

Code of Practice on  
Disinformation – Report of  
Seznam.cz for the period  
January 1<sup>st</sup> – December 31<sup>st</sup>  
2024

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## Executive summary

Seznam.cz is a leading Czech internet company that provides various online services, such as search, news, email, maps, and e-commerce. Seznam.cz is proud to be a signatory of the EU Code of Practice on Disinformation and to contribute to its mission of enhancing transparency, accountability, and trustworthiness of online platforms and information. We believe that our actions and achievements in 2024 demonstrate our commitment and our progress in this regard.

We are aware that the fight against disinformation and misinformation is an ongoing and evolving challenge that requires constant vigilance, adaptation, and cooperation. We are determined to continue our efforts and cooperation with other signatories, stakeholders, and authorities to uphold the Code's principles and objectives.

This report covers the following aspects of our approach to misinformation and disinformation on our services: Seznam Search, Seznam Newsfeed, and Discussions.

### **Our commitment to fight falsehoods**

- We take the issue of disinformation and misinformation very seriously. Since 2023, we have a fulltime role of anti-disinformation officer who coordinates all projects across services that we aim to keep trustworthy, clean of falsehoods and manipulations.
- We have strict policies tackling impermissible manipulative behaviours and practices on our services, including the policies countering manipulative practices for AI. Our long-term goal is to promote transparency and accountability to our users and partners regarding these policies and actions.
- We combine human editors and technologies to implement and enforce these policies, elevate authoritative information and high-quality content, promote good journalism and moderate discussions.
- We educate users of our services by explanatory labels, fact-checks, links to credible sources, promotion of quality journalism and prioritization of quality content in our ranking systems.
- We also provide features to easily report problematic content and personalize user experience, thus empowering them to get trustworthy information and act upon them.
- We develop projects that increase media literacy and critical thinking skills among people of all ages.

### **Our achievements and improvements**

- We have continued to improve our detection of AI-generated content, clickbait articles, and other forms of misleading or harmful content, and we have increased our human oversight and moderation.
- We continuously trained our AI system to detect misinformation narratives in comments and suggest relevant fact-checks to editors.
- We have measured the impact of our fact-checking, proving that it increases perceived trustworthiness and objectivity among the public, as well as it decreases stress and negative emotions.
- We have made all our fact-checks public for anyone to double-check it or use it.
- We have continued to blacklist and demote misinformative and poor-quality sources on our services, while using independent external ratings. Our steadfast partnership with impartial civic and academic institutions ensures a fair and objective rating of the media outlets we aggregate, rank, and display within our services and sites.
- We have continued to flag misinformation websites and display warnings in Seznam Search.
- On our blogging service, Seznam Medium, we have continued to keep the same editorial standards and commitments to prevent the spread of misinformation.

### **Commitment to the Code and its Signatories**

- We have played an active role in different Subgroups of the Code, particularly on Monitoring & Reporting and AI. We are open to share our data, feedback, and best practices with other Signatories and the European Commission, to improve the implementation and evaluation of the Code.
- We want to keep sharing our learnings and insights with other Signatories, as well as with the public and the media. We believe that transparency and dialogue are essential for building trust and credibility in the online space.

We hope that this executive summary provides a clear and comprehensive overview of our actions and achievements in 2024 to fight against disinformation and misinformation on our services. We are proud of our progress, and we are determined to continue our efforts and cooperation with other signatories, stakeholders, and authorities to uphold the Code's principles and objectives.

## IV. Integrity of Services

### Commitment 14

In order to limit impermissible manipulative behaviours and practices across their services, Relevant Signatories commit to put in place or further bolster policies to address both misinformation and disinformation across their services, and to agree on a cross-service understanding of manipulative behaviours, actors and practices not permitted on their services. Such behaviours and practices, which should periodically be reviewed in light with the latest evidence on the conducts and TTPs employed by malicious actors, such as the AMITT Disinformation Tactics, Techniques and Procedures Framework, include:

The following TTPs pertain to the creation of assets for the purpose of a disinformation campaign, and to ways to make these assets seem credible:

- 1. Creation of inauthentic accounts or botnets (which may include automated, partially automated, or non-automated accounts)
- 2. Use of fake / inauthentic reactions (e.g. likes, up votes, comments)
- 3. Use of fake followers or subscribers
- 4. Creation of inauthentic pages, groups, chat groups, fora, or domains
- 5. Account hijacking or impersonation

The following TTPs pertain to the dissemination of content created in the context of a disinformation campaign, which may or may not include some forms of targeting or attempting to silence opposing views. Relevant TTPs include:

- 6. Deliberately targeting vulnerable recipients (e.g. via personalized advertising, location spoofing or obfuscation)
- 7. Deploy deceptive manipulated media (e.g. "deep fakes", "cheap fakes" ...)
- 8. Use "hack and leak" operation (which may or may not include doctored content)
- 9. Inauthentic coordination of content creation or amplification, including attempts to deceive/manipulate platforms algorithms (e.g. keyword stuffing or inauthentic posting/reposting designed to mislead people about popularity of content, including by influencers)
- 10. Use of deceptive practices to deceive/manipulate platform algorithms, such as to create, amplify or hijack hashtags, data voids, filter bubbles, or echo chambers
- 11. Non-transparent compensated messages or promotions by influencers
- 12. Coordinated mass reporting of non-violative opposing content or accounts

Measure 14.1	
<b>QRE 14.1.1</b>	<b>Seznam Search</b>

	<ul style="list-style-type: none"> <li>• Our search systems prioritize high-quality and authentic information sources to provide users with the most relevant content and best user experience. At the same time, we reduce the reach of low-quality content, often spread through deceptive or manipulative behavior listed in Commitment 14, by spam detection tools.</li> <li>• While these measures address TTPS relevant for search engines (e.g. inauthentic domains or Inauthentic coordination of content creation or amplification) at a high volume, we also warn users against known misinformation websites. Warnings flagging untrustworthy content appear to users in the organic search results under the link to misinformation sites, and we do not display images and videos from these domains.</li> </ul> <p><b>Seznam Newsfeed</b> has <u>policies</u> for what can appear in the service to promote quality journalism and trustworthy news.</p> <ul style="list-style-type: none"> <li>• Independent Media Rating published by the Foundation for Independent Journalism (NFNZ) is mandatory for all news websites displayed in Seznam Newsfeed.</li> <li>• Websites that disseminate or contribute to the dissemination of misinformation or conspiracy theories are excluded from the feed.</li> <li>• We also have a policy to limit clickbait headlines and other deceptive or manipulative editorial practices.</li> <li>• Furthermore, we provide <u>Guidelines</u> for our partners and require compliance with standards for information sourcing on all websites displayed in Seznam Newsfeed.</li> <li>• To avoid deceptive and manipulative media, we insist that the reader must be able to trace the source of the information and make judgment on its credibility. There are even stricter rules for news and articles on health and scientific topics.</li> </ul> <p><b>Seznam Discussions</b></p> <ul style="list-style-type: none"> <li>• Our <u>policies</u> require users to appear under their real identity to address inauthentic and deceptive behaviors listed in Commitment 14. Fake accounts are not allowed at the service, and we have several levels of verification that apply proportionally to the behavior and reach of a particular account. We further limit deceptive practices by prohibiting content that impersonates any physical person or organization and engaging in inauthentic or coordinated behavior to deceive or mislead.</li> <li>• Any content in breach of both private and public law is forbidden on the service. We pay special attention to content that incites hatred towards individuals or groups of the population based on racial or religious affiliation and nationality. On top of that, vulgar or obscene language or vulgarity by description, slanders, and threats of violence are prohibited as well.</li> </ul>
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	<ul style="list-style-type: none"> <li>• We also limit the spread of spam and other TTPs listed in Commitment 14. by targeting content with specific dubious features (e.g. all caps, special characters, etc.), re-posted content, and content that spreads misinformation or contains links to such websites.</li> <li>• On top of that, we fact-check manipulative comments, label them and add context boxes instead of just simply deleting the post or banning the account.</li> <li>• Finally, we aim to prevent people from abusing our services for commercial or any other gain, so we remove content that shares personally identifiable information or other private information obtained from illegal sources or published without consent.</li> <li>• We do this by a combination of AI tools and human editors.</li> </ul>
<b>QRE 14.1.2</b>	<p><b>Seznam Search</b></p> <ul style="list-style-type: none"> <li>• We use both machine learning and humans to prioritize high-quality and authentic content and reduce the reach of low-quality content, often spread through deceptive or manipulative behavior listed in Commitment 14. More information on how Seznam search works can be found <a href="#">here</a>.</li> <li>• Seznam Search also uses various external sources (EU Guidelines, National Center for Cybernetic Operations, the Foundation for Independent Journalism, the Atlas of Conspiracies project, and the Slovak initiative Konspiratori.sk) to identify and flag disinformation websites and display appropriate warnings.</li> </ul> <p><b>Seznam Newsfeed</b> uses a combination of humans and AI to evaluate quality of content.</p> <ul style="list-style-type: none"> <li>• Every day, around 3,000 media articles are submitted to the Newsfeed service by partner websites. About 2,000 of these texts are published after being automatically checked and pre-categorized using tools such as clickbait headline detection or topic specificity classifier. Additionally, almost half of the submitted texts undergo a manual review process by trained editors.</li> <li>• We provide our editors with detailed internal guidelines and use independent MediaRating published by the Endowment Fund for Independent Journalism (NFNZ) to evaluate submitted articles. Websites with the MediaRating B- and C are excluded from the Newsfeed. We also exclude websites that are listed by NFNZ and Konspiratori.sk as misinformative.</li> <li>• Only quality journalism is published automatically, but with editorial oversight. Based on the common standards of quality journalism, we have introduced a stricter obligation to source information and quotations properly even in texts that do not qualify as news (including blog posts).</li> <li>• Only news outlets with the highest quality ratings are allowed to publish their contents directly in our Newsfeed. However, their articles are also checked retroactively by automated tools and human editors.</li> </ul>

	<p><b>Seznam Medium</b></p> <ul style="list-style-type: none"> <li>• Our blogging service applies similarly strict editorial principles as Newsfeed does.</li> <li>• According to our <a href="#">terms of service</a>, bloggers must not disseminate or promote misinformation or conspiracy theories; may not link to misinformation websites (based on the lists of NFNZ, Nelež and Konšpirátori.sk), or use content of such websites.</li> <li>• All blogs posted to Seznam Medium are checked by human editors who may unpublish blogs or ban users breaching the terms. We also have internal editorial guidelines that are followed.</li> </ul> <p><b>Seznam Discussions</b>, to combat TTPs, relies on AI and human editors assessing content, as well as fact-checkers moderating discussions.</p> <ul style="list-style-type: none"> <li>• We equipped discussion editors and fact-checkers with comprehensive internal guidelines. Our fact-checkers add context to manipulative or misinformative comments based on independent third-party sources such as EUvsDisinfo, AFP and other international and national trusted sources.</li> <li>• Our editors verify and eventually ban fake accounts, and accounts that deploy TTPs or otherwise violate our policy.</li> <li>• However, our approach is focused on the behavior evaluation of each actor. We look for specific patterns of behaviors exhibited by malicious actors, and not only for violating content. Whenever possible, we prefer to correct the information and lead users with good intentions to credible sources of information. On the other hand, we pay special attention to the most common misinformation narratives and TTPs deployed by malicious actors and apply stricter sanctions.</li> <li>• E.g. Following the onset of the war in Ukraine, we began banning accounts that consistently disseminated pro-Kremlin narratives, hate speech against Ukrainians, and support or justification for the Russian invasion.</li> <li>• While most of the misinformation we currently address relates to the war in Ukraine, we also tackle myths and hoaxes about global security, vaccines, Czech politics, LGBTQI+ and others.</li> </ul>
Measure 14.2	
QRE 14.2.1	<p><b>Seznam Search</b> counters misinformation by promoting of high-quality and authentic content and by demoting low-quality content via a ranking system. In addition, we use a risk-based approach to misinformation websites that appear in Seznam Search results. We base our findings on independent sources and display relevant labels and warnings accordingly:</p> <ol style="list-style-type: none"> <li>1) <b>Category 1: Blocked illegal content based on EU guidelines:</b> The strictest red no-click-through message. We don't allow users to click through to target website, even if it appears in search results.</li> </ol>



	<p><b>2) Category 2: Flagged misinformation based on the independent media ratings (NFNZ, Konspiratori.sk, Atlas of Conspiracies):</b> The less strict red warning that alerts users before visiting a known misinformation website. An optional box explains why a particular site is problematic.</p> <ul style="list-style-type: none"> <li>• We do not display videos from the domains listed above in our search results.</li> <li>• Links to misinformation websites appear in our search results very rarely. But we can see that those users who want to see such content are very determined and as many as 90% ignore the Category 2 warning and continue to the site.</li> </ul> <p><b>Seznam Newsfeed</b> relies on a combination of people and AI to enforce Seznam Newsfeed <a href="#">policies</a>.</p> <ul style="list-style-type: none"> <li>• All texts are checked and pre-categorized by AI, using e.g. clickbait headline detection tools. Majority of the articles submitted are consequently checked by human editors to ensure the policy rules are followed.</li> <li>• Additionally, we work closely with our partners to educate them on our policies and help them to comply. For more details see <a href="#">Guidelines on information sourcing</a>, <a href="#">Q&amp;A Why my article is not on the Newsfeed</a>, <a href="#">Guidelines NFNZ rules</a>, and <a href="#">Guidelines on NFNZ Media rating</a>.</li> </ul> <p><b>Seznam Medium</b></p> <ul style="list-style-type: none"> <li>• Our blogging service applies similarly strict editorial principles as Newsfeed does. According to our <a href="#">terms of service</a>, bloggers must not disseminate or promote misinformation or conspiracy theories; may not link to misinformation websites (based on the lists of NFNZ, Nelež and Konšpiratori.sk), or use content of such websites.</li> <li>• All blogs posted to Seznam Medium are checked by human editors who may unpublish blogs or ban users breaching the terms. We also have internal editorial guidelines that are followed.</li> </ul> <p><b>Seznam Discussions</b> <a href="#">policies</a> are enforced by AI, human editors/fact-checkers on a daily basis.</p> <ol style="list-style-type: none"> <li>1) Vulgar comments or comments containing links to misinformation sites are filtered automatically and cannot be posted.</li> <li>2) We empower and make it easy for users to report any content that violates policies. They are further assessed by our editorial team.</li> <li>3) Our systems automatically flag comments with specific keywords to be further assessed by the editorial team. Our team of editors &amp; fact-checkers adds explanations and gives context to manipulative comments.</li> <li>4) We strictly take down and ban severe spread of misinformation, hate speech and other illegal content. We, however, try to take down as few posts as possible. When user comments are manipulative or misleading, our editors provide context, explain &amp; debunk manipulations.</li> </ol>
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		We also implemented a risk-based internal procedure for our editors to deal with violations, prioritizing flagged and potentially harmful content.			
SLI 14.2.1 – SLI 14.2.4					
TTP OR ACTION 1	SEZNAM SEARCH				
	Risk-based approach to misinformation and disinformation websites that appear in Seznam Search results:				
	Website category	Number of (disinformation) websites in each category	Number of displays of the sites in respective category (top 10 results)	Number of displays with at least one of the sites in respective category (one or more sites displayed = only 1 instance)	Number of warning popups displayed
	CATEGORY 1 Red warning with explanatory popup; click-through disabled	4	11,999	9,716	905
	CATEGORY 2 Red warning with explanatory popup; click-through enabled by user	40	10,163,783	5,234,205	1,622,566
SEZNAM NEWSFEED					
Articles published in Seznam Newsfeed*		Articles rejected by editors			
617,606		48,906			
* Includes articles published in auto-publication (high-quality media publishing news) and those approved by editors.					

**SEZNAM MEDIUM**

Number of authors (users)	Blogposts submitted and checked by editors	Blogposts rejected by editors or unpublished by authors (users)
22,469	58,725	1,624*

\* The increased number of unpublished articles is caused not only by spreading misinformation, but also by users trying to publish blogs that are too short and don't meet required standards.

**SEZNAM DISCUSSIONS**

Number of comments taken down by editors	Number of Discussions users banned permanently with the request to prove their ID ("fake accounts")	Number of Discussions users banned permanently for any reason
718,533	9,707	11,124

**IV. Integrity of Services****Commitment 15**

Relevant Signatories that develop or operate AI systems and that disseminate AI-generated and manipulated content through their services (e.g. deep fakes) commit to take into consideration the transparency obligations and the list of manipulative practices prohibited under the proposal for Artificial Intelligence Act. [change wording if adapted]

Measure 15.1	
<b>QRE 15.1.1</b>	<p>Seznam.cz develops and operates all AI systems in line with existing EU and national laws, while taking into consideration future legal and technical challenges.</p> <p>As the leading online news media house in Czechia, we pay special attention to use of AI system in journalistic context. Being aware of the advantages and pitfalls of generative AI, that can help humans to create both quality media content as well as deepfakes and misinformation at scale, we see self-regulatory framework for news editors crucial to fight misinformation and disinformation.</p> <p>Thus, our news outlet Seznam Zpravy has <a href="#">editorial code of practice</a> on using generative AI. In the same way, we prohibit automatically generated and/or translated content in Seznam Newsfeed policies, and we flag it on Seznam Medium (<a href="#">see terms of service</a>).</p> <p>We use our proprietary <a href="#">AI-powered detection tool</a> and trained human editors to filter AI-generated content and deepfakes.</p> <p>We implement AI Act rules into our internal processes to the maximum possible scope, especially transparency obligations related to foundation models. From our point of views, data is the central element of the development and operation of these AI systems and quality data would decrease discrimination and quality of data risks, protect personal data, and enable users to verify sources of information.</p>

IV. Integrity of Services			
Commitment 16			
Relevant Signatories commit to operate channels of exchange between their relevant teams in order to proactively share information about cross-platform influence operations, foreign interference in information space and relevant incidents that emerge on their respective services, with the aim of preventing dissemination and resurgence on other services, in full compliance with privacy legislation and with due consideration for security and human rights risks.			
Measure 16.1			
<b>QRE 16.1.1</b>			
<b>SLI 16.1.1 – Numbers of actions as a result of information sharing</b>			
	Nr of actions taken (total)	Type of detected content	Other relevant metrics

<b>Data</b>	0	0	0
Measure 16.2	We have teams of editors in place for our Newsfeed, Discussions and Medium (blogging) services that use a combination of proprietary automation tools and human oversight to spot such behaviour. They take action such as identification of a user by ID, banning a user (temporarily or permanently), unpublishing/deletion of blogs or comments. These policies are contained in terms of service of all above-mentioned services.		
<b>QRE 16.2.1</b>	0 case studies		

<b>V. Empowering Users</b>	
<b>Commitment 17</b>	
In light of the European Commission's initiatives in the area of media literacy, including the new Digital Education Action Plan, Relevant Signatories commit to continue and strengthen their efforts in the area of media literacy and critical thinking, also with the aim to include vulnerable groups.	
Measure 17.1	
<b>QRE 17.1.1</b>	<p>While <b>Seznam.cz</b> aims to develop media literacy and critical thinking of general public at scale by policies and actions described under Commitment 14 (e.g. <b>Seznam Discussions</b> fact-checking, <b>Seznam Search</b> warnings with educational explanation, or <b>Seznam Newsfeed</b> promotion of quality journalism) it continues and strengthen activities in the area of media literacy and critical thinking targeted on specific groups.</p> <p>To improve media literacy and critical thinking of upcoming generations Seznam.cz runs the "<a href="#">Get to Know Media</a>" program for elementary and high school teachers. We also organize our annual <a href="#">Media Education Festival</a>, which gathers key media educators in Czechia and is intended for all those who are involved in media education. We aim to provide teachers with our up-to-date fact-checks in searchable form.</p> <p>To improve media literacy and critical thinking of elder people, who are particularly vulnerable in online environment, Seznam.cz runs the "<a href="#">Sherlock Senior</a>" program for people in retirement age. However, in 2024 it operated only online via regular newsletters.</p>
<b>SLI 17.1.1 - actions enforcing policies above</b>	<p>Data on displayed warnings with educational explanation in <b>Seznam Search</b>, data on the way we promote quality journalism in <b>Seznam Newsfeed and Seznam Medium</b> can be found in the SLI 14.2.1 – SLI 14.2.4</p> <p>Data on fact-checking on <b>Seznam Discussions</b> can be found in the SLI 21.1.2.</p>

Measure 17.2	
<b>QRE 17.2.1</b>	<p><b>Media literacy for teachers and kids</b></p> <ul style="list-style-type: none"> <li>• In 2019, Seznam started the <a href="#">“Get to Know Media”</a> program for elementary and high school teachers. In partnership with a renowned expert, Michal Kaderka from the Charles University, we created a comprehensive and practical methodology for teaching media literacy at schools.</li> <li>• Our aim is to elevate knowledge about workings of the media, train fact-checking skills, and educate social media algorithms, misinformation, manipulation, porn, advertising, and other important topics.</li> <li>• In addition, we run free online courses for Czech teachers and provide them with educational materials to be used in classes.</li> <li>• We also distribute regular <a href="#">newsletters</a> that are also published on our corporate blog.</li> </ul> <p><b>Media Education Festival</b></p> <ul style="list-style-type: none"> <li>• In August 2024, we organized our annual <a href="#">Media Education Festival</a>, which gathered key media educators in Czechia and was intended for all those who are or want to be involved in media education.</li> <li>• Over 80 teachers and librarians joined the festival in Prague.</li> </ul> <p><b>Academy of Media Education:</b></p> <ul style="list-style-type: none"> <li>• The <a href="#">Academy</a> helps teachers who have already received training in media education topics in the past, but have not yet applied media education in their teaching or are just starting out.</li> <li>• It aims to create a community of media education educators. Teachers who want to include media education in their lessons, as well as those who are just starting out in teaching this topic, can join.</li> <li>• The program consists of meetings at the headquarters of Seznam.cz, visits to selected editorial offices, and online workshops.</li> </ul> <p><b>Media literacy for elderly people</b></p> <ul style="list-style-type: none"> <li>• To improve media literacy and critical thinking of elder people, who are particularly vulnerable in online environment, Seznam.cz runs the <a href="#">“Sherlock Senior”</a> program for people in retirement age. However, in 2024 it operated only online via regular newsletters.</li> </ul>
	<b>Data on Seznam.cz media literacy projects</b>

SLI 17.2.1 - actions enforcing policies above	Nr of media literacy/ awareness raising activities organised/ participated in	Reach of campaigns	Nr of participants	Nr of interactions with online assets	
Data	2 long-term programs and 1 annual festival	-	Online lectures Seznam se s medii: 1,479 Academy of Media Education: 40 Media Education Festival: 80	-	
	Newsletter subscribers		3,000		
Measure 17.3					
QRE 17.3.1	<ul style="list-style-type: none"> <li>• <b>Media literacy for teachers and kids:</b> The <a href="#">“Get to Know Media”</a> and <a href="#">“Sherlock Senior”</a> programs are developed in partnership with a renowned expert, Michal Kaderka from the Charles University in Prague. In a close collaboration, we developed a comprehensive and practical methodology for teaching media literacy to a wide range of audiences.</li> <li>• <b>We are in close contact with CEDMO.</b> We shared our best practices with other signatories, regulators, fact-checkers and media literacy experts at <a href="#">CEDMO International Conference</a> in Prague on November 5, 2024.</li> <li>• <b>We have long-term partnerships with Czech and Slovak fact-checking and media quality rating projects</b> such as NFNZ, Konšpirátori.sk and Atlas konspirací. <a href="#">See more on our website.</a></li> </ul>				

V. Empowering Users	
Commitment 18	
Relevant Signatories commit to minimise the risks of viral propagation of Disinformation by adopting safe design practices as they develop their systems, policies, and features. [change wording if adapted]	
Measure 18.1	

<p><b>QRE 18.1.1</b></p>	<p><b>Seznam Discussions</b> minimises the risks of viral propagation of misinformation by adopting and enforcing its <a href="#">policies</a> described in detail under Commitment 14 and by implementing a risk-based internal procedure for editors to prioritize action against viral disinformation and misinformation content. To minimize the risks of viral propagation of misinformation, Seznam Discussions adopted following safe design practices and features:</p> <ol style="list-style-type: none"> <li>1) Comments containing links to misinformation sites are filtered automatically and cannot be posted;</li> <li>2) Users are empowered with feature to easily report such content;</li> <li>3) Our systems automatically flag content that includes specific keywords;</li> <li>4) Our fact-checkers label and add context to manipulative/misinformative comments also based on user feedback;</li> <li>5) Our editors take down and ban severe spread of misinformation, hate speech and other illegal content as quickly as possible.</li> </ol> <p><b>Seznam Newsfeed and Seznam Medium</b> minimise the risks of viral propagation of disinformation by adopting and enforcing policies for what can appear in the service described in detail under Commitment 14.</p> <p>In <b>Seznam Newsfeed</b>, all articles are checked and pre-categorized by AI, using e.g. clickbait headline detection tool and further checked by human editors. Only quality journalism is published automatically, but with editorial oversight. About half of the articles submitted are consequently checked by human editors to ensure the policy rules are followed and <u>violating content doesn't appear on Seznam Newsfeed</u>.</p> <p>In addition, we empower users of <b>Seznam Newsfeed</b> with recommender modifiers. By pressing X on our homepage, users can:</p> <ol style="list-style-type: none"> <li>a) hide entire news outlet;</li> <li>b) express they are not interested in such content and downgrade it;</li> <li>c) report article as misleading or false.</li> </ol>
<p><b>QRE 18.1.2</b></p>	<p>Information on how <b>Seznam Search</b> works can be found <a href="#">here</a>. Information of <b>Seznam Newsfeed</b> recommender can be found <a href="#">here</a></p>
<p><b>QRE 18.1.3</b></p>	<p><b>Seznam Search</b> prioritizes high-quality and authentic information sources to provide users with the most relevant content and best user experience. A risk-based approach is in place to further reduce users' engagement with misinformation websites that appear in Seznam Search results by displaying labels and warnings described in detail under Commitment 14.</p>



	<p><b>Seznam Newsfeed</b> reduces the engagement with disinformation by adopting and enforcing <a href="#">policies</a> for what can appear in the service described in detail under Commitment 14.</p> <p>All texts are checked and pre-categorized by technology, using e.g. clickbait headline detection tools and only quality journalism is published automatically, but with editorial oversight. About half of the articles submitted are consequently checked by human editors to ensure the policy rules are followed and <u>violating content doesn't appear in Seznam Newsfeed</u>.</p> <p><b>Seznam Discussions</b> reduces the engagement with disinformation by adopting and enforcing its <a href="#">policies</a> described in detail under Commitment 14. However, we put emphasis on debunking of disinformation, providing context and credible sources of information by our fact-checkers as described under Commitment 21.</p>
<b>SLI 18.1.1 - actions proving effectiveness of measures and policies</b>	<p>Data on displayed warnings with educational explanation in <b>Seznam Search</b>, data on the way we promote quality journalism in <b>Seznam Newsfeed and Seznam Medium</b> can be found in the SLI 14.2.1 – SLI 14.2.4</p> <p>Data on fact-checking on <b>Seznam Discussion</b> can be found in the SLI 21.1.2.</p>
Measure 18.2	
<b>QRE 18.2.1</b>	<p><b>Seznam Newsfeed and Seznam Medium</b> have policies, described in detail under Commitment 14, for what can appear in the services, making sure that harmful, false, or misleading content doesn't appear there.</p> <p>Websites that spread misinformation or conspiracy theories, or links to these sites, are excluded from the services.</p> <p>We have deployed a new internal rating system (Aura) that continuously measures average quality of each website in Seznam Newsfeed. The quality influence the position in our recommender algorithm.</p> <p><b>Seznam Discussions</b> <a href="#">policies</a> prohibit any content in breach of both private and public law. Any content that incites hatred towards individuals or groups of the population based on racial or religious affiliation and nationality is prohibited. We have several levels of verification that apply proportionally to the behavior and reach of a particular account and harmful content spread through the account. Editors take down severe spread of misinformation, hate speech and other illegal content and ban accounts that repeatedly violate these policies. Links to misinformation sites are filtered automatically and cannot be posted. Manipulative comments are labeled and fact-checked by our editors.</p>
<b>SLI 18.2.1 - actions taken in response to policy violations</b>	<p>Data on displayed warnings with educational explanation in <b>Seznam Search</b>, data on the way we promote quality journalism in <b>Seznam Newsfeed and Seznam Medium</b> can be found in the SLI 14.2.1 – SLI 14.2.4</p> <p>Data on fact-checking on <b>Seznam Discissions</b> can be found in the SLI 21.1.2.</p>
Measure 18.3	

<b>QRE 18.3.1</b>	<ul style="list-style-type: none"> <li>• We have long-term partnerships with Czech and Slovak fact-checking and media quality rating projects such as NFNZ, Konšpirátori.sk and Atlas konspirací. <a href="#">See more on our website.</a></li> <li>• As a part of our fact-checking efforts, we have made public <a href="#">our database of debunks</a> that addresses most widely spread misinformation in the Czech online space. This database is prepared by our editors with the use of independent fact-checking projects by AFP, EUvsDisinfo and other reputable institutions. These debunks are then added to disputable comments in Seznam Discussions by our AI tools and editors.</li> <li>• We are in close contact with CEDMO. We shared our best practices with other signatories, regulators, fact-checkers and media literacy experts at <a href="#">CEDMO International Conference</a> in Prague on November 5, 2024.</li> </ul>
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V. Empowering Users									
Commitment 19									
Relevant Signatories using recommender systems commit to make them transparent to the recipients regarding the main criteria and parameters used for prioritising or deprioritising information, and provide options to users about recommender systems, and make available information on those options.									
Measure 19.2									
SLI 19.2.1 – user settings		<p><b>Seznam Newsfeed</b></p> <p>We provided users with a feature to adjust the recommender system. By pressing X user is empowered to:</p> <ul style="list-style-type: none"><li>a) hide entire news outlet ("<b>Show me less content from this medium</b>")</li><li>b) express they are not interested in such content and downgrade it ("<b>Article is not interesting</b>")</li><li>c) report article as misleading or false ("<b>Report this article</b>")</li></ul> <p>A new, more detailed reporting features were deployed in the end of 2024.</p> <p>Number of times users actively engaged with these settings</p>							
Data		<table><tr><td>"<b>Show me less content from this medium</b>"</td><td>"<b>Article is not interesting</b>"</td><td>"<b>Report this article</b>"</td></tr><tr><td>3,021,208</td><td>2,707,569</td><td>869,749</td></tr></table>		" <b>Show me less content from this medium</b> "	" <b>Article is not interesting</b> "	" <b>Report this article</b> "	3,021,208	2,707,569	869,749
" <b>Show me less content from this medium</b> "	" <b>Article is not interesting</b> "	" <b>Report this article</b> "							
3,021,208	2,707,569	869,749							

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V. Empowering Users	
Commitment 21	
Relevant Signatories commit to strengthen their efforts to better equip users to identify Disinformation. In particular, in order to enable users to navigate services in an informed way, Relevant Signatories commit to facilitate, across all Member States languages in which their services are provided, user access to tools for assessing the factual accuracy of sources through fact-checks from fact-checking organisations that have flagged potential Disinformation, as well as warning labels from other authoritative sources.	
Measure 21.1	
<b>QRE 21.1.1</b>	<p>Seznam.cz is committed to strengthen efforts to better equip users to identify disinformation. We facilitate users across our services access to information from fact-checkers and fact-checking organizations as explained in detail under Commitment 14.</p> <p>Our steadfast partnership with impartial civic and academic institutions ensures a fair and objective rating of the media outlets we aggregate, rank, and display within our services and sites.</p> <p><a href="#">The Endowment Fund for Independent Journalism</a> (NFNZ) provides us with their MediaRating. This rating system, derived from extensive research carried out by experts at Charles University, ensures that we refrain from publishing news from websites that fail to meet the criteria. <a href="#">NFNZ MediaRating methodology is available here.</a></p> <p>In partnership with NFNZ and other independent evaluators, such as Konšpirátori.sk and Nelež, we also identify, flag, and offer our users the option to blacklist misinformation sites within our services.</p> <ul style="list-style-type: none"> <li>• <a href="#">NFNZ disinformation sitelist</a></li> <li>• <a href="#">Konšpirátori.sk misinformation sitelist</a></li> <li>• <a href="#">Nelež misinformation sitelist</a></li> </ul> <p>Finally, we closely monitor emerging misinformation narratives to counter them on Seznam Discussions and other services.</p>
<b>SLI 21.1.1 - actions taken under measure 21.1</b>	<b>Seznam Newsfeed</b>
<b>Data</b>	Use of independent media ratings

	Independent fact-checkers/media rating bodies		Number of websites listed by independent rating bodies	
	News-publishing websites with MediaRating by NFNZ allowed in the Newsfeed		51	
	Misinformation websites not allowed in Seznam Newsfeed (cross-section of NFNZ, Konspiratori.sk and Atlas of Conspiracies)		27	
SLI 21.1.2 - actions taken under measure 21.1	<b>Seznam Discussions</b> <ul style="list-style-type: none"><li>• Our AI helps editors detect misinformation narrative in comments. Then, it suggests fact-checking by labelling misinformative comments and adding context boxes.</li><li>• We equipped discussion editors and fact-checkers with comprehensive internal guidelines. Our fact-checkers add context to manipulative or misinformative comments based on independent third-party sources such as Demagog, EUvsDisinfo, AFP and other international and national trusted sources.</li><li>• We compiled almost 300 fact-checks on various issues in 2024 and made them <a href="#">available online</a>.</li><li>• A <a href="#">representative survey</a> carried out by PAQ Research in October 2024 has confirmed that fact-checking has a positive impact. While it may not lead to a change in readers’ ingrained attitudes, it does increase the perception of the website’s credibility and objectivity. Readers are also less angry and more willing to participate in the discussions that are fact-checked.</li></ul>			
	Nr of fact-checks prepared	Nr of labels applied to content, such as on the basis of such articles		
Data	292	16.728		

## V. Empowering Users

### Commitment 22

Relevant Signatories commit to provide users with tools to help them make more informed decisions when they encounter online information that may be false or misleading, and to facilitate user access to tools and information to assess the trustworthiness of information sources, such as indicators of trustworthiness for informed online navigation, particularly relating to societal issues or debates of general interest. [change wording if adapted]

Measure 22.1	
<b>QRE 22.1.1</b>	<p><b>Seznam Search</b> counters misinformation by promoting of high-quality and authentic content and by demoting low-quality content via a ranking system. In addition, we use a risk-based approach to misinformation websites that appear in Seznam Search results. We base our findings on independent sources and display relevant labels and warnings accordingly:</p> <ul style="list-style-type: none"> <li>3) <b>Category 1: Blocked illegal content based on EU guidelines:</b> The strictest red no-click-through message. We don't allow users to click through to target website, even if it appears in search results.</li> <li>4) <b>Category 2: Flagged misinformation based on the independent media ratings (NFNZ, Konspiratori.sk, Atlas of Conspiracies):</b> The less strict red warning that alerts users before visiting a known misinformation website. An optional box explains why a particular site is problematic.</li> </ul> <ul style="list-style-type: none"> <li>• We do not display videos from the domains listed above in our search results.</li> <li>• Links to misinformation websites appear in our search results very rarely. But we can see that those users who want to see such content are very determined and as many as 90% ignore the Category 2 warning and continue to the site.</li> </ul> <p><b>Seznam Discussions</b></p> <ul style="list-style-type: none"> <li>• Our AI helps editors detect misinformation narrative in comments. Then, it suggests fact-checking by labelling misinformative comments and adding context boxes.</li> <li>• We equipped discussion editors and fact-checkers with comprehensive internal guidelines. Our fact-checkers add context to manipulative or misinformative comments based on independent third-party sources such as Demagog, EUvsDisinfo, AFP and other international and national trusted sources.</li> <li>• We compiled almost 300 fact-checks on various issues in 2024 and made them <a href="#">available online</a>.</li> </ul>
<b>SLI 22.1.1 - actions enforcing policies above</b>	See data under Commitments 14 and 21.
<b>Data</b>	
Measure 22.2	
<b>QRE 22.2.1</b> [insert wording if adapted]	Information of <b>Seznam Newsfeed</b> recommender can be found <a href="#">here</a>