

## **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. | Twitter | • |
| b. | --      | • |
| c. | Twitter | • |
| d. | --      | • |

#### **Political advertising and issue-based advertising**

- |              |         |   |
|--------------|---------|---|
| Commitment 2 | Twitter | • |
| Commitment 3 | Twitter | • |
| Commitment 4 | Twitter | • |

#### **Integrity of services**

- |              |         |   |
|--------------|---------|---|
| Commitment 5 | Twitter | • |
| Commitment 6 | Twitter | • |

#### **Empowering consumers**

- |               |         |   |
|---------------|---------|---|
| Commitment 7  | --      | • |
| Commitment 8  | --      | • |
| Commitment 9  | Twitter | • |
| Commitment 10 | Twitter | • |
| Commitment 11 | Twitter | • |

#### **Empowering the research community**

- |               |         |   |
|---------------|---------|---|
| Commitment 12 | Twitter | • |
| Commitment 13 | Twitter | • |
| Commitment 14 | Twitter | • |
| Commitment 15 | Twitter | • |

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

ANNEX (format):

| 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="#">Twitter ads policy</a>                                | Ads policy highlighting the responsibility of advertisers on Twitter, covering issues such as, links within ads, as well as for transactions and sales promoted through Twitter Ads.            |
|  |   | <a href="#">Twitter ads quality policy</a>                        | Transparency rules and requirements for advertisers on Twitter.   |
| 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="#">Twitter Ads Transparency Centre</a>                   | Transparency dashboard for both users and non-users providing transparency on all ads running on Twitter.   |
|  |   | <a href="#">How Twitter ads work</a>                              | Information and controls for users on how Twitter Ads work, why you see certain ads, your privacy settings and other options.   |
|  |   | <a href="#">Twitter Political Campaigning Policy</a>              | Policy around political campaigning advertising on Twitter, including country specific restrictions.  |
| Service integrity policies                     | Platforms endeavour to tackle disinformation by applying policies which limit the abuse of the platform by inauthentic users.   | <a href="#">Twitter rules on automation and misrepresentation</a> | Rules and transparency around automated applications or activities on Twitter.  |
|  |   | <a href="#">Twitter impersonation policy</a>                      | Twitter policy regarding impersonation, for example, accounts portraying another person in a confusing or deceptive manner may be permanently suspended under the Twitter impersonation policy. |

|  |   |  |   |
|--|---|--|---|
|  |   | <a href="#">Twitter Spam policies</a>                          | Rules and transparency around how Twitter tackles and defines spammy behaviour, for example, users may not use Twitter’s services for the purpose of spamming anyone. Spam is generally defined on Twitter as bulk or aggressive activity that attempts to manipulate or disrupt Twitter or the experience of users on Twitter to drive traffic or attention to unrelated accounts, products, services, or initiatives. |
|  |   | <a href="#">Twitter inactive account policy</a>                | Policy and enforcement around inactive 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. | <a href="#">Twitter user personalisation and data settings</a> | User controls and personalisation on how data is used on Twitter.   |
|  |   | <a href="#">Reporting Twitter Ads</a>                          | Procedures for users on how to report advertising on Twitter.   |
|  |   | <a href="#">Twitter Transparency report</a>                    | Our biannual Twitter Transparency Report highlights trends on requests, transparency updates, privacy best practices. The report also provides insight into whether or not we take action on these requests.  |
|  |   | <a href="#">Twitter for Good</a>                               | Source for information on Twitter’s collaboration and work around media and digital literacy, online safety and education, freedom of expression and civil liberties.   |
|  |   |  |   |
| Policies and actions to empower the research community | Platforms encourage research into disinformation and political advertising including on their platforms.  | <a href="#">Twitter “Do more with data” initiative</a>         | Examples from data scientists for getting the most out of Twitter data.   |
|  |   | <a href="#">Twitter external health metric proposal</a>        | Twitter proposal for <a href="#">partnership</a> with outside experts to help identify health is measured on Twitter, touching on issues including: shared attention, shared reality, variety of opinion, and receptivity.  |
|  |   | <a href="#">Twitter developer policy</a>                       | Provides rules and guidelines for researchers/developers who interact with Twitter’s ecosystem of applications, services, website, web pages and content including any content that we may make available through <a href="#">our other covered services</a> set forth at <a href="https://support.twitter.com/articles/20172501">https://support.twitter.com/articles/20172501</a> (“Twitter Services”).               |

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

| <b>Date</b>          | <b>Milestone</b>  | <b>Description</b>   |
|----------------------|---|--|
| 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 |  |
| End of November 2018 | Signatories submit reports  | In compliance with the KPIs, signatories will submit reports on their implementation of the code               |
| 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        |

**ORGANISATION** : Twitter

**REPRESENTED BY** : Stephen Turner, Head of Public Policy, Government and Philanthropy at Twitter Belgium

**SIGNATURE**

**SIGNED IN** : Brussels **SIGNED ON** : 10 October 2018