

Code of Practice on  
Disinformation – Report of  
Seznam.cz for the period  
January 1<sup>st</sup> – December 31<sup>st</sup>  
2025

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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 Conduct 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 2025 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 Lide.cz (formerly Seznam 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/head of content moderation 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.

### **Key Developments in 2025**

- The 2025 **Czech parliamentary elections** represented a critical event for democracy and a key systemic risk requiring active mitigation. Seznam.cz participated in the **Rapid Response System** and received no reports, reflecting the effectiveness of our automated and editorial measures in preventing the spread of electoral disinformation.
- We partnered with **Demagog.cz**, a fellow Code signatory, to fact-check political advertisements. Ads rated as false or misleading were stopped from running on our platforms.
- On election day, our teams identified fake political ads and took them down swiftly, protecting the integrity of the electoral information environment.
- We presented our achievements and plans in the fight against disinformation at the **Code plenary meeting** in Brussels in June 2025.
- In August 2025, we launched a cooperation with three renowned academic institutions — **Anglo-American University**, the **Faculty of Arts at Charles University**, and the **Faculty of Social Studies at Masaryk University** — who provide an additional independent layer of review of our fact-checks to maximise impartiality and objectivity.
- In November 2025, Seznam Discussions transitioned into **Lide.cz**, a fully-fledged social platform. We have maintained the same moderation standards, AI-assisted detection, human checks, and fact-checking processes throughout this transition.

We hope that this executive summary provides a clear and comprehensive overview of our actions and achievements in 2025 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>

- Our search systems prioritise high-quality and authentic sources to deliver the most relevant content to users, while reducing the reach of low-quality content spread through deceptive or manipulative behaviour as outlined in Commitment 14, using spam detection tools.
- These measures address TTPs relevant to search engines at scale — such as inauthentic domains or coordinated inauthentic amplification. We also warn users directly against known misinformation websites: warnings appear in organic search results beneath links to such sites, and images and videos from these domains are not displayed.

**Seznam Newsfeed** operates under clear [policies](#) designed to promote quality journalism and trustworthy news.

- All news websites displayed in Seznam Newsfeed are required to hold an Independent Media Rating issued by the Foundation for Independent Journalism (NFNZ).
- Websites that disseminate or promote misinformation or conspiracy theories are excluded from the feed.
- We enforce a policy limiting clickbait headlines and other deceptive or manipulative editorial practices.
- All partner websites must comply with our sourcing standards and editorial guidelines, ensuring readers can trace the origin of information and assess its credibility. Furthermore, we provide [guidelines](#) for our partners and require compliance with standards for information sourcing.
- Stricter rules apply to health and science content, where accuracy and source transparency are held to a higher standard.

**Seznam Discussions/Lide.cz**

- To counter inauthentic and deceptive behaviour as outlined in Commitment 14, our [policies](#) require users to operate under their real identity. Fake accounts are prohibited, and we apply proportional verification across multiple levels based on account behaviour and reach. We further prohibit impersonation of individuals or organisations and any form of coordinated inauthentic behaviour.
- Any unlawful content is forbidden. We pay particular attention to content inciting hatred based on racial or religious affiliation or nationality, and additionally prohibit vulgar or obscene language, slander, and threats of violence.
- We limit the spread of spam and other TTPs listed in Commitment 14 by targeting content with suspicious characteristics (e.g. sensitive keywords, unusually high output of comments), reposted content, and content spreading misinformation or linking to misinformation websites.
- We fact-check manipulative comments, label them, and add context boxes to provide users with accurate information.

	<ul style="list-style-type: none"> <li>• To prevent abuse of our services for commercial or other gain, we remove content containing personally identifiable or private information obtained from illegal sources or published without consent.</li> <li>• All the above is enforced through a combination of AI tools and human editors.</li> </ul>
<p><b>QRE 14.1.2</b></p>	<p><b>Seznam Search</b></p> <ul style="list-style-type: none"> <li>• We use a combination of machine learning and human oversight to prioritise high-quality, authentic content and reduce the reach of low-quality content spread through deceptive or manipulative behaviour as outlined in Commitment 14. Further details on how Seznam Search operates are available here.</li> <li>• To identify and flag disinformation websites, Seznam Search draws on a range of external sources, including EU Guidelines, the National Centre for Cybernetic Operations, the Foundation for Independent Journalism (NFNZ), the Atlas of Conspiracies project, and the Slovak initiative Konspiratori.sk. Appropriate warnings are displayed to users in search results accordingly.</li> </ul> <p><b>Seznam Newsfeed</b> uses a combination of human editors and AI tools to evaluate content quality:</p> <ul style="list-style-type: none"> <li>• Each day, approximately 3,000 articles are submitted by partner websites. Around 2,000 are published after automated checks and pre-categorisation — including clickbait headline detection and topic specificity classification — while nearly half of all submitted texts also undergo manual review by trained editors.</li> <li>• Editorial decisions are guided by detailed internal guidelines and the independent Media Rating published by the Foundation for Independent Journalism (NFNZ). Websites rated B- or C are excluded from the Newsfeed, as are websites listed by NFNZ or Konspiratori.sk as misinformative.</li> <li>• Only content meeting the standards of quality journalism is published automatically, and all such content remains subject to editorial oversight. We apply strict sourcing requirements to all submitted texts — including blog posts — regardless of whether they qualify as news.</li> <li>• News outlets with the highest quality ratings may publish content directly to the Newsfeed; however, their articles remain subject to retroactive checks by both automated tools and human editors.</li> </ul> <p><b>Seznam Medium</b>, our blogging service, upholds editorial principles consistent with those applied in Seznam Newsfeed:</p> <ul style="list-style-type: none"> <li>• Under our <a href="#">terms of service</a>, bloggers are prohibited from disseminating or promoting misinformation or conspiracy theories, linking to misinformation websites, or using content sourced from such websites. Blacklisted domains are identified based on lists maintained by NFNZ, Nelež, and Konšpiratori.sk.</li> </ul>

	<ul style="list-style-type: none"> <li>All blogs are reviewed by human editors, who have the authority to unpublish content or ban users in breach of the terms of service. Editorial decisions are further guided by detailed internal guidelines.</li> </ul> <p><b>Seznam Discussions/Lide.cz</b>, combats misinformation through a combination of AI tools, human editors, and dedicated fact-checkers moderating discussions:</p> <ul style="list-style-type: none"> <li>Our editors and fact-checkers operate according to comprehensive internal guidelines. Fact-checkers add context to manipulative or misinformative comments drawing on independent third-party sources, including EUvsDisinfo, AFP, and other trusted international and national outlets.</li> <li>Since August 2025, our fact-checking is subject to an additional independent review layer provided by three academic institutions — Anglo-American University, the Faculty of Arts at Charles University, and the Faculty of Social Studies at Masaryk University — further strengthening the impartiality and objectivity of our assessments.</li> <li>Editors verify and ban fake accounts, as well as accounts deploying TTPs or otherwise violating our policies.</li> <li>Our moderation approach focuses on behavioural evaluation rather than content removal alone. We identify specific patterns of behaviour exhibited by malicious actors and, wherever possible, prefer to correct misinformation and direct users to credible sources. Stricter sanctions are applied to accounts consistently deploying the most harmful narratives and TTPs.</li> <li>While the war in Ukraine remains the most prevalent source of misinformation we address, we also tackle hoaxes and false narratives related to global security, vaccines, Czech politics, LGBTQI+ issues, and others.</li> </ul>
Measure 14.2	
<b>QRE 14.2.1</b>	<p><b>Seznam Search</b> counters misinformation by promoting high-quality, authentic content and demoting low-quality content through its ranking system. For misinformation websites appearing in search results, we apply a risk-based warning framework grounded in independent sources:</p> <ul style="list-style-type: none"> <li><i>Category 1</i> — Blocked illegal content (based on EU Guidelines): The strictest intervention. Users are shown a hard red warning and are not permitted to click through to the target website, even if it appears in search results.</li> <li><i>Category 2</i> — Flagged misinformation (based on independent ratings by NFNZ, Konspiratori.sk, and the Atlas of Conspiracies): A red warning alerts users before they visit a known misinformation website, with an optional explanatory box detailing why the site has been flagged.</li> <li>Videos from domains flagged under either category are not displayed in search results.</li> </ul>

- Links to misinformation websites appear in our search results only rarely. However, data indicates that users actively seeking such content are highly determined — approximately 90% dismiss the Category 2 warning and proceed to the site regardless.

**Seznam Newsfeed** enforces its editorial [policies](#) through a combination of AI tools and human editors:

- All submitted texts are automatically checked and pre-categorised by AI — including through clickbait headline detection — and the majority subsequently undergo review by human editors to ensure full policy compliance.
- We work closely with our partners to help them understand and meet our editorial standards. Relevant guidance is available in our internal documentation, including [Guidelines on information sourcing](#), [Q&A Why my article is not on the Newsfeed](#), [Guidelines NFNZ rules](#), and [Guidelines on NFNZ Media rating](#).

**Seznam Medium**, our blogging service, upholds editorial principles consistent with those applied in Seznam Newsfeed:

- Under our [terms of service](#), bloggers are prohibited from disseminating or promoting misinformation or conspiracy theories, linking to misinformation websites, or using content sourced from such websites. Blacklisted domains are identified based on lists maintained by NFNZ, Nelež, and Konšpirátori.sk.
- All blogs are reviewed by human editors, who have the authority to unpublish content or ban users in breach of the terms of service. Editorial decisions are further guided by detailed internal guidelines.

**Seznam Discussions/Lide.cz** [policies](#) are enforced daily through a combination of AI tools and human editors and fact-checkers:

- 1) Vulgar comments and comments containing links to misinformation websites are filtered automatically and cannot be posted.
- 2) Users can easily report content that violates our policies; all reports are subsequently assessed by our editorial team.
- 3) Our systems automatically flag comments containing specific keywords for further editorial review. Editors and fact-checkers add explanations and context to manipulative or misleading comments rather than defaulting to removal.
- 4) Severe cases of misinformation, hate speech, and other illegal content are swiftly taken down and sanctioned. However, our general approach favours correction over deletion — where comments are manipulative or misleading, editors provide context, explain the issue, and debunk the manipulation.

We have also implemented a risk-based internal procedure to help editors prioritise flagged and potentially harmful content efficiently.

**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:

<b>Website category</b>	<b>Number of (disinformation) websites in each category</b>	<b>Number of displays of the sites in respective category (top 10 results)</b>	<b>Number of displays with at least one of the sites in respective category (one or more sites displayed = only 1 instance)</b>	<b>Number of warning popups displayed</b>
<b>CATEGORY 1</b> <i>Red warning with explanatory popup; click-through disabled</i>	4	11 809	8 537	613
<b>CATEGORY 2</b> <i>Red warning with explanatory popup; click-through enabled by user</i>	40	6 151 093	3 256 345	1 501 604

**SEZNAM NEWSFEED**

<b>Articles published in Seznam Newsfeed*</b>	<b>Articles rejected by editors</b>
721 109	45 735

\* Includes articles published in auto-publication (high-quality media publishing news) and those approved by editors.

<b>SEZNAM MEDIUM</b>			
<b>Number of authors (users) with at least 1 blogpost</b>	<b>Blogposts submitted and checked by editors</b>	<b>Blogposts rejected by editors or unpublished by authors (users)</b>	
9005	99 676	1 001	

  

<b>SEZNAM DISCUSSIONS/LIDE.CZ</b>			
<b>Number of comments taken down by editors</b>	<b>Number of Discussions users banned permanently with the request to prove their ID ("fake accounts")</b>	<b>Number of Discussions users banned permanently for any reason</b>	<b>Number of fact-checked comments</b>
555 025	9 298	10 499	25 294

<b>IV. Integrity of Services</b>	
<b>Commitment 15</b>	
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>	Seznam.cz develops and operates all AI systems in compliance with applicable EU and national legislation, while proactively anticipating future legal and technical challenges.

	<p>As the leading online news media house in Czechia, we pay particular attention to the use of AI in journalistic contexts. Aware of both the potential and the risks of generative AI — which can support quality content creation as readily as it can enable deepfakes and large-scale misinformation — we consider a robust self-regulatory framework for news editors essential in the fight against disinformation.</p> <ul style="list-style-type: none"> <li>• Our news outlet Seznam Zprávy operates under an <a href="#">editorial code of practice</a> governing the use of generative AI. Accordingly, we prohibit automatically generated or translated content in Seznam Newsfeed, and flag such content on Seznam Medium, in line with our respective terms of service (<a href="#">see terms of service</a>).</li> <li>• We use a proprietary AI-powered detection tool, supported by trained human editors, to identify and filter AI-generated content and deepfakes.</li> <li>• In 2025, we launched our own <a href="#">AI Assistant</a>, designed with trustworthiness as a core principle. The assistant is built to surface reliable, verified news content and incorporates safeguards to prevent the generation or amplification of misinformation.</li> <li>• We implement the requirements of the EU AI Act into our internal processes to the fullest extent possible, with particular focus on transparency obligations related to foundation models. We consider data quality to be central to the responsible development of AI systems — high-quality data reduces the risk of discrimination, protects personal data, and enables users to verify the sources of information they receive.</li> </ul>
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<b>IV. Integrity of Services</b>			
<b>Commitment 16</b>			
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	<ul style="list-style-type: none"> <li>• Dedicated editorial teams across Seznam Newsfeed, Discussions / Lide.cz, and Seznam Medium use a combination of proprietary automation tools and human oversight to identify and address policy-violating behaviour.</li> </ul>		

	<ul style="list-style-type: none"> <li>• Available enforcement actions include user identification, temporary or permanent account bans, and the unpublishing or deletion of blogs and comments.</li> <li>• These policies are set out in the terms of service of each of the above-mentioned services.</li> </ul>
<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>Alongside the platform-wide measures described under Commitment 14 — including fact-checking in Seznam Discussions/Lide.cz, educational warnings in Seznam Search, and the promotion of quality journalism in Seznam Newsfeed — Seznam.cz continues to strengthen targeted media literacy initiatives for specific audience groups.</p> <ul style="list-style-type: none"> <li>• To build media literacy among younger generations, we run the <a href="#">“Get to Know Media”</a> programme for elementary and high school teachers, and organise our annual <a href="#">Media Education Festival</a>, which brings together key media educators from across Czechia. We also provide teachers with access to our up-to-date fact-checks in searchable form.</li> <li>• To support older adults — who are particularly vulnerable in the online environment — we run the <a href="#">“Sherlock Senior”</a> programme for people of retirement age. In 2025, the programme continued to operate online through regular newsletters.</li> </ul>
<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>	<b>Media Literacy for Teachers and Students</b>

	<p>Launched in 2019, the <a href="#">“Get to Know Media”</a> programme supports elementary and high school teachers in delivering media literacy education. Developed in partnership with Michal Kaderka, a renowned expert from Charles University, it provides a comprehensive and practical methodology covering the workings of the media, fact-checking skills, social media algorithms, misinformation, manipulation, advertising, and other critical topics.</p> <ul style="list-style-type: none"> <li>• We offer free online courses for Czech teachers and provide ready-to-use educational materials for classroom use.</li> <li>• We distribute regular <a href="#">newsletters</a> on media literacy topics, also published on our corporate blog.</li> </ul> <p><b>Media Education Festival</b> In August 2025, we organised our annual <a href="#">Media Education Festival</a> in Prague, bringing together key media educators from across Czechia — including teachers and librarians — for all those actively involved or looking to engage in media education. The festival was attended by over 80 participants.</p> <p><b>Academy of Media Education</b> The <a href="#">Academy</a> is designed for teachers who have previously received media literacy training but have not yet fully integrated it into their teaching practice.</p> <ul style="list-style-type: none"> <li>• The Academy aims to build a community of media education practitioners, welcoming both experienced and newly starting teachers.</li> <li>• The programme includes meetings at Seznam.cz headquarters, visits to selected editorial offices, and online workshops.</li> </ul> <p><b>Media Literacy for Older Adults</b> To support older adults — who are particularly vulnerable in the online environment — Seznam.cz runs the <a href="#">“Sherlock Senior”</a> programme for people of retirement age. In 2025, the programme operated exclusively online through regular newsletters.</p>				
<b>SLI 17.2.1 - actions enforcing policies above</b>	<b>Data on Seznam.cz media literacy projects</b>				
<b>Data</b>	Nr of media literacy/ awareness raising activities organised/ participated in	Reach of campaigns	Nr of participants	Nr of interactions with online assets	
	2 long-term programs and 1 annual festival	-	Online lectures Seznam se s medii: 569	-	

			Academy of Media Education: 40 Media Education Festival: 80		
	Newsletter subscribers		3,000		
Measure 17.3					
<b>QRE 17.3.1</b>					
<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 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> <li>• Since August 2025, our fact-checking is subject to an <b>additional independent review provided by three academic institutions</b> — Anglo-American University, the Faculty of Arts at Charles University, and the Faculty of Social Studies at Masaryk University — further strengthening the impartiality and objectivity of our assessments.</li> <li>• We partnered with <b>Demagog.cz</b>, a fellow Code signatory, to fact-check political advertisements in the run up to the Czech parliamentary election. Ads rated as false or misleading were stopped from running on our platforms.</li> </ul>					

<b>V. Empowering Users</b>	
<b>Commitment 18</b>	
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	
<b>QRE 18.1.1</b>	<b>Seznam Discussions / Lide.cz</b> Seznam Discussions / Lide.cz minimises the risks of viral propagation of misinformation through the <a href="#">policies</a> described under Commitment 14 and a risk-based internal procedure that helps editors prioritise action against the most harmful content. The following safe design practices are in place: <ol style="list-style-type: none"> <li>1. Comments containing links to misinformation websites are filtered automatically and cannot be posted.</li> </ol>

	<ol style="list-style-type: none"> <li>2. Users can easily report content that violates our policies.</li> <li>3. Our systems automatically flag comments containing specific keywords for editorial review.</li> <li>4. Fact-checkers label and add context to manipulative or misinformative comments, including on the basis of user reports.</li> <li>5. Editors swiftly remove content and ban accounts responsible for severe misinformation, hate speech, or other illegal content.</li> </ol> <p><b>Seznam Newsfeed and Seznam Medium</b></p> <p>Seznam Newsfeed and Seznam Medium minimise the risks of viral propagation of disinformation by enforcing strict policies on what content may appear in each service, as described under Commitment 14. In Seznam Newsfeed, all submitted articles are automatically checked and pre-categorised by AI — including through clickbait headline detection — with approximately half of all submissions subsequently reviewed by human editors to ensure compliance. Only content meeting quality journalism standards is published automatically, and all such content remains subject to editorial oversight. Users of Seznam Newsfeed are further empowered through recommender modifiers. By pressing X on any article on our homepage, users can:</p> <ol style="list-style-type: none"> <li>a) Hide the entire news outlet from their feed</li> <li>b) Downgrade content they are not interested in</li> <li>c) Report an 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></p> <p>Seznam Search prioritises high-quality, authentic sources to deliver the most relevant content and best possible user experience. A risk-based warning framework is in place to reduce user engagement with misinformation websites appearing in search results, through labels and warnings described in detail under Commitment 14.</p> <p><b>Seznam Newsfeed</b></p> <p>Seznam Newsfeed reduces engagement with disinformation by enforcing strict <a href="#">policies</a> on what content may appear in the service, as described under Commitment 14. All submitted articles are automatically checked and pre-categorised by AI — including through clickbait headline detection — with approximately half subsequently reviewed by human editors to ensure compliance. Only content meeting quality journalism standards is published automatically, and all such content remains subject to editorial oversight.</p>

	<p><b>Seznam Discussions / Lide.cz</b></p> <p>Seznam Discussions / Lide.cz reduces engagement with disinformation through the <a href="#">policies</a> described under Commitment 14. Emphasis is placed on debunking disinformation, providing context, and directing users to credible sources of information — carried out by our dedicated 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/Lide.cz</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></p> <p>Seznam Newsfeed and Seznam Medium enforce clear policies — described in detail under Commitment 14 — to ensure that harmful, false, or misleading content does not appear on either service. Websites that spread misinformation or conspiracy theories, and links to such sites, are excluded entirely. In addition, we have deployed an internal rating system, <b>Aura</b>, which continuously measures the average content quality of each website in Seznam Newsfeed. Quality scores directly influence the position of sources within our recommender algorithm.</p> <p><b>Seznam Discussions / Lide.cz</b></p> <p>Our <a href="#">policies</a> prohibit any content in breach of private or public law, with particular attention to content inciting hatred against individuals or groups based on racial or religious affiliation or nationality. Account verification is applied proportionally, scaled to the behaviour, reach, and potential harm associated with a given account.</p> <ul style="list-style-type: none"> <li>• Links to misinformation websites are filtered automatically and cannot be posted.</li> <li>• Manipulative comments are labelled and fact-checked by our editors.</li> <li>• Editors swiftly remove severe misinformation, hate speech, and other illegal content, and ban accounts that repeatedly violate our policies.</li> </ul>
<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 Discussions/Lide.cz</b> can be found in the SLI 21.1.2.</p>
Measure 18.3	
<b>QRE 18.3.1</b>	<p><b>Partnerships and Fact-Checking</b></p> <ul style="list-style-type: none"> <li>• We maintain long-term partnerships with Czech and Slovak fact-checking and media quality rating projects, including NFNZ, Konšpirátori.sk, and Atlas of Conspiracies. Further details are available on our <a href="#">website</a>.</li> </ul>

	<ul style="list-style-type: none"> <li>• Since August 2025, our fact-checking is subject to an additional independent review layer provided by three academic institutions — Anglo-American University, the Faculty of Arts at Charles University, and the Faculty of Social Studies at Masaryk University — further strengthening the impartiality and objectivity of our assessments.</li> <li>• During the 2025 Czech parliamentary elections, we participated in the Rapid Response System as part of our commitment to protecting the integrity of the democratic process. We received no reports, reflecting the effectiveness of our automated and editorial safeguards.</li> <li>• We maintain a publicly available <a href="#">database of fact-checks</a> addressing the most widely spread misinformation in the Czech online space. Prepared by our editors in collaboration with AFP, EUvsDisinfo, and other reputable fact-checking institutions, these debunks are surfaced directly within Seznam Discussions by our AI tools and editors.</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							
<b>SLI 19.2.1 – user settings</b>	<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> <p>a) hide entire news outlet ("<b>Show me less content from this medium</b>")</p> <p>b) express they are not interested in such content and downgrade it ("<b>Article is not interesting</b>")</p> <p>c) report article as misleading or false ("<b>Report this article</b>")</p> <p>Number of times users actively engaged with these settings</p>						
<b>Data</b>	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th style="width: 33%;">"<b>Show me less content from this medium</b>"</th> <th style="width: 33%;">"<b>Article is not interesting</b>"</th> <th style="width: 33%;">"<b>Report this article</b>"</th> </tr> </thead> <tbody> <tr> <td>2 576 598</td> <td>1 711 900</td> <td>185 903</td> </tr> </tbody> </table>	" <b>Show me less content from this medium</b> "	" <b>Article is not interesting</b> "	" <b>Report this article</b> "	2 576 598	1 711 900	185 903
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2 576 598	1 711 900	185 903					

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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 helping users identify and navigate disinformation. Across our services, we facilitate access to fact-checkers and fact-checking organisations, as detailed under Commitment 14. Our partnerships with impartial civic and academic institutions underpin the fair and objective rating of media outlets we aggregate, rank, and display across our services.</p> <ul style="list-style-type: none"> <li>• The Foundation for Independent Journalism (NFNZ) provides us with their Media Rating — a rating system grounded in extensive research conducted by experts at Charles University — which we use to exclude news sources that fail to meet the required standards. The NFNZ Media Rating methodology is available here.</li> <li>• In partnership with NFNZ and other independent evaluators — including Konšpirátori.sk and Nelež — we identify and flag misinformation websites, and offer users the option to blacklist such sites directly within our services. We draw on the following sitelists: <ul style="list-style-type: none"> <li>• <a href="#">NFNZ disinformation sitelist</a></li> <li>• <a href="#">NFNZ junk news sitelist</a></li> <li>• <a href="#">Konšpirátori.sk misinformation sitelist</a></li> <li>• <a href="#">Nelež misinformation sitelist</a></li> </ul> </li> <li>• Since August 2025, our fact-checking is subject to an additional independent review provided by three academic institutions — Anglo-American University, the Faculty of Arts at Charles University, and the Faculty of Social Studies at Masaryk University — further strengthening the impartiality and objectivity of our assessments.</li> <li>• During the 2025 Czech parliamentary elections, we participated in the Rapid Response System as part of our commitment to protecting the integrity of the democratic process. We received no reports, reflecting the effectiveness of our automated and editorial safeguards.</li> <li>• We closely monitor emerging misinformation narratives to counter them proactively across Seznam Discussions and other services.</li> </ul>

<b>SLI 21.1.1 - actions taken under measure 21.1</b>	<b>Seznam Newsfeed</b> Use of independent media ratings														
<b>Data</b>	<table border="1"> <thead> <tr> <th data-bbox="884 295 1464 375">Independent fact-checkers/media rating bodies</th> <th colspan="2" data-bbox="1476 295 1832 375">Number of websites listed by independent rating bodies</th> </tr> </thead> <tbody> <tr> <td data-bbox="884 379 1464 443"><a href="#">General news websites with NFNZ rating</a> allowed in Seznam Newsfeed</td> <td colspan="2" data-bbox="1476 379 1832 443">41</td> </tr> <tr> <td data-bbox="884 448 1464 563"><a href="#">Disinformation and conspiratorial websites not allowed in Seznam Newsfeed</a> (cross-section of NFNZ, Konspiratori.sk and Atlas konspiraci)</td> <td colspan="2" data-bbox="1476 448 1832 563">22</td> </tr> <tr> <td data-bbox="884 568 1464 652"><a href="#">Junk news websites rated by NFNZ</a> <b>not</b> allowed in Seznam Newsfeed</td> <td colspan="2" data-bbox="1476 568 1832 652">1 176</td> </tr> </tbody> </table>			Independent fact-checkers/media rating bodies	Number of websites listed by independent rating bodies		<a href="#">General news websites with NFNZ rating</a> allowed in Seznam Newsfeed	41		<a href="#">Disinformation and conspiratorial websites not allowed in Seznam Newsfeed</a> (cross-section of NFNZ, Konspiratori.sk and Atlas konspiraci)	22		<a href="#">Junk news websites rated by NFNZ</a> <b>not</b> allowed in Seznam Newsfeed	1 176	
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<b>SLI 21.1.2 - actions taken under measure 21.1</b>	<b>Seznam Discussions</b> <ul style="list-style-type: none"> <li>• Our editors and fact-checkers operate according to comprehensive internal guidelines. Fact-checkers add context to manipulative or misinformative comments drawing on independent third-party sources, including EUvsDisinfo, AFP, and other trusted international and national outlets.</li> <li>• We have compiled more than 350 regularly updated fact-checks on various issues and made them <a href="#">public</a>.</li> <li>• Since August 2025, our fact-checking is subject to an additional independent review provided by three academic institutions — Anglo-American University, the Faculty of Arts at Charles University, and the Faculty of Social Studies at Masaryk University — further strengthening the impartiality and objectivity of our assessments.</li> </ul>														
	Nr of fact-checks prepared	Nr of labels applied to content, such as on the basis of such articles													
<b>Data</b>	350	25 294													

## 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 high-quality, authentic content and demoting low-quality content through its ranking system. For misinformation websites appearing in search results, we apply a risk-based warning framework grounded in independent sources:</p> <ul style="list-style-type: none"> <li>• <i>Category 1</i> — Blocked illegal content (based on EU Guidelines): The strictest intervention. Users are shown a hard red warning and are not permitted to click through to the target website, even if it appears in search results.</li> <li>• <i>Category 2</i> — Flagged misinformation (based on independent ratings by NFNZ, Konspiratori.sk, and the Atlas of Conspiracies): A red warning alerts users before they visit a known misinformation website, with an optional explanatory box detailing why the site has been flagged.</li> <li>• Videos from domains flagged under either category are not displayed in search results.</li> <li>• Links to misinformation websites appear in our search results only rarely. However, data indicates that users actively seeking such content are highly determined — approximately 90% dismiss the Category 2 warning and proceed to the site regardless.</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>• Our editors and fact-checkers operate according to comprehensive internal guidelines. Fact-checkers add context to manipulative or misinformative comments drawing on independent third-party sources, including EUvsDisinfo, AFP, and other trusted international and national outlets.</li> <li>• We have compiled more than 350 regularly updated fact-checks on various issues and made them <a href="#">public</a>.</li> <li>• Since August 2025, our fact-checking is subject to an additional independent review provided by three academic institutions — Anglo-American University, the Faculty of Arts at Charles University, and the Faculty of Social Studies at Masaryk University — further strengthening the impartiality and objectivity of our assessments.</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>

# Reporting on the service's response during an election

## Reporting on the service's response during Czech parliamentary election

Threats observed or anticipated at time of reporting:

- **Fake accounts** and coordinated influence operations targeting Seznam.cz services — particularly Seznam Discussions and Medium blogs — posed a risk of inauthentic amplification of political narratives and manipulation of public discourse
- **Spread of false or misleading news** about the election, including disinformation about candidates, the electoral process, and election results
- **Misleading or false political advertising** running on Seznam.cz services, with the potential to reach a large audience in the lead-up to polling day

Mitigations in place – or planned - at time of reporting:

- Our standard combination of **automated tools, human editorial oversight, and user identity verification** was maintained and reinforced throughout the election period. No significant influence operations or inauthentic coordinated behaviour were detected, demonstrating the effectiveness of our existing safeguards.
- Our **media services provided up-to-date, reliable information about the** elections throughout the campaign period. A dedicated information box was prominently displayed on the Seznam.cz homepage, and political blogs published on Seznam Medium were housed in a dedicated section, clearly labelled as authored by verified politicians.
- **False and misleading political advertising was mitigated through a mandatory human approval process for political ads.** We partnered with **Demagog.cz**, a fellow Code signatory, to **fact-check political advertisements**; ads rated as false or misleading were stopped from running on our platforms. On election day itself, our teams identified fake political ads and took them down swiftly.
- We increased our **fact-checking efforts** during the election period, with a particular focus on the electoral process, candidates, voting procedures, and other election-relevant topics. We established cooperation with three academic institutions to provide additional layer of checks.
- As part of the broader industry response, Seznam.cz participated in the **Rapid Response System**. We received no reports, reflecting the robustness of our automated and editorial measures.

[Note: Signatories are requested to provide information relevant to their particular response to the threats and challenges they observed on their service(s). They ensure that the information below provides an accurate and complete report of their relevant actions. As operational responses to crisis/election situations can vary from service to service, an absence of information should not be considered a priori a shortfall in the way a particular service has responded. Impact metrics are accurate to the best of signatories' abilities to measure them].

### Policies and Terms and Conditions

Outline any changes to your policies

Policy	Changes (such as newly introduced policies, edits,	Rationale

	<b>adaptation in scope or implementation)</b>	
<b>Terms &amp; Conditions for political advertising</b>	<i>Political ads fact-checked by Demagog.cz; false or misleading ads rejected</i>	Prevention of fake political ads running on Seznam.cz ad services
<b>Political Advertising</b>		
Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.		
<b>Specific Action applied</b> (with reference to the Code's relevant Commitment and Measure)	Description of intervention	
	<ul style="list-style-type: none"> <li>Political ads were subject to a fact-checking process in cooperation with Demagog.cz. Ads rated as false or misleading were prevented from running on Seznam.cz services.</li> <li>Our Terms &amp; Conditions for political advertising have been updated to reflect these requirements and ensure clear compliance obligations for advertisers.</li> </ul>	
	Indication of impact (at beginning of action: expected impact) including relevant metrics when available	
	<ul style="list-style-type: none"> <li>The cooperation with Demagog.cz and human oversight resulted in the prevention of false or misleading political ads from reaching Seznam.cz audiences during the 2025 election period.</li> <li>Human editorial oversight identified and swiftly removed one instance of a fake advertisement mimicking a political party, preventing potentially deceptive content from influencing voters.</li> </ul>	
<b>Integrity of Services</b>		
Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.		
<b>Specific Action applied</b> (with reference to the Code's	Description of intervention	

<p>relevant Commitment and Measure)</p>	<ul style="list-style-type: none"> <li>• Seznam Discussions / Lide.cz requires all users to operate under their real identity. Fake accounts are prohibited, and we apply a proportional, multi-level verification system scaled to the behaviour, reach, and potential harm associated with a given account.</li> <li>• Our automated tools and human editors monitor accounts on an ongoing basis, detecting and acting upon inauthentic behaviour, coordinated amplification, and other TTPs as outlined under Commitment 14.</li> <li>• A risk-based internal procedure guides editors in prioritising the most harmful or high-reach violations for swift action.</li> </ul>
	<p>Indication of impact (at beginning of action: expected impact) including relevant metrics when available</p> <ul style="list-style-type: none"> <li>• No significant coordinated influence operations or inauthentic behaviour were detected on Seznam.cz services during the 2025 Czech parliamentary elections, reflecting the effectiveness of our combined automated and editorial safeguards.</li> <li>• Seznam.cz participated in the Rapid Response System throughout the election period and received no reports.</li> </ul>
<p><b>Empowering Users</b></p>	
<p>Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.</p>	
<p><b>Specific Action applied</b> (with reference to the Code’s relevant Commitment and Measure)</p>	<p>Description of intervention</p> <ul style="list-style-type: none"> <li>• We significantly increased our fact-checking efforts during the election period, with a particular focus on the electoral process, candidates, voting procedures, and other election-relevant topics. An additional independent review layer was provided by our three academic partners — Anglo-American University, the Faculty of Arts at Charles University, and the Faculty of Social Studies at Masaryk University.</li> <li>• Our Newsfeed and media outlets — Seznam Zprávy and Novinky.cz — provided users with trustworthy, continuously updated news coverage throughout the campaign period and on election day, ensuring access to reliable information at every stage of the democratic process. Special boxes in Newsfeed and particular media were dedicated to trustworthy election information.</li> </ul>
	<p>Indication of impact (at beginning of action: expected impact) including relevant metrics when available</p> <ul style="list-style-type: none"> <li>• Manipulative narratives and false claims about the electoral process, candidates, and voting procedures were identified, fact-checked, and contextualised for users across our services.</li> <li>• Our coverage ensured that users had access to relevant, accurate information about the elections, results, and other topics crucial to informed democratic participation.</li> <li>• Seznam.cz homepage and media outlets recorded record-high traffic during the election weekend, reflecting the public’s trust in our services as a reliable source of electoral information.</li> </ul>

### Empowering the Research Community

Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.

**Specific Action applied**  
(with reference to the Code's relevant Commitment and Measure)

Description of intervention

- In August 2025, we established a formal cooperation with three academic institutions — Anglo-American University, the Faculty of Arts at Charles University, and the Faculty of Social Studies at Masaryk University — to strengthen the impartiality and academic rigour of our fact-checking processes.

Indication of impact (at beginning of action: expected impact) including relevant metrics when available

- The partnership provides an additional independent layer of academic review of our fact-checks, maximising their objectivity and credibility, and reinforcing public trust in the accuracy of our content moderation efforts.

### Empowering the Fact-Checking Community

Outline approaches pertinent to this chapter, highlighting similarities/commonalities and differences with regular enforcement.

**Specific Action applied**  
(with reference to the Code's relevant Commitment and Measure)

Description of intervention

- We partnered with Demagog.cz — a fellow Code signatory and leading Czech fact-checking organisation — to fact-check political advertisements submitted for display on Seznam.cz services. Ads rated as false or misleading were prevented from running.

Indication of impact (at beginning of action: expected impact) including relevant metrics when available

- The partnership ensured that false or misleading political advertisements did not reach Seznam.cz audiences during the election period, contributing to a cleaner and more trustworthy advertising environment ahead of a critical democratic event.