EU Code of Practice on Disinformation

The company specified below (the "**Relevant Signatory**") hereby commits to uphold the objectives of the EU Code of Practice on Disinformation.

So as to accomplish the objectives of the Code of Practice in an actual and effective manner, the Relevant Signatory undertakes to comply with the specific commitments it signs on in the following list.

As part of the signature process, the Relevant Signatory further adds the best practices outline to the Annex to the Code of Practice. The implementation schedule of such practices is further detailed in the Roadmap section of this document.

COMMITMENTS

Scrutiny of ad placements

Commitment 1

       a. ✖
       b. ✖
       c. ✖
       d. ✖

Political advertising and issue-based advertising

Commitment 2 ✖
Commitment 3 ✖
Commitment 4 ✖

Integrity of services

Commitment 5 ✖
Commitment 6 ✖

Empowering consumers

Commitment 7 ✖
Commitment 8 ✖
Commitment 9 ✖
Commitment 10 ✖
Commitment 11 ✖

Empowering the research community

Commitment 12 ✖
Commitment 13 ✖

Commitment 14 ✖
Commitment 15 ✖

BEST PRACTICES TO BE ADDED TO THE ANNEX TO THE CODE OF PRACTICE

Current Practices from Signatories of the Code			
Subject Area	**Best Practice Principles**	**Links to Policies/Actions**	**Explanation**
Advertising Policies	Platforms endeavour to tackle disinformation by pursuing follow the money approaches to disinformation and preventing bad actors from receiving remuneration	[LinkedIn Professional Community Policies](#)	LinkedIn's Professional Community Policies outline the activities that are acceptable on the service, and what is inappropriate and may be stopped by LinkedIn.
		[LinkedIn Advertising Policy and LinkedIn User Agreement](#)	LinkedIn's advertising guidelines outlines the restrictions on content for advertising on the platform. LinkedIn's User Agreement is the contract which outlines the policies for use of its service.
		[Microsoft User Agreement](#)	Microsoft's User Agreement outlines the terms and service and enforcement related to activity that is considered fraudulent, false or misleading.
		[Bing Ads policies](#) and overview of [changes to Bing Ads' policies](#)	[Bing Ads policies](#) help advertisers learn what is and is not allowed. The changes to Bing Ads' policies over time globally can be found [here](#).
		[Creative Acceptance Policy](#) and [Native Creative Acceptance Policy](#)	Third party ad platforms must abide by these guidelines for the display and native advertising served across all Microsoft publishers and markets (except for LinkedIn); These ad policies prohibit misleading messaging, content or images, including unsubstantiated claims or endorsements, have the potential to be interpreted as misleading using sensationalized text, as well as messaging/content that is not related to the landing page, or product/service being promoted.

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.	LinkedIn's advertising policy	Political ads are prohibited on LinkedIn, including ads advocating for or against a particular candidate or ballot proposition, or otherwise intended to influence an election outcome.
		Bing Ads policies	Bing Ads' prohibits ads for election related content, political parties and candidates, and ballot measures globally.
Service integrity policies	Platforms endeavour to tackle disinformation by applying policies which limit the abuse of the platform by inauthentic users.	LinkedIn's User Agreement	LinkedIn has and enforces a blanket prohibition on automated activity on the platform.
		LinkedIn Professional Community Policies	LinkedIn's Professional Community Policies include guidelines that prevent impersonation and misrepresentation on the platform.
		Bing News PubHub Guidelines for News Publishers	Bing News' PubHub guidelines for news publishers helps safeguard that the vertical's search and news results are as comprehensive, relevant, balanced and trustworthy as possible. This also includes verification policies for news sites.

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.	Blog post on Microsoft's partnership with NewsGuard	Microsoft is partnering with NewsGuard to provide a free Edge Desktop browser plug-in and an integrated add-on to the Edge mobile apps on iOS and Android. The add-on provides more information to consumers about the quality of the news they consume by automatically flagging news sites with a Red/Green credibility and transparency rating. The ratings are based on nine journalistic criteria—such as whether the site regularly publishes false content, reveals conflicts of interest, discloses financing, or publicly corrects reporting errors. Microsoft does not have any oversight or editorial control over NewsGuard's ratings.
		Reporting of fake news on LinkedIn	LinkedIn prohibits posting content that is intentionally deceptive, including fake news, as outlined in its User Agreement and Professional Community Policies. To help LinkedIn remain a trusted environment for professionals and keep false information off our platform, we have created a way for LinkedIn users (known as "members") to report or "flag" misleading news. LinkedIn members can also report misleading or false content through our Help Center. Whenever a member reports abuse using that channel, a customer service representative will evaluate and take appropriate action.
		Bing and Bing News Fact Checking Feature	Bing and Bing News' Fact Check feature brings more information to users about what they can trust.
		Trust Project	Bing News is part of the Trust Project which is an international consortium of news organizations building standards of transparency and working with technology platforms to affirm and amplify journalism's commitment to transparency, accuracy, inclusion, and fairness so that the public can make informed news choices.
		Microsoft ad settings for users	Microsoft enables users to tailor the ads they are seeing.
		Microsoft privacy dashboard	Microsoft's policies for how and why it collects and use personal data. Users are able to access and manage their personal data through the Microsoft privacy dashboard.

| **Policies and actions to empower the research community** | Platforms encourage research into disinformation and political advertising including on their platforms. | [Microsoft blog post on defending against disinformation](#) | Microsoft provides unrestricted gifts to support academic research initiatives that advance academic thinking on a broad range of societal issues, including on disinformation. This [blog post](#) outlines our support for the University of Oxford's Internet Institute (OII) which focuses on disinformation campaigns targeting democratic processes in Europe. |

ROADMAP FOR IMPLEMENTATION OF RELEVANT BEST PRACTICES

Microsoft is committed to instilling trust and security across the company' products and services and aims to ensure our users have a positive experience on our platforms. While we do not run any of the leading general-purpose social media platforms, and none of our services have been among which are used as the primary vectors for disseminating disinformation, we fully support the objectives of the Code and are committed to working with Signatories and other stakeholders to defend against disinformation as applicable and appropriate to the platforms we operate. Microsoft has therefore signed on to all areas of the code which are relevant to these services as outlined above.

As recognized in the Code, the various Signatories operate differently, with different purposes, technologies and audiences, Microsoft will assess approaches consistent with its products and services to accomplish the spirit of the Code. We recognize our responsibility to ensuring trust in our online ecosystem and look forward to continuing to make progress in Europe following the signing of this code.

Date	**Milestone**	**Description**
May 2019	Microsoft signs the Code of Practice	Microsoft's commitments and press release will be released
May 2019	Microsoft trainings on campaign and election	By May 2019 Microsoft will have completed trainings for around 1,000 people involved in the EU elections, including NGOs, think tanks, candidates and political parties, and election authorities.
May 2019	Publication of the Oxford Internet Institute's EU Election Observatory report	Microsoft is supporting the Oxford Internet Institute's EU Election Observatory report which will outline disinformation campaigns targeting the EU elections.
September 2019	Disinformation white paper	Microsoft will release a more detailed white paper in the fall 2019 which outlines our global

		principles and approach to fighting disinformation across all our platforms and services.
October 2019	Microsoft CoP progress report	Microsoft will measure progress made against the commitments of this code for all our relevant services and products.

REPORTING

The Relevant Signatory will report to the Commission by 1 October 2019 on actions taken up to that date to implement its Code commitments in the EU.

CATEGORY OF SIGNATORY:

COMPANY   ✖

TRADE ASSOCIATION   ☐

ORGANISATION: Microsoft Corporation

REPRESENTED BY: John Frank, Vice President EU Government Affairs

SIGNATURE

SIGNED IN: Brussels   **SIGNED ON:** 22.05.2019