

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 and the next steps and milestones outlined herewith to the blueprint annexed to the Code of Practice.

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

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.	Facebook false news policy	Policies disrupting economic incentives for people, Pages, and domains that propagate misinformation by removing accounts and content that violate our Community Standards or ad policies; reducing the distribution of false news and inauthentic content like clickbait and by informing people by giving them more context on the posts they see.
		Facebook's ads policy	Examples of prohibited types of content (including false and misleading content) and consequences for failure to comply with local law and regulations, and Facebook's rules and standards
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	Controls for users to view more information about Pages and their active ads - this enables transparency about the full range of political actors' ads
		Facebook political advertising policy	Policies allowing advertisers to run political, election related and issue ads, provided they comply with all applicable laws and processes required by Facebook.
		Facebook "Why am I seeing this ad" service	Controls for users to determine what ads they see and explanations why.
Service integrity policies	Platforms endeavour to tackle disinformation by applying policies which	Facebook misrepresentation policy	Authenticity policies restricting impersonation and misrepresentation, and holding users and Pages accountable.

	limit the abuse of the platform by inauthentic users.	Facebook spam policy	Policies restricting commercial spam, and the use of misleading or inaccurate information to collect likes, followers, or shares.
		Facebook transparency report (about fake accounts)	Report on enforcement of Community Standards including reporting on the removal of fake accounts.
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.	How is Facebook's fact checking program working?	Information on Facebook's partnership with third-party fact-checking organizations.
		Facebook consumer advice on false news	Resources for users on how to identify and limit the spread of false news.
		Facebook trusted sources strategy	Policies that prioritize news content from sources the community rates as trustworthy.
		Facebook News Feed transparency site and Inside Feed blog	Information for consumers about how News Feed works and describing changes in the NF algorithm
		Reporting false news on Facebook	Tools for users to report false news.
Policies and actions to empower the research community	Platforms encourage research into disinformation and political advertising including on their platforms.	Facebook Elections Research Council	Initiative to support independent and credible research on the role of social media in elections and democracies more broadly.
		Facebook Social Science One partnership	Partnership to support research on the effects of social media on democracy and elections, with access to Facebook data.

NEXT STEPS AND MILESTONES TO BE ADDED TO THE BLUEPRINT FOR ACTION

Date	Milestone	Description
26 September 2018	Signing the Code of Practice	The final Code of Practice to be signed by members of the Working Group
October 2018	Assigning of independent third party organization (TPO) monitor	This organization will review the transparency reports of signatories to assess compliance to the code
October 2018	European Commission and multi-stakeholder forum members raise awareness of the CoP to get other signatories to join the CoP	
Autumn 2018	Relevant signatories start to provide programs and/ or products to ensure access to authoritative (EU election-related) content and safety of the elections	
December 2018	TPO submits report reviewing KPIs	As envisioned in the KPIs
December 2018	European Commission publishes progress report	
Early 2019	Network of independent fact-checking organizations launched and meeting facilitated with signatories to discuss collaboration	The Commission's communication envisions the creation of an independent network of fact-checking organizations
Early 2019	Commission examines TPO report	The Commission will review the TPO report and communicate its views ahead of the May 2019 elections
Spring 2019	Signatories convene annual event to foster discussions within academia, fact-checking community and businesses.	
May 2019	European elections	
Autumn 2019	Signatories submit reports	In compliance with the KPIs, signatories will submit reports on their implementation of the code
Autumn 2019	TPO submits report reviewing	As envisioned in the KPIs

	KPIs	
Autumn 2019	MSF convenes	To review the effectiveness of the Code of Practice and lessons learned during the elections

CATEGORY OF SIGNATORY:

COMPANY

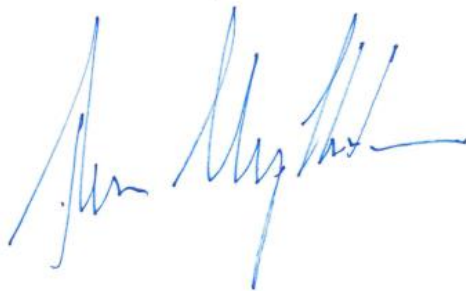


TRADE ASSOCIATION



ORGANISATION : Facebook

REPRESENTED BY : Thomas Myrup Kristensen, Managing Director EU Affairs



SIGNATURE

SIGNED IN: Brussels

SIGNED ON: 11.10.2018