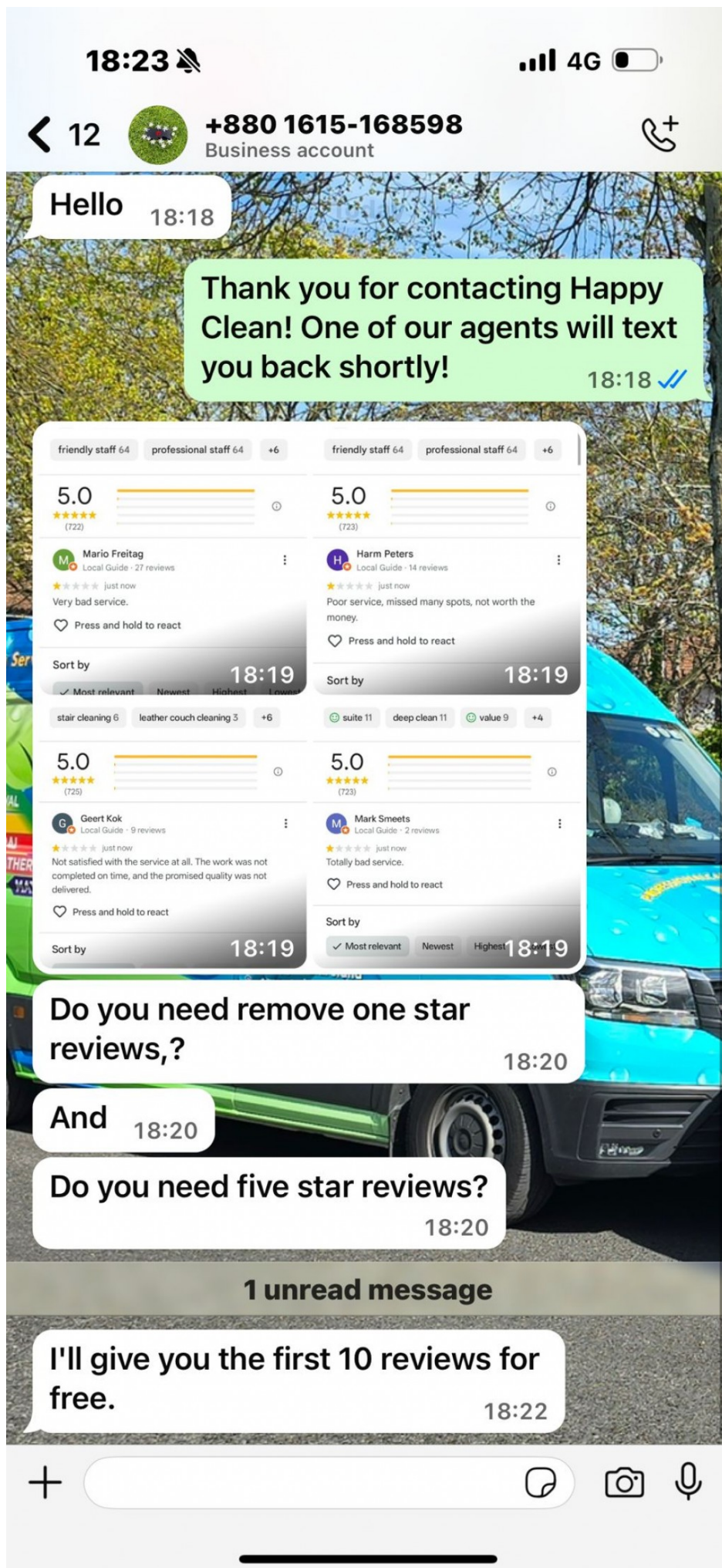


## **Happy Clean Issues Statement on Recent Review Extortion Attempt and Fake 1-Star Ratings**

Happy Clean Dublin reports being targeted by a review extortion scam involving fake 1-star reviews and demands for payment. The company has alerted Google and authorities and reaffirms its commitment to honesty and transparency.



**Dublin, Ireland Aug 21, 2025 (IssueWire.com)** - [Happy Clean](#), a long-established provider of residential and commercial cleaning services in Dublin, has released a public statement in response to a recent [review extortion attempt](#), involving a series of **fraudulent 1-star Google reviews** followed by a direct solicitation offering to remove the reviews for payment.

The incident began earlier this week when Happy Clean's Google Business Profile suddenly received multiple low-star reviews from individuals not listed in the company's client database. The reviews were vague in nature and lacked any verifiable job references or client history.

Shortly after the reviews were posted, the company received a WhatsApp message from an international number, offering to "fix" the problem by removing the negative reviews and replacing them with positive ones—for a fee. The sender also offered "packages" and free trial fake reviews, indicating a coordinated reputation manipulation scheme.

*"We have never seen anything like this before," said Livia, Director at Happy Clean. "We've built our business over the last decade on trust, and our online reputation is a reflection of years of honest work. This attempt to coerce payment in exchange for fake reviews is deeply unethical and illegal".*

Happy Clean immediately reported the reviews and the associated WhatsApp number to Google and the relevant consumer protection authorities. The company has also publicly responded to each review on its Google profile, stating that there is no record of the reviewers as clients and that the feedback appears to be fraudulent.

Screenshots of the exchange and the reviews were documented and shared with law enforcement and Google's support team. The extortion message, sent via WhatsApp, offered to manipulate online review ratings and restore the company's 5-star average in exchange for undisclosed sums.

*"This is not just about us," Livia added. "It's about protecting consumers and local businesses from digital blackmail. If left unchecked, this kind of manipulation undermines public trust in all online reviews".*

Happy Clean has long been recognised as one of Dublin's most reputable cleaning services, known for its transparent operations and verified customer feedback. The company has recently been awarded "Most Trusted Carpet Cleaning Services 2025 – Dublin" by EU Irish Enterprise Awards, a recognition based on independent research and client trust.

Review extortion—where third parties post fake reviews to damage a company's reputation and then demand payment to reverse the damage—is a growing concern for small businesses worldwide. While review platforms like Google offer reporting tools, incidents like this highlight the need for stronger verification and response systems.

To support transparency, Happy Clean has also [released a video statement](#) on its YouTube channel, outlining the incident and calling for increased awareness about review manipulation schemes targeting local cleaning businesses.

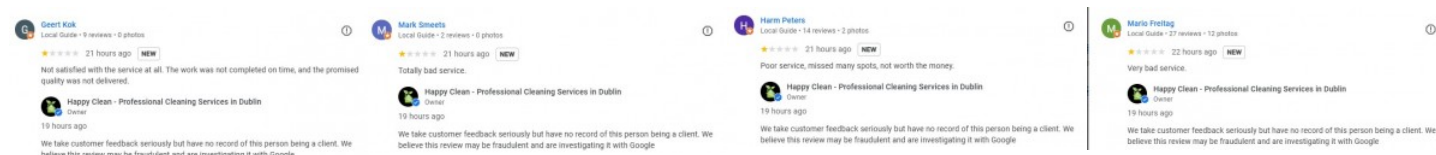
Customers who have previously used Happy Clean's services are encouraged to post genuine reviews to help counter fraudulent activity. The company reiterates that it has **never paid for positive reviews** and will not participate in any unethical practices that misrepresent its reputation.

*"We would rather keep a 4.9 rating made up of real, honest customer experiences than inflate it with bought opinions,"* said Livia. *"Our integrity is not for sale".*

The company has called on the public to report suspicious reviews or messages involving extortion attempts and has committed to continued transparency with clients and stakeholders as the investigation proceeds.

## About Happy Clean

Happy Clean is a **professional cleaning company based in Dublin**, Ireland, offering a wide range of services including residential, commercial, carpet, and post-construction cleaning. Founded in 2013, the company has built a strong reputation for reliability, professionalism, and ethical business practices. Happy Clean is committed to client satisfaction and has been recognized as a leading cleaning service provider in Dublin.



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