

Code of Practice on
Disinformation – Report of
Newtral for the period
January – July 2023

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Executive summary

Newtral is a media startup founded in January 2018 by journalist Ana Pastor, who is its sole shareholder. The three business areas in which we work are: the production of programs (for television and platforms), new narratives in social networks, innovation in journalism through fact-checking, and, in addition, we have launched a line of research based on Artificial Intelligence protocols. Our television productions include *El Objetivo de Ana Pastor* and *Dónde Estabas Entonces*, broadcast by laSexta, *Nevenka* for Netflix, *Un Sueño Real* for HBO, and *Los Borbones: una familia real*, on Atresplayer.

On our website, you can also find all the fact-checking articles, explainers, and data visualizations. We have also expanded our efforts in media literacy education. We collaborate with Meta (Facebook) on its third-party verification program as members of the IFCN, with the aim of reducing misinformation and reviewing "content (text, photos, or videos) that users or the platform itself deem potentially false, manipulated, or containing misleading or out-of-context information." Meta has also partnered with us to provide a free verification service through WhatsApp, a pioneering project in Spain that we launched in 2018. We also have a partnership with TikTok, which began in 2020. We work alongside the platform to reduce the spread of false information, advising the company on engaging users in efforts to reduce misinformation and the spread of unverified content.

Newtral has been a signatory of the Code of Practice on Disinformation since 2023. Over the course of this year, we have actively contributed to EDMO reports, offering insights and information to enhance the understanding of disinformation challenges. Additionally, we are contributing to the Iberian chapter of EDMO, IBERIFIER, engaging in collaborative efforts with our peers. In June, we participated in the Fifth Plenary of the Code of Practice on Disinformation in Brussels, where we shared our concerns and fostered connections with fellow partners in the Code. Furthermore, we have integrated into various subgroups to participate in discussions. Our commitment to excellence extends to our participation in the European Fact-Checking Standards Network (EFCSN), dedicated to establishing a robust institutional framework that upholds the highest standards within the European fact-checking community.

Navigation per Service

Commitments	Measures	Service A
VII. Empowering the fact-checking community		
33	Measure 33.1	<input checked="" type="checkbox"/>
VIII. Transparency centre		
34	Measure 34.3	<input checked="" type="checkbox"/>
	Measure 34.4	<input checked="" type="checkbox"/>
35	Measure 35.3	<input checked="" type="checkbox"/>
36	Measure 36.1	<input checked="" type="checkbox"/>
IX. Permanent Task-Force		
37	Measure 37.1	<input checked="" type="checkbox"/>
	Measure 37.2	<input checked="" type="checkbox"/>
	Measure 37.3	<input checked="" type="checkbox"/>
	Measure 37.4	<input checked="" type="checkbox"/>
	Measure 37.5	<input checked="" type="checkbox"/>
	Measure 37.6	<input checked="" type="checkbox"/>
X. Monitoring of the Code		
38	-	<input checked="" type="checkbox"/>
39	-	<input checked="" type="checkbox"/>
40	Measure 40.3	<input checked="" type="checkbox"/>
	Measure 40.6	<input checked="" type="checkbox"/>
42	-	<input checked="" type="checkbox"/>
43	-	<input checked="" type="checkbox"/>

VII. Empowering the fact-checking community

Commitment 33

Relevant Signatories (i.e. fact-checking organisations) commit to operate on the basis of strict ethical and transparency rules, and to protect their independence.

	C.33	M 33.1
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes	
If yes, list these implementation measures here [short bullet points].	<ul style="list-style-type: none"> • Newtral was renewed as verified signatories of the International Fact-checking Network (IFCN) • We were accepted as members of the European Fact-Checking Standards Network (EFCSN). • We started a collaboration with IBERIFIER, the Digital Media Observatory in Spain and Portugal part of EDMO. • We updated our methodology page to include an explanation of our use of artificial intelligence. • We have updated the accounts of the company with 2022's results. 	
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Yes	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Newtral anticipates its inclusion in the upcoming phase of the Digital Media Observatory consortium for Spain and Portugal.	
Measure 33.1	Newtral has achieved full compliance with the criteria necessary to renew its credentials as a verified signatory of the International Fact-checking Network (IFCN) Code of Principles and to become a member of the European Fact-Checking Standards Network (EFCSN).	
QRE 33.1.1	Starting this year, Newtral has undertaken a commitment to adhere to the Code of Practice on Disinformation as part of our ongoing efforts to enhance transparency and independence. To fulfill this commitment, we have taken several significant steps. We applied for the renewal of our verified signatory status with the International Fact-checking Network (IFCN), a status we have held since 2017. Additionally, we proudly joined the European Fact-Checking Standards Network (EFCSN) and actively participated in the Policy Group. Throughout the year, we have made substantial contributions, providing valuable insights and information to EDMO reports and collaborating closely with IBERIFIER, the Digital Media Observatory for Spain and Portugal under EDMO. In June, we attended the IBERIFIER meeting in Lisbon to discuss future strategies. Furthermore, we were active participants in the Fifth Plenary of the Code of Practice on Disinformation in Brussels, where we shared our	

	concerns and forged connections with fellow Code of Practice partners. We have also integrated into several subgroups to stay informed and contribute to discussions. All these milestones and updates are diligently documented on our methodology page (https://www.newtral.es/metodologia-transparencia/) and shared through various publications on our website (e.g., https://www.newtral.es/codigo-desinformacion/20230616/ or https://www.newtral.es/newtral-miembro-efcsn-fact-checking/20230728/).	
SLI 33.1.1 - number of European fact-checkers that are IFCN-certified	Methodology of data measurement [suggested character limit: 500 characters]	
	Nr of fact-checkers IFCN-certified	Nr of members of CPI
Member States	As of August, the IFCN webpage currently lists 27 European fact-checkers among its 109 verified active signatories. Additionally, there are 10 European members in the process of renewing their status, out of the total 21 signatories with this pending renewal, and 17 out of the 51 verified signatories whose certification has expired.	
List actions per member states and languages (see example table above)		

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				
	C.34	M 34.3		M 34.4
We signed up to the following measures of this commitment:	Name of the service(s)	Name of the service(s)		Name of the service(s)
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes			
If yes, list these implementation measures here [short bullet points].	<ul style="list-style-type: none"> • Newtral has prepared the baseline report. • Newtral is committed to delivering and publishing the report on the Transparency Centre website. • Newtral is dedicated to ensuring the ongoing operational and functional status of the Transparency Centre. 			
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the	Yes			

maturity of the implementation of this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Newtral remains committed to actively contributing to the Transparency Centre in alignment with our operations and activities.
Measure 34.3	Newtral contributes with the information condensed in this report to the Transparency Centre to the extent that the Code is applicable to our services.
Measure 34.4	Newtral upholds its commitment to support the functioning of the Transparency Centre and consents to annual recording and review within the Task Force.

VIII. Transparency Centre

Commitment 35

Signatories commit to ensure that the Transparency Centre contains all the relevant information related to the implementation of the Code's Commitments and Measures and that this information is presented in an easy-to-understand manner, per service, and is easily searchable.

	C.35	M 35.1	M 35.2
We signed up to the following measures of this commitment:	Name of the service(s)	Name of the service(s)	Name of the service(s)
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes		
If yes, list these implementation measures here [short bullet points].	Newtral has prepared the current baseline report and is committed to delivering it for publication on the Transparency Centre website, enabling accessible data retrieval for our information. In this regard, we are dedicated to ensuring the continuous operation and functionality of the Transparency Centre.		
Do you plan to put further implementation measures in place in the next 6 months to	Yes		

substantially improve the maturity of the implementation of this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Newtral remains committed to actively contributing to the Transparency Centre as an integral part of our operations and activities.
Measure 35.3	Newtral will ensure that the Transparency Centre serves as a repository for our reports assessing the implementation of the Code's commitments.

VIII. Transparency Centre			
Commitment 36			
Signatories commit to updating the relevant information contained in the Transparency Centre in a timely and complete manner.			
	C.36	M 36.1	M 36.2
We signed up to the following measures of this commitment:	Name of the service(s)	Name of the service(s)	Name of the service(s)
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes		
If yes, list these implementation measures here [short bullet points].	<ul style="list-style-type: none"> • Newtral has prepared the current baseline report and is dedicated to delivering it for publication on the Transparency Centre website, simplifying access to our information. • We are unwavering in our commitment to maintaining the operational and functional efficiency of the Transparency Centre. • Newtral has participated in the survey to improve the experience with the Transparency Centre. 		
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Yes.		
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Newtral upholds its commitment to actively contribute to the Transparency Centre as an integral part of its operations and activities.		

Measure 36.1	Newtral will ensure timely communication of pertinent changes in policies and implementation actions, with updates provided within 30 days of their announcement or implementation.
QRE 36.1.1 (for the Commitments 34-36)	Newtral commits to promptly update our policies and implementation actions in response to relevant changes, ensuring that such updates occur within 30 days of their announcement or implementation.
QRE 36.1.2 (for the Commitments 34-36)	
SLI 36.1.1 - (for Measures 34 and 36) meaningful quantitative information on the usage of the Transparency Centre, such as the average monthly visits of the webpage.	Methodology of data measurement [suggested character limit: 500 characters] No methodology nor data to report.
Member States	
List actions per member states and languages (see example table above)	

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.			
	C.37	M 37.1	M 37.2
We signed up to the following measures of this commitment:	Name of the service(s)	Name of the service(s)	Name of the service(s)
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes.		

If yes, list these implementation measures here [short bullet points].	<ul style="list-style-type: none"> ● In June, Newtral participated in the Fifth Plenary of the Code of Practice on Disinformation in Brussels. ● Newtral has attended online meetings within various subgroups and the task force. ● Newtral is a member of several subgroups, including Ad Scrutiny SG, Crisis Response SG, Empowerment of Fact-checkers SG, Integrity of Services SG, Monitoring & Reporting SG, and Outreach and Integration of New Signatories SG.
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Yes.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Newtral has expressed interest in joining the upcoming Generative AI SG.
Measure 37.1	Newtral remains steadfast in its commitment to actively contribute to the Task-force's endeavours, encompassing both plenary sessions and specialised subgroups addressing specific issues.
Measure 37.2	Newtral has committed to contribute to the task force, especially in cooperating and coordinating our work in special situations like elections or crises. We are also eager to reinforce the reporting templates for the implementation of the Code's Commitments and Measures, as well as a refined methodology of the reporting. We have also promoted the Code among relevant peers aiming to integrate new Signatories to the Code.
Measure 37.3	
Measure 37.4	As previously mentioned, Newtral has participated in the subgroups dedicated to specific issues related to the implementation and revision of the Code. This involvement has proven essential in gaining a deeper understanding of the operations and staying informed about ongoing discussions and partner concerns.
Measure 37.5	

Measure 37.6	Newtral is committed to updating our subscription document in response to any changes and will report these updates in our next report.
QRE 37.6.1	In June, Newtral participated in the Fifth Plenary of the Code of Practice on Disinformation in Brussels, in which we had the opportunity to introduce ourselves and connect with other relevant actors as part of the Code of Practice. Newtral has also integrated the subgroups of Ad Scrutiny SG, Crisis Response SG, Empowerment of Fact-checkers SG, Integrity of Services SG, Monitoring & Reporting SG, and Outreach and Integration of New Signatories SG.

X. Monitoring of Code	
Commitment 38	
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.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes.
If yes, list these implementation measures here [short bullet points].	<ul style="list-style-type: none"> • Newtral has appointed two individuals to ensure compliance with the Code of Practice. • Newtral has participated in Task-force and SG meetings to engage in discussions and stay informed about ongoing developments.
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Yes.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Newtral plans to continue overseeing our commitment to the Code of Practice while further enhancing our transparency.

Measure 38.1	Newtral has designated two individuals to serve as representatives of the organisation within both the Permanent Task-force and the Subgroups. They bear the responsibility of supervising and coordinating all internal initiatives aimed at guaranteeing the successful implementation of our commitments in accordance with the Code of Practice. Our overarching objective is to attain full compliance with the Code.
QRE 38.1.1	Newtral has allocated sufficient resources and has established appropriate internal processes to ensure the effective implementation of our commitments under the Code. We have formed dedicated teams and instituted internal processes to achieve comprehensive coverage across all aspects of our commitment.

X. Monitoring of the Code	
Commitment 39	
Signatories commit to provide to the European Commission, within 1 month after the end of the implementation period (6 months after this Code's signature) the baseline reports as set out in the Preamble.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes.
If yes, list these implementation measures here [short bullet points].	This marks Newtral's initial baseline report submission in accordance with our commitment to the Code.
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	

X. Monitoring of the Code

Commitment 40

Signatories commit to provide regular reporting on Service Level Indicators (SLIs) and Qualitative Reporting Elements (QREs). The reports and data provided should allow for a thorough assessment of the extent of the implementation of the Code's Commitments and Measures by each Signatory, service and at Member State level.

	C.40	M 40.3	M 40.6
We signed up to the following measures of this commitment:	Name of the service(s)	Name of the service(s)	Name of the service(s)
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes.		
If yes, list these implementation measures here [short bullet points].	<ul style="list-style-type: none"> • Newtral is delivering its first report. • Newtral is fully committed to cooperating with the European Commission, ensuring prompt responses to their requests for information and data. This cooperation is aimed at facilitating an efficient and thorough monitoring process for the implementation of the Code. 		
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Yes.		
If yes, which further implementation measures do you plan to put in place in the next 6 months?	In the coming six months, our plan revolves around strengthening our commitment and maintaining open communication with the Transparency Center. This encompasses not only the ongoing report but also any supplementary measures or developments that may emerge during this period.		

X. Monitoring of the Code

Commitment 42

Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce.

	C.42
In line with this commitment, did you deploy new	Yes.

implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	
If yes, list these implementation measures here [short bullet points].	Newtral is committed to taking swift action during critical situations, such as elections or crises. We are prepared to collaborate with the European Commission by promptly supplying any required information, data, or reports as requested within the Task-force's rapid response system.
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Yes.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	As part of our proactive approach, we are actively preparing to address potential disinformation concerns during the upcoming European elections.

X. Monitoring of the Code

Commitment 43

Signatories commit to produce reports and provide data following the harmonised reporting templates and refined methodology for reporting and data disclosure, as agreed in the Task-force.

	C.43
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes.

<p>If yes, list these implementation measures here [short bullet points].</p>	<p>Newtral is committed to generating reports and providing data in accordance with the harmonised reporting templates and refined methodology for reporting and data disclosure, which have been collectively agreed upon within the Task-force.</p>
<p>Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]</p>	<p>Yes.</p>
<p>If yes, which further implementation measures do you plan to put in place in the next 6 months?</p>	<p>Yes, we are actively preparing to enhance the maturity of the implementation of this commitment by gearing up to provide the necessary reports and data required for the upcoming European elections.</p>