



European
Commission

2022 New Strengthened Code of Practice on Disinformation

June 2022
#DigitalEU

“Opponents of democracy seek to muddy the waters so much that truth and facts become impossible to distinguish from lies and falsehoods, eroding and undermining public trust. I want Europe to protect people from illegal content online and from disinformation, making social media platforms more responsible for the content they host.

Ursula von der Leyen

President of the European Commission – 19 December 2021



OPEN FOR ALL

A wide variety of new players join their efforts to fight disinformation by joining the Code:

- smaller and specialised platforms
- the online advertising industry
- ad-tech companies
- fact-checkers
- stakeholders that have specific expertise or offer solutions to fight disinformation

New signatories are welcome any time.



COVERS NEW MANIPULATIVE BEHAVIOUR

Manipulative behaviours used to spread disinformation evolve, so the Code will now cover a wider range of them, including:

- fake accounts
- bot-driven amplification
- impersonation
- malicious deep fakes



MORE AND BETTER TOOLS FOR USERS

Users are in the frontline against disinformation, new functionalities covered by the Code include tools to:

- flag disinformation
- foster better access to reliable information
- ensure that safe design practices are put in place when platforms develop their systems and policies, to limit the spread of disinformation
- foster media literacy and critical thinking
- be able to appeal decisions made by platforms regarding their content via a transparent appeal mechanism



HAND IN HAND WITH THE DSA

The new Code aims to evolve into a Code of Conduct under the Digital Services Act: it will help to mitigate disinformation risks for Very Large Online Platforms, ensuring strong monitoring and compliance checks.



EU-WIDE FACT-CHECKING

Platforms will consistently use fact-checkers' work to ensure coverage in all EU countries and languages. Fact-checkers are essential and will be rewarded with fair financial contributions for their work.



NO FINANCIAL GAINS FROM DISINFORMATION

Those who spread disinformation should not benefit from advertising revenues. There will be stronger measures put in place to avoid advertising placements next to disinformation and a better cooperation among the online advertising industry.



TRANSPARENT POLITICAL ADVERTISING

Efficient labelling and new transparency obligations (e.g. revealing the sponsor, expenditure, display period) will make political ads easier to recognise.



TRANSPARENCY CENTRE

An easy overview of how the Code's measures are being implemented will be publicly accessible and regularly updated.



TASK FORCE FOR A FUTURE-PROOF CODE

- A permanent Task Force will review and adapt commitments in view of technological, societal, market and legislative developments.
- Representatives of signatories, regulators, the European Digital Media Observatory and the European External Action Service will take part in the Task Force, chaired by the Commission.

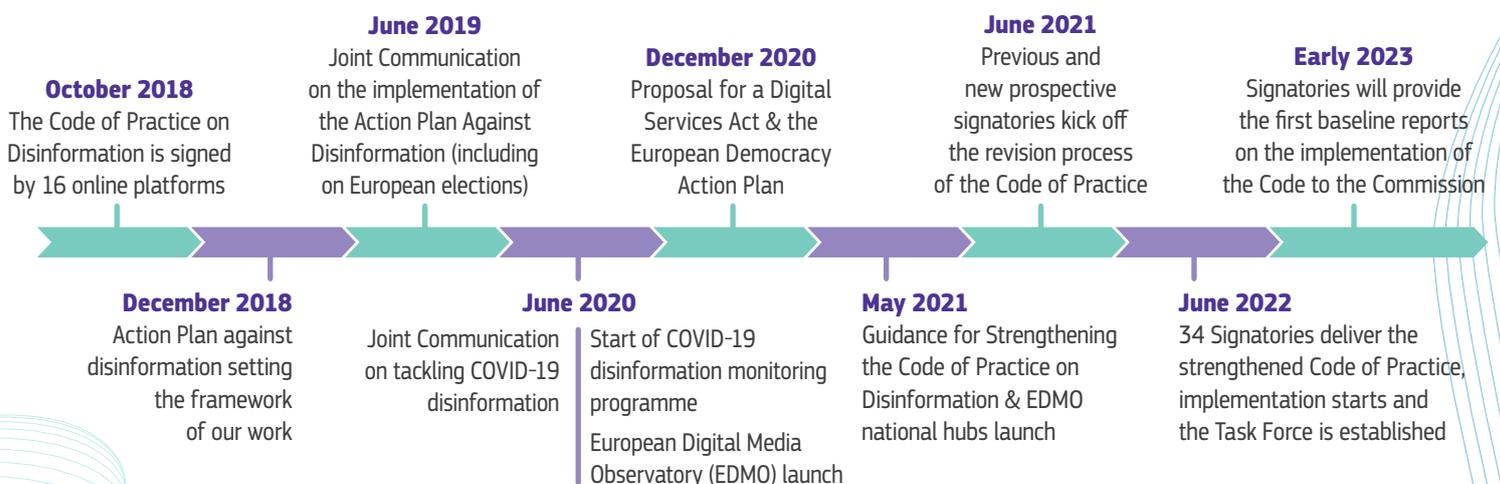


ENSURE ACCESS TO DATA FOR RESEARCHERS

Platforms will:

- support research on disinformation
- provide better access to their data for researcher

TIMELINE



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