

## 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





**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.	<a href="#">Google Policy on misrepresentation</a>	Ads policy that prohibits the placement of Google ads on pages that misrepresent, misstate, or conceal information about themselves, their content, or the primary purpose of their web properties; also prevents monetization of content about politics, social issues, or matters of public concern to users in another country if the advertiser misrepresents or conceals its country of origin or other material details.
		<a href="#">Google's Annual Bad Ads Report</a>	Example of transparency currently provided on advertising policies and enforcement.
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.	<a href="#">Google ad settings for consumers</a>	Controls for consumers to determine what advertisements they see
		<a href="#">Google political advertising policy</a>	Policy for political ads that includes restrictions on targeting to consumers

Service integrity policies	Platforms endeavour to tackle disinformation by applying policies which limit the abuse of the platform by inauthentic users.	<a href="#">Google work on authoritative content</a>	Google's improvements to algorithms in Search to prioritize authoritative sources
		<a href="#">Google News content policies</a>	Content policies which require content to be accountable and transparent by providing accurate bylines and datelines and contact information for the publication. News policies also prohibit impersonation, misrepresentation or concealment of ownership or primary purpose, and coordinated activity to mislead users.
		<a href="#">Google Webmaster Guidelines</a>	Guidelines for web publishers explaining the most common forms of deceptive or manipulative behavior that will cause a page to be removed or lower ranked in Google's search products.
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.	<a href="#">Google fact check tools for developers</a>	Tools for fact check organizations to include their content in Search and News results on Google
		<a href="#">Google ad settings for consumers</a>	Controls for consumers to determine what advertisements they see
Policies and actions to empower the research community	Platforms encourage research into disinformation and political advertising including on their platforms.	<a href="#">Datacommons.org project on sharing fact check data</a>	Cross-industry research project that Google participates in that shared fact check data with academic researchers

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

**CATEGORY OF SIGNATORY:**

**COMPANY**

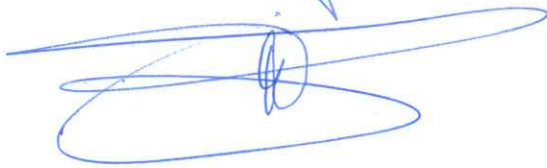


**TRADE ASSOCIATION**



**ORGANISATION** : Google LLC

**REPRESENTED BY** : Lie Junius, Director, EU Public Policy & Government Relations



**SIGNATURE**

**SIGNED IN**

: Brussels

**SIGNED ON**

: 10 October 2018