

**To: Google UK Ltd**

1-13 St Giles High Street

London, WC2H 8AG

United Kingdom

**To Whom It May Concern,**

**Subject: Formal Complaint Regarding Google Business Profile Verification Process**

I am writing to formally lodge a complaint regarding the ongoing difficulties I have faced while trying to verify my Google Business Profile for my business, **ADHDaptive**. I have followed all required steps, including video verification, and provided necessary documentation to prove the legitimacy of my business. However, my profile has still not been verified.

I am a **sole trader** operating in the UK, where sole traders are not required to register with Companies House. There are approximately **4.3 million sole traders in the UK**, all of whom are legally able to operate their businesses without this formal registration. Yet, I was informed during the verification process that my business could not be verified unless I provided a business registration document, which is only relevant for limited companies. This requirement is **completely unreasonable** and discriminatory against sole traders, effectively forcing small businesses to alter their legal structure just to obtain a Google Business Profile.

For other unrelated business reasons, I have since decided to register ADHDaptive as a limited company. However, the requirement to change my business structure solely to comply with Google's verification guidelines is unjust and creates unnecessary financial and administrative burdens on small businesses like mine. It is crucial to recognize that **forcing sole traders to become limited companies** as a prerequisite for verification discriminates against a large proportion of small businesses in the UK.

Additionally, I must express my deep concern about the way this process has been handled with regard to my disabilities. I live with **ADHD and Autism**, and the verification process has been extremely distressing for me. I found the process discriminatory against individuals with disabilities, as it lacked appropriate accommodations to account for neurodiverse conditions. The repeated attempts at verification, the lack of clear communication, and the barriers placed before me have caused significant anxiety, stress, and emotional distress, severely affecting both my personal wellbeing and my business operations.

Google Business Profiles are essential for visibility and lead generation, and my business heavily relies on this platform for acquiring new clients. The delay in verification has caused a negative impact on my business, and I am deeply concerned about the long-term consequences.

I respectfully request that you review my case and the policies surrounding verification for sole traders. It is unreasonable to impose unnecessary limitations on legitimate businesses, especially when such policies disproportionately affect millions of sole traders across the UK.

Furthermore, I would appreciate it if you could ensure that the verification process is adapted to accommodate individuals with disabilities, making it less stressful and more accessible for people with ADHD, Autism, and other neurodiverse conditions.

I look forward to your prompt response and a resolution to this matter. Please feel free to contact me if you require any further information or documentation from my end.

Thank you for your attention to this important issue.

Yours faithfully,

**Andrew Lambert**

Founder, ADHDaptive

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