EU Code of Practice on Disinformation

The 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.

CATEGORY OF SIGNATORY:
COMPANY
TRADE ASSOCIATION

ORGANISATION : EACA – European Association of Communications Agencies

REPRESENTED BY : Tamara Daltroff – Director General

SIGNATURE
SIGNED IN : Brussels  SIGNED ON : 10/10/2018
EU Code of Practice on Disinformation

The /trade association specified below (the "Relevant Signatory") hereby commits to uphold the objectives of the EU Code of Practice on Disinformation.

CATEGORY OF SIGNATORY:
COMPANY
TRADE ASSOCIATION

ORGANISATION : EDIMA

REPRESENTED BY : Siada El Ramly – Director General

SIGNATURE
SIGNED IN : Brussels SIGNED ON : 15.10.2018
EU Code of Practice on Disinformation

The company/trade association specified below (the "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 Signatory undertakes to comply with the specific commitments it signs on in the following list.

As part of the signature process the 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 (TO BE FILLED-IN PER COMPANY)

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
(TO BE FILLED IN PER COMPANY)

NEXT STEPS AND MILESTONES TO BE ADDED TO THE BLUEPRINT FOR ACTION
(TO BE FILLED IN PER COMPANY)

CATEGORY OF SIGNATORY:
COMAPNY
TRADE ASSOCIATION X

ORGANISATION: INTERACTIVE ADVERTISING BUREAU EUROPE A.I.S.B.L. ("IAB Europe")

REPRESENTED BY: Townsend Pamela Feehan, Chief Executive Officer, IAB Europe

SIGNATURE

SIGNED IN: Brussels, Belgium
SIGNED ON: 15th October 2018
EU Code of Practice on Disinformation

The 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.

CATEGORY OF SIGNATORY:
COMPANY □
TRADE ASSOCIATION X

ORGANISATION: UBA, Union of Belgian Advertisers
REPRESENTED BY: Chris Van Roey, CEO

SIGNATURE SIGNED IN:

SIGNED ON: 15-10-2018
EU Code of Practice on Disinformation

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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.

CATEGORY OF SIGNATORY:
COMPANY
TRADE ASSOCIATION

ORGANISATION : WFA

REPRESENTED BY : STEPHAN LOEPKE, CEO

SIGNATURE
SIGNED IN : BRUSSELS

SIGNED ON : OCT. 15, 2018