ANNEX:

Current Practices from Signatories of the Code		
Subject Area	**Best Practice Principles**	**Links to Policies/Actions**
Advertising Policies	Platforms endeavour to tackle disinformation by pursuing follow the money approaches to disinformation and preventing bad actors from receiving remuneration.	Facebook false news policy Facebook's ads policy Google Policy on misrepresentation Google ads transparency report Twitter Ads Transparency Centre Twitter ads policy Mozilla's Transparency Report
Political advertising policies	Online platforms are developing solutions to increase transparency of political advertising and enable consumers to understand why they are seeing ads. Platforms are also developing tools so that civil society can better understand the political online advertising ecosystem.	Facebook *View Ads* and *Pages Transparency services* Facebook political advertising policy Facebook "Why am I seeing this ad" service Google ad settings for consumers Google political advertising policy Twitter Political Campaigning Policy
Service integrity policies	Platforms endeavour to tackle disinformation by applying policies which limit the abuse of the platform by inauthentic users.	Facebook misrepresentation policy Facebook spam policy Facebook transparency report (about fake

		accounts) Google work on authoritative content YouTube impersonation policy Twitter report on tackling spam and malicious automation Twitter rules on automation and misrepresentation Twitter impersonation policy Twitter Spam policies Twitter inactive account policy Mozilla Conditions of Use Policy
Policies and actions to empower consumers	Platforms endeavour to tackle disinformation by providing users with information, tools and support to empower consumers in their online experience. These measures may also include redress and reporting systems.	Facebook fact-checking partnerships Facebook consumer advice on false news Facebook trusted sources strategy Reporting false news on Facebook Google fact check tools for developers Google ad settings for consumers Twitter user personalisation and data settings Reporting Twitter Ads Mozilla Information and Trust Initiative (MITI) The Mozilla Firefox 'Facebook Containter' extension Mozilla's lightweight Firefox Focus Mozilla's initiative The Coral Project. Mozilla's community participation guidelines
Policies and actions to	Platforms encourage research into disinformation and political advertising including on their platforms.	Facebook Elections Research Council Facebook Social Science One partnership

empower the research community		Datacommons.org project on sharing fact check data Twitter "Do more with data" initiative UN Pulse lab report "Social Media and Forced Displacement: Big Data Analytics & Machine-Learning. EU DisinfoLab's report on Developing a disinformation detection system and sourcing it live – case study of the 2018 Italian elections Twitter external health metric proposal Mozilla Information and Trust Initiative (MITI) Mozilla Fellowship Program Mozilla's Reality Redrawn

Best practices of the advertising industry in the field of brand safety

Reducing the risk of ad misplacement, upholding brand safety and protecting the integrity of digital advertising requires collective actions by all actors involved in buying, selling and facilitating digital advertising. This includes advertisers, advertising agencies, trading desks, advertising platforms, advertising networks, advertising exchanges, sales houses and publishers.

The following are examples of brand safety-related tools and measures that the advertising industry deploys across different channels in order to minimise the risk that advertisements are placed next to content which advertisers do not wish their advertisements to appear alongside. This could include (but is not limited to) hate speech, child pornography, intellectual property infringement activities, radicalised content, content which incites terrorism, contextually inappropriate content (e.g. an advertisement for an airline alongside a news article about a plane crash) or content which does not match the beliefs or values of the advertiser.

Advertising	**Contractual agreements:** All parties in the advertising ecosystem may include specific stipulations in service contracts with their media and/or technology partners related to limiting the exposure of their or their clients' ads next to certain types of content.	
Advertising	**Independent content verification technologies**: Where appropriate, advertising intermediaries, and advertisers, work with third party ad verification companies to ensure that certain brand safety standards are met. These companies verify content via keywords, metadata and URL analysis, among others. These companies can be accredited by industry bodies against industry established principles. Their adherence to these standards is independently audited and certified by cross-industry bodies, such as the Media Rating Council in the United States (MRC), Trustworthy Accountability Group (TAG), Joint Industry Committee for Web Standards in the UK (JICWEBS), Digital Ad Trust in France, and other national cross-industry initiatives.	The Media Rating Council in the (MRC), Trustworthy Accountability Group (TAG), Joint Industry Committee for Web Standards in the UK (JICWEBS), Digital Ad Trust in France
Advertising	**Due diligence in media buying**: Advertisers and/or their agencies may negotiate buy directly from trusted publishers and agree on protective terms and conditions with them. This will depend on the buying model agreed by advertisers.	
Advertising	**Use of blacklists or whitelists**: Some advertising intermediaries and advertisers may require the use of internal blacklists or whitelists, which include	Example of use of blacklists backed by law enforcement: https://bit.ly/2J4NRVZ

	and/or exclude certain websites, URLs, etc. Advertising intermediaries and/or advertisers may contractually require their partners to implement them. It has to be noted that such lists are illegal in certain countries and/or require a law and controlling entity to be set up in other countries. For example, in the UK the advertising industry has worked together to develop a blacklist of illegal websites backed by law enforcement.	
Advertising	**Standards, codes, memorandum of understanding:** The advertising industry adheres to the International Chamber of Commerce (ICC) Code promoting high standards of ethics, and responsible advertising and marketing communications, which includes, for example, provisions on transparency around different types of content. Advertisers and advertising intermediaries are signatories of the Memorandum of Understanding on online advertising and Intellectual property rights (IPR), which aims to minimise placement of ads on websites and apps that infringe IPR on a commercial scale.	Consolidated ICC Code of Advertising and Marketing Communication Practice (ICC Code) Memorandum of Understanding on online advertising and Intellectual property rights (IPR)
Advertising	**Contractual agreements**: All parties in the advertising ecosystem may include specific stipulations in service contracts with their media and/or technology partners related to limiting the exposure of their or their	

	clients' ads next to certain types of content.	
Transparency in digital advertising supply chain	**Ads.txt**: IAB Tech Lab's Ads.txt, which stands for Authorized Digital Sellers, increases transparency in the programmatic advertising ecosystem. By creating a public record of sellers, ads.txt creates greater transparency in the inventory supply chain, and gives publishers control over their inventory in the market, making it harder for bad actors to profit from selling counterfeit inventory across the ecosystem. As publishers adopt ads.txt, buyers are able to more easily identify the Authorized Digital Sellers for a participating publisher, allowing brands to have confidence they are buying authentic publisher inventory.	About ads.txt How to & Help with ads.txt
Transparency, Control and Choice in Digital Advertising Chain	**IAB Europe Transparency and Consent Framework ('Framework')**: The Framework is a global cross-industry effort to help publishers, technology vendors, agencies and advertisers meet the transparency and user choice requirements under the General Data Protection Regulation (GDPR). The Framework has been created to offer flexibility to comply with the law, and provide a means of transmitting signals of consent from a user to third party vendors working with publishers. A registry of	IAB Europe Transparency and Consent Framework Publishers' resources Vendors' resources Consent Management Providers' resources

	vendors has been created as part of the Framework and publishers can use the registry to view which of the vendors they work with are part of it. The Framework enables companies that collect and process data or access consumers' devices to collect and process data to continue to do so and comply with GDPR law.	