

A Simple Way to Confirm Recording Consent

Use this at the beginning of every customer testimonial interview. It takes a few seconds and creates a clear recorded acknowledgment that the customer knows the conversation is being recorded.

USE THIS BEFORE THE INTERVIEW STARTS

“Before we start, I just want to confirm that you know we’re recording this conversation and that you’re okay with us recording it.”

Then stop and wait for a clear “yes.” Do not talk over the customer or rush into the first question. You want the acknowledgment itself captured on the recording.

If the customer sounds uncertain

Clarify that the purpose is to record the testimonial conversation. If they are not comfortable being recorded, do not proceed with the recording.

A slightly fuller version

“Before we get started, I want to make sure you know this conversation is being recorded so we can create your customer testimonial. Are you comfortable with us recording the interview?”

Quick interviewer checklist

- ✓ Tell the customer the conversation is being recorded.
- ✓ Ask for an explicit verbal response.
- ✓ Make sure the response is captured on the recording.
- ✓ Do not assume this verbal confirmation replaces your written testimonial release.
- ✓ Keep the signed or electronic release with the source recording and final testimonial.

Important: Recording consent and permission to use someone’s testimonial in advertising are not necessarily the same issue. Laws vary by jurisdiction and circumstance. This script is a practical starting point, not legal advice. Have qualified legal counsel review the consent and release process used by your business.