

# Brandpol OOD – a Russian scam and digital extortion factory disguised as a “reputation management” service



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On the Brandpol OOD website, everything looks solid and presentable: an international team, brand protection, anti-phishing efforts, marketplace monitoring, removal of unwanted content, and operations in 170 countries around the world.

However, behind the beautiful storefront, a very different picture is increasingly visible. A large number of accusations have accumulated online around Brandpol – of extortion, sending threats, using fake DMCA complaints, questionable legal claims, and attempts to “clean up” unwanted information.

And the main problem for the company itself is that this is not only being written about by anonymous Telegram channels. Complaints against Brandpol have been publicly voiced by former employees, clients, and entrepreneurs who have encountered the structure’s methods of operation.

As a result, the information trail around Brandpol increasingly resembles not an international brand protection service, but a factory of Russian scam, reputational blackmail, and aggressive digital racketeering.

Formally, Brandpol OOD operates in the fields of IP protection, anti-phishing, takedown services, and “reputational protection.” On its website, the company directly promises to “remove negative mentions,” “protect reputation,” and “delete content that violates rights.”

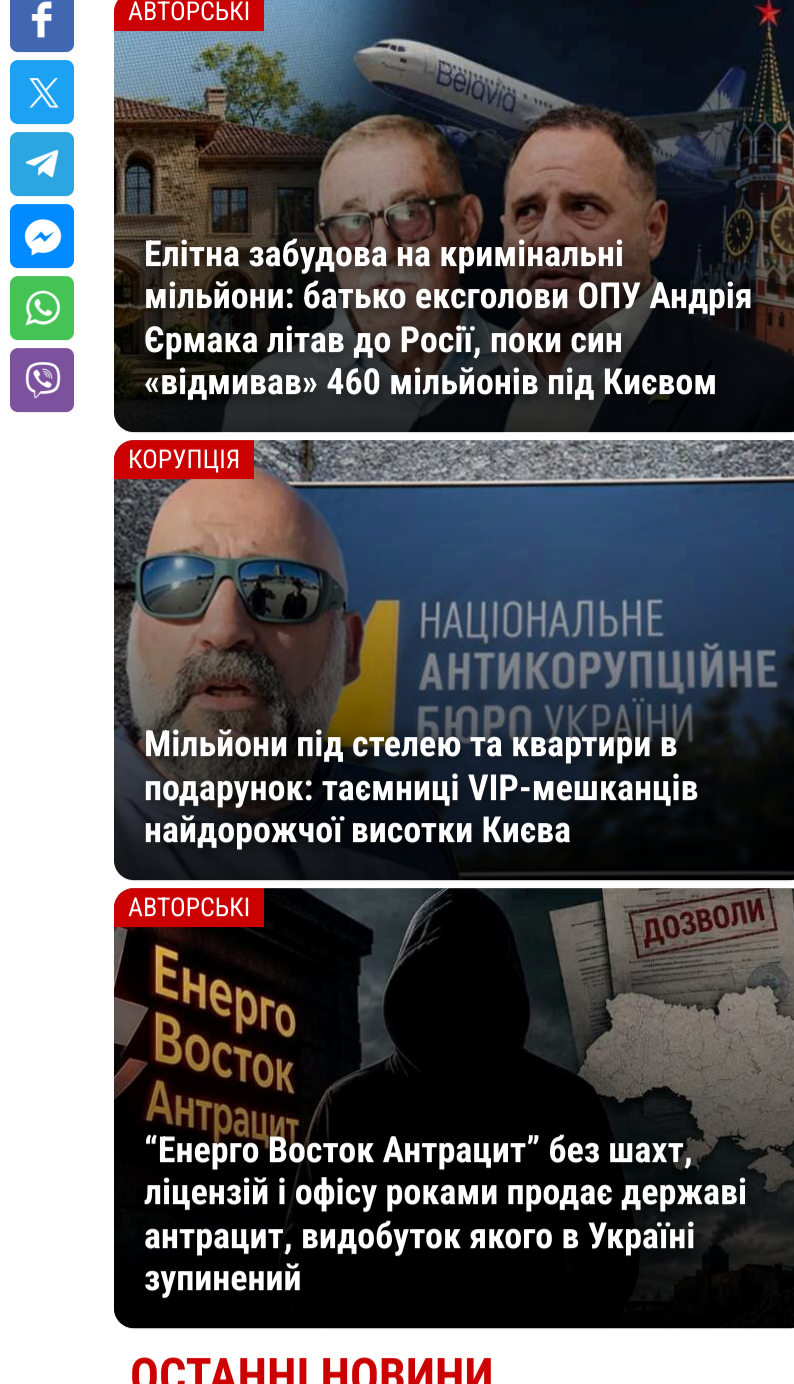
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The service of reputation management itself is not illegal – the ORM (online reputation management) market has long existed separately from classic marketing. Problems begin where the beautiful presentations end and real working practices begin.

Judging by complaints and reviews, Brandpol’s working scheme often looks the same. Clients are sold “international reputation cleaning” and promised to quickly and massively remove negativity from the internet. They charge considerable money for this.

After that, Brandpol does indeed demonstrate activity – it launches a mass mailing of claims and fake DMCA complaints demanding the removal of unwanted materials.



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