privacy Policy. If another company acquires Yelp or all or substantially all of our assets, that company will possess the same information, and will assume the rights and obligations with respect to that information as described in this Privacy Policy.
- e. **Investigations:** We may investigate and disclose information from or about you if we have a good faith belief that such investigation or disclosure is (a) reasonably necessary to comply with legal process and law enforcement instructions and orders, such as a search warrant, subpoena, statute, judicial proceeding, or other legal process served on us; (b) helpful to prevent, investigate, or identify possible wrongdoing in connection with the Site; or (c) protect our rights, reputation, property, or that of our users affiliates, or the public.
- f. **Links:** The Site may contain links to unaffiliated third party websites. Except as set forth herein, we do not share your personal information with them, and are not responsible for their privacy practices. We suggest you read the privacy policies on all such third party websites.
- g. **Facebook and Twitter:** If you are logged into Facebook, and you access but are not logged into the Site, we may receive information from Facebook to make it easier for you to create an account on the Site and show you relevant content from your Facebook friends. This information personalizes your experience and helps you create a Yelp account. To learn more about this feature and how to block aspects of it, please click [here](#) and [here](#). You can also connect your Yelp account to your accounts on third party services like Facebook or Twitter, in which case we may collect and store information identifying your account with the third party service. We use the information to help you connect and share public content with your friends and followers. You can manage these settings here.

IV. CONTROLLING YOUR PERSONAL DATA

Other users may be able to identify you, or associate you with your user account if you include personal information in your Public Content. You can reduce the risk of being personally identified by using the Site pseudonymously, though doing so could detract from the credibility of your contributions to the Site. Users can also use the Member Search feature to find one another based on their names or email addresses. You can opt-out of this feature here.

Please also note that the messages you send or receive using the Site are only private to the extent that you and the sender/recipient keep them private. For example, we do not have any control over whether a recipient of one of your personal messages publicly posts it or its contents.

V. DATA RETENTION AND ACCOUNT TERMINATION

The information we obtain from or about you may be processed and stored in the United States of America. We may keep it as long as is permitted or required under the law. If you terminate your account, we will remove your Public Content from the Site, but may retain your data for a period of 5 years (or longer if required by law) in our active systems in order to ensure our ability to satisfy the authorized uses under this Privacy Policy. For example, we may use retained data to prevent, investigate, or identify possible wrongdoing in connection with the Site or to comply with legal obligations. Please note that information may exist in backup storage even after it has been removed from our active databases. You can request that your account be terminated here. When logged into your account, you can remove or edit reviews that you have uploaded to the Site by clicking on the respective links below the review.

We will respond to requests relating to personal data sent from within the European Union according to the procedures mandated by the member state from where the request is sent. You will receive a response to your request within 30 days.

VI. CHILDREN

The Site is intended for general audiences and is not directed to children under 13. We do not knowingly collect personal information from children under 13. If you become aware that a child has provided us with personal information without parental consent, please contact us here. If we become aware that a child under 13 has provided us with personal information without parental consent, we take steps to remove such information and terminate the child's account.

VII. SECURITY

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet or via mobile device, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

VIII. DISPUTE RESOLUTION

If you believe that Yelp has not adhered to this Privacy Policy you may write to the Yelp Privacy Officer at the following address:

Yelp Inc.
Attn: Privacy Officer
706 Mission Street
San Francisco, CA 94103
United States of America
Contact Us

IX. TRUSTE AND SAFE HARBOR ADHERENCE

We have been awarded TRUSTE's Privacy Seal signifying that this Privacy Policy and our privacy practices have been reviewed by TRUSTE for compliance with TRUSTE's program requirements, including transparency, accountability and choice regarding the collection and use of your personal information. TRUSTE's mission, as an independent third party, is to accelerate online trust among consumers and organizations globally through its leading privacy trustmark and innovative trust solutions. TRUSTE's Privacy Seal covers the English-language version of the Site.

a. **Questions:** Please direct your privacy questions here. If you do not receive an adequate response, please contact TRUSTE at http://www.truste.org/consumers/watchdog_complaint.php, by fax at 415-520-3420, or mail at WatchDog Complaints, TRUSTE, 55 2nd Street, Second Floor, San Francisco, CA, USA 94105. TRUSTE will serve as a liaison between you and the Site to resolve your concerns. If you are faxing or mailing TRUSTE to lodge a complaint, you must include the following information: the name of company, the alleged privacy violation, your contact information, and whether you would like the particulars of your complaint shared with the company. For information about TRUSTE or the operation of TRUSTE's dispute resolution process, please visit the TRUSTE website or request this information from TRUSTE at any of the addresses listed above. The TRUSTE dispute resolution process will be conducted in English.

b. **EU Safe Harbor:** We participate in the EU & Swiss Safe Harbor Privacy Frameworks as set forth by the United States Department of Commerce regarding the collection, use, and retention of data from the European Union and Switzerland. Information regarding the U.S.-E.U. & U.S.-Swiss Safe Harbor Framework can be found at <http://export.gov/safeharbor>. As part of our participation in these Safe Harbor Frameworks, we have agreed to TRUSTE dispute resolution for disputes relating to our compliance with the Safe Harbor Privacy Frameworks. If you have any complaints regarding our compliance with the Safe Harbor you should first contact us.

X. MODIFICATIONS TO THIS PRIVACY POLICY

We may revise this Privacy Policy from time to time. The most current version of the Privacy Policy will govern our use of your information and will be located here. If we make material changes to this Privacy Policy, we will notify you by email or by posting a notice on the Site prior to the effective date of the changes. By continuing to access or use the Site after those changes become effective, you agree to be bound by the revised Privacy Policy.

[Previous Privacy Policy](#)