Opt-in Nomination Form - Google

Objective	Outcome		Measure	Opt in
Objective 1: Provide Safeguards against Harms that may arise from Disinformation and Misinformation.	**Outcome 1a:** Signatories contribute to reducing the risk of Harms that may arise from the propagation of Disinformation and Misinformation on digital platforms by adopting a range of scalable measures.	5.8	Signatories will develop and implement measures which aim to reduce the propagation of and potential exposure of users of their services and products to Disinformation and Misinformation	Yes
		5.9	Measures implemented under 5.8, may include, by way of example rather than limitation: A) policies and processes that require human review of user behaviours or content that is available on digital platforms (including review processes that are conducted in partnership with fact-checking organisations) B) labelling false content or providing trust indicators of content to users; C) demoting the ranking of content that may expose users to Disinformation; D) removal of content which is propagated by Inauthentic Behaviours E) notifying users when they have been exposed to Disinformation; F) suspension or disabling of accounts of users which engage in Inauthentic Behaviours; G) the provision or use of technologies to identify and reduce Inauthentic Behaviours that can expose users to Disinformation such as algorithmic review of content and/or user accounts, H) the provision or use of technologies which assist digital platforms or their users to check authenticity or accuracy or to identify the provenance or source of digital content I)exposing meta data to users about the source of content; J) enforcing published editorial policies and content standards; K) prioritising credible and trusted news sources that are subject to a published editorial code: L) partnering and/or providing funding for fact checkers to review Digital Content; and M) providing users with tools that enable them to exclude their access to certain types of Digital Content.	Yes

				Yes
	Outcome 1b: Users will be informed about the types of behaviours and types of content that will be prohibited and/or managed by Signatories under this Code.	5.10	Signatories will implement and publish policies and procedures and any appropriate guidelines or information relating to the prohibition and/or management of user behaviours that may propagate Disinformation and Misinformation via their services or products.	Yes
	Outcome 1c: Users can report content and behaviours to Signatories that violates their policies under 5.10 through publicly available and accessible reporting tools	5.11	Signatories will implement and publish policies, procedures and any appropriate guidelines or information regarding the reporting of the types of content and behaviours that may propagate Disinformation and Misinformation via their platforms.	Yes
		5.12	In implementing the commitment in 5.11 Signatories recognise that the terms Disinformation and Misinformation may be unfamiliar to users and thus policies and procedures aimed at achieving this outcome may specify how users may report a range of impermissible content and behaviours on Digital platforms.	Yes
	Outcome 1d: Users will be able to access general information about Signatories actions in response to reports made under 5.11.	5.13	Signatories will implement and publish policies, procedures and aggregated reports (including summaries of reports made under 5.11) regarding the detection and removal of content that violates platform policies, including but not necessarily limited to content on their platforms that qualifies as Misinformation and/or Disinformation.	Yes
Objective 2: Disrupt advertising and monetisation incentives	**Outcome:2: Advertising and/or monetisation incentives for Disinformation are reduced.**	5.14	Signatories will implement policies and processes that aim to disrupt advertising and/or monetisation incentives for Disinformation.	Yes
		5.15	Policies and processes required under 5.14 may for example: A) Promote and/or include the use of brand safety and verification tools; B) Enable engagement with third party verification companies; C) Assist and/or allow advertisers to assess media buying strategies and online reputational risks;	Yes

for Disinform ation			D) Provide advertisers with necessary access to client-specific accounts to help enable them to monitor the placement of advertisements and make choices regarding where advertisements are placed; and /or E) restrict the availability of advertising services and paid placements on accounts and websites that propagate Disinformation.	
		5.16	Signatories recognise that all parties involved in the buying and selling of online advertising and the provision of advertising-related services need to work together to improve transparency across the online advertising ecosystem and thereby to effectively scrutinise, control and limit the placement of advertising on accounts and websites that propagate Disinformation.	Yes
Objective 3: Work to ensure the security and integrity of services and products delivered by Digital platforms.	**Outcome 3:** The risk that Inauthentic User Behaviours undermine the integrity and security of services and products is reduced.	5.17	Signatories commit to take measures that prohibit or manage the types of user behaviours that are designed to undermine the security and integrity of their services and products, for example, the use of fake accounts or automated bots that are designed to propagate Disinformation.	Yes
		5.18	To allow for the expectations of some users and Digital platforms about the protection of privacy, measures developed and implemented in accordance with this commitment should not preclude the creation of pseudonymous and anonymous accounts.	Yes
Objective 4: Empower consumer s to make better informed choices of digital content.	**Outcome 4**: Users are enabled to make more informed choices about the source of news and factual content accessed via digital platforms and are better equipped to identify Misinformation.	5.18	Signatories will implement measures to enable users to make informed choices about news and factual information and to access alternative sources of information.	Yes

		5.19	Measures developed and implemented in accordance with the commitment in 5.18 may for example include: A) the use of technological means to prioritise or rank news content to enable users can easily find diverse perspectives on matters of public interest; B) aggregation or promotion of news content subject to an independent editorial code and complaints scheme; C) the provision or use of technologies which signal the credibility of news sources or which assist Digital platforms or their users to check the authenticity or accuracy of online news content or to identify its provenance or source D) the promotion of digital literacy; and or E) the provision of financial support for sustainable partnerships with fact-checking organisations.	Yes
Objective 5: Improve public awareness of the source of Political Advertising carried on digital platforms.	**Outcome 5:** Users are better informed about the source of Political Advertising.	5.21	Signatories will develop and implement policies that provide users with greater transparency about the source of Political Advertising carried on digital platforms.	Yes
		5.22	Measures developed and implemented in accordance with the commitment in 5.21 may include requirements that advertisers to identify and/or verify the source of Political Advertising carried on digital platforms, the provisions of tools which enable the public to understand whether a political ad has been targeted to them and policies which require that Political Advertisements which appear in a medium containing news or editorial content are presented in such a way as to be readily recognisable as a paid-for communication.	Yes

		5.23	Signatories may also, as a matter of policy, choose not to target advertisements based on the inferred political affiliations of a user.	Yes
Objective 6: Strengthen public understanding of Disinformation and Misinformation through support of strategic research.	Outcome 6: Signatories support the efforts of independent researchers to improve public understanding of Disinformation and Misinformation.	5.24	Signatories commit to support and encourage good faith independent efforts to research Disinformation and Misinformation both online and offline. Good faith research includes research that is conducted in accordance with the ethics policies of an accredited Australian University provided such policies require that data collected by the researcher is used solely for research purposes and is stored securely on a university IT system or any research which is conducted in accordance with the prior written agreement of the digital platform.	Yes
		5.25	Measures taken to implement 5.24 may include, for example, cooperation with relevant initiatives taken by independent fact checking bodies. Other measures may include funding for research and/or sharing datasets, undertaking joint research, or otherwise partnering with academics and civil society organisations.	Yes
		5.26	Signatories commit not to prohibit or discourage good faith research into Disinformation and Misinformation on their platforms.	Yes
		5.27	Relevant Signatories commit to convene an annual event to foster discussions regarding Disinformation within academia and Civil Society.	Yes
Objective 7: Signatories publicise the measures they take to combat Disinformation and Misinformation.	Outcome 7: The public can access information about the measures Signatories have taken to combat Disinformation and Misinformation.	5.28	All Signatories will make and publish the annual report information in section 7	Yes
		5.29	In addition, Signatories will publish additional information detailing their progress in relation to Objective 1 and any additional commitments they have made under this Code.	Yes
		5.30	Signatories may fulfill their commitment in section 5.29 by providing additional reports and/or public updates on areas such as content removals, open data initiatives, research reports, media announcements, user data requests and business transparency reports. Examples of such information could include, by	Yes

| | | | way of example rather than limitation, blog posts, white papers, in-product notifications, transparency reports, help centres, or other websites. | |