

EU Code of Practice on Disinformation

The company/trade association 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 Mozilla •

Integrity of services

Commitment 5 •

Commitment 6 •

Empowering consumers

Commitment 7 Mozilla •

Commitment 8 •

Commitment 9 Mozilla •

Commitment 10 Mozilla •

Commitment 11 Mozilla •

Empowering the research community

Commitment 12 Mozilla •

Commitment 13 •

Commitment 14 Mozilla •

Commitment 15 Mozilla •

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

Mozilla Information and Trust Initiative (MITI) (Commitment 7 & 10)	MITI is a comprehensive effort to develop products, research, and communities to battle information pollution and disinformation, e.g. Community Repository of Misinformation Research
The Mozilla Firefox 'Facebook Container' extension (Commitment 7)	An add-on that allows Firefox users manage various parts of their online life without intermingling their accounts. This reduces cross-site tracking, thereby making it harder for purveyors of disinformation to target them.
Mozilla's lightweight Firefox Focus (Commitment 7)	Privacy focused mobile browser. Similar as above.
Mozilla's The Coral Project (Commitment 9 & 10)	The Coral Project provides a variety of open source tools to help news organisations engage more closely with their audiences. This provides various ways for journalists to work more closely with their communities to identify misleading or false information, as well as helping community members identify such behavior within the comments, for newsroom action.
Mozilla's Transparency Report	Annual transparency report that gives insight into how the company deals with public and private entities across products such as Firefox.
Mozilla Fellowship Program (Commitment 10,12,13, and 14)	Provides a platform for technologists and policy experts to undertake actionable solutions-orientated research into some of the key challenges facing the internet ecosystem today. Several fellows across Mozilla's programs , such as Renee DiResta, have been undertaking cutting-edge research on online disinformation and web literacy.
Mozilla's Reality Redrawn (Commitment 10,12,13, and 14)	A programme sponsoring public demonstrations, using mixed reality and other art media that make the power of misinformation and its potential impacts visible and visceral.

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

Mozilla has signed on to the areas of the code which are relevant to our own products and approaches to tackle disinformation. As a mission driven company, we are committed to work with other stakeholders to effectively thwart disinformation – in Europe and around the world. This is the reason many commitments do not directly apply to Mozilla (as for instance the advertising sections), but it should be noted we endorse these principles and in the case

our activities do extend into these areas at some point in the future, we would plan to fully comply with the commitments of this Code of Practice.

The following provide specificities relating to Mozilla's planned actions from now through 2019:

Commitment 4 – In recognition of the role that issue-based advertising plays in disinformation campaigns, while at the same time the lack of clear definition across the various sectors that deal with it, Mozilla commits to make resources and time available to continue this work stream.

Commitments 7, 9, and 11 – There are two product related rollouts that are relevant to these commitments:

1. **A Firefox Election Bundle for the EU Parliament Elections**, to be released before May 2019. This would be a variation of our [election bundle in the US](#), and could include, for instance, the Facebook Container and other tools intended to provide more transparency to the user regarding the political advertising targeting them.
2. **Enhanced security features in the default setting of Firefox**: As purveyors of disinformation feed off of information that can be revealed about an individual's browsing behaviour, we will be rolling out a number of security features in the browser that will, among other things, block cross-site tracking by default. This is expected in the upcoming release of Firefox 65, at the beginning of 2019.

Commitment 10 – There are two initiatives to highlight that we will undertake in 2019:

1. **The Mozilla Foundation Fellowship Program**: We will continue to invest in this platform for technologists and policy experts to undertake actionable solutions-orientated research into some of the key challenges facing the internet ecosystem today. [Several fellows across Mozilla's programs](#), such as Renee DiResta, have been undertaking cutting-edge research on online disinformation and web literacy.
2. **Increased staff support in Europe**: The Mozilla Foundation is currently hiring two full time employees to work on disinformation with a focus on the EU region. This will include a partnerships coordinator, who will work with a range of stakeholders and experts to forge pragmatic and informed approaches to tackle disinformation; and a communications lead, who will devise efforts to educate EU citizens about disinformation, particularly in the lead-up to major elections such as those of the EU Parliament.

CATEGORY OF SIGNATORY:

COMPANY •

TRADE ASSOCIATION •

ORGANISATION: Mozilla

REPRESENTED BY: Raegan MacDonald, Head of EU Public Policy, Mozilla Corporation

SIGNATURE

SIGNED IN: Brussels

SIGNED ON: 16 October 2018