

Code of Practice on
Disinformation – Report of
[The Global Disinformation
Index] for the period [1
January 2025-31 December
2025]

Executive summary

The Global Disinformation Index is a not-for-profit organisation that operates on the three principles of neutrality, independence and transparency. Our vision is a world free from disinformation and its harms. Our mission is to catalyse industry and government to defund disinformation.

Over the past year, GDI has produced a series of in-depth analytical reports shared with a broad range of stakeholders across the information integrity ecosystem — including private sector actors, regulators, policymakers, and civil society organisations. Several of these outputs are publicly available on GDI's website, reflecting a commitment to transparency and wider field-building.

The research covers multiple geographical contexts, including a substantial analysis of information manipulation campaigns in [Germany](#) and two Canada-focused reports examining [hate speech](#) and [climate change](#) disinformation. These findings were actively shared with policymakers and civil society partners, contributing evidence and analysis to ongoing policy and regulatory discussions.

We are pleased to submit our formal CoP transparency report on activities carried out between January - December 2025. Here is a summary of how we implemented our commitments.

II. Scrutiny of Ad Placements

Commitment 1

Relevant signatories participating in ad placements commit to defund the dissemination of disinformation, and improve the policies and systems which determine the eligibility of content to be monetised, the controls for monetisation and ad placement, and the data to report on the accuracy and effectiveness of controls and services around ad placements. [change wording if adapted]

Measure 1.6

Relevant Signatories will advance the development, improve the availability, and take practical steps to advance the use of brand safety tools and partnerships, with the following goals:

- *To the degree commercially viable, relevant Signatories will provide options to integrate information and analysis from source-raters, services that provide indicators of trustworthiness, fact-checkers, researchers or other relevant stakeholders providing information e.g., on the sources of Disinformation campaigns to help inform decisions on ad placement by ad buyers, namely advertisers and their agencies. -*
- *Advertisers, agencies, ad tech companies, and media platforms and publishers will take effective and reasonable steps to integrate the use of brand safety tools throughout the media planning, buying and reporting process, to avoid the placement of their advertising next to Disinformation content and/or in places or sources that repeatedly publish Disinformation.*
- *Brand safety tool providers and rating services who categorise content and domains will provide reasonable transparency about the processes they use, insofar that they do not release commercially sensitive information or divulge trade secrets, and that they establish a mechanism for customer feedback and appeal*

QRE 1.6.4

GDI provided specific advice to regulators on ad transparency aspects to reduce disinformation monetisation and prevent advertising containing disinformation. GDI published a research report on the State of Disinformation in [Germany](#), including the legal and regulatory framework, central adversarial narratives, foreign interference implications, and key policy takeaways. This report maps the evolving information landscape, Germany's regulatory and policy responses, and underscores the urgent need for collective resilience to safeguard democratic life in the digital age.

VIII. Transparency Centre

Commitment 34

To ensure transparency and accountability around the implementation of this Code, relevant Signatories commit to set up and maintain a publicly available common Transparency Centre website.

Measure 34.3	GDI has contributed to the Centre’s information to the extent that the Code is applicable to our services. Specifically, GDI has been proactive in submitting comprehensive transparency reports, documents, and relevant data under the Code.
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IX. Permanent Task-Force

Commitment 37

Signatories commit to participate in the Permanent Task-force. The Task-force includes the Signatories of the Code and representatives from EDMO and ERGA. It is chaired by the European Commission, and includes representatives of the European External Action Service (EEAS). The Task-force can also invite relevant experts as observers to support its work. Decisions of the Task-force are made by consensus

Measure 37.1	
Measure 37.3	
Measure 37.4	
Measure 37.5	
Measure 37.6	
QRE 37.6.1	<p>GDI’s position as a nonprofit civil society organisation supports the work of the task force by ensuring there is independent third-party oversight and scrutiny of information and solutions provided by signatories. GDI has been actively engaged in meetings and data-sharing with the following subgroups:</p> <ul style="list-style-type: none"> ● Subgroup on Monitoring and Reporting ● Subgroup on Ad Scrutiny

X. Monitoring of Code

Commitment 38, 39,40, 41 and 43

The Signatories commit to dedicate adequate financial and human resources and put in place appropriate internal processes to ensure the implementation of their commitments under the Code

Measure 38.1

The Signatories commit to dedicate adequate financial and human resources and put in place appropriate internal processes to ensure the implementation of their commitments under the Code.

QRE 38.1.1

GDI's understanding of the disinformation ecosystem aids in monitoring the Code by ensuring that relevant signatories are disclosing, sharing, and updating the data needed to evaluate compliance. To support both policy processes and its broader mission of disrupting disinformation, GDI has established internal systems designed to maintain high standards of quality and efficiency. These systems draw on regular input from GDI teams specialising in data analysis, policy design, algorithmic systems, and threat investigation. In addition, GDI's intelligence work on disinformation narrative trends has been oriented toward strengthening transparency and reinforcing the compliance obligations of digital platforms, with the goal of reducing exposure to harmful content.