



May 13th, 2018 | Your Account > Who owns my reviews?

- Third-party sites typically retain ownership of review content posted to their sites
- Reviews submitted directly to your landing page are yours forever

Most often, third-party review sites retain the rights to content published about your business on their site. In other words, it's against their terms of service to re-use the reviews published on their site for any other purpose. That's why we only use a short snippet of third-party reviews in our review stream – to remain compliant with their terms of service (ToS).

However, any [reviews you collect directly via our platform](#) (using the **Review Now** button or **Review First** layout) are yours forever. You can do whatever you'd like with them, and they remain yours even if you cancel your account with us (just make sure to save them somewhere else so you don't lose them – we don't hang onto them after you've deleted your account).