

Code of Practice on
Disinformation – Report of
Seznam.cz for the period
January 1st – December 31st
2023

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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 2023 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 platforms: 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 both humans 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 elevation 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 improved our detection of AI-generated content, clickbait, and other forms of misleading or harmful content, and we have increased our human oversight and moderation.
- We have continued to blacklist and demote misinformative and poor-quality sources on our platforms, while using 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 improved our flagging of disinformation websites and our warnings in Seznam Search, providing more context and information to our users.

New services and initiatives

- We have launched Seznam Medium, a new blogging service that has gotten very popular. We are keeping the same editorial standards and our commitments to blacklist misinformation – as we believe even blogs must uphold trustworthiness.
- We have a new AI-powered assistant to human editors and fact-checkers. It is a highly precise detector of AI-generated text working in Czech, based on our own language model, and trained on our texts.
- AI also helps us do fact-checking faster.

- We aim to make all our fact-checks public and searchable in 2024 to expand our media literacy efforts.
- We have introduced the new flagging of manipulative comments with added context, to help our users identify and report such comments.

Getting ready for the upcoming European Elections 2024

- We build upon our efforts from other extraordinary events such as Russia-Ukraine war and Czech presidential elections.
- In the run-up to the European Elections, we will make sure to get rid of fake accounts by verifying users and spotting inauthentic behaviour. We will monitor and fact-check disinformation narratives about EU institutions, candidates, and other topics.
- We will also provide trustworthy information and live election updates in our Newsfeed, to help our users stay informed and engaged with the democratic process.

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 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 2023 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.

Correction as of 27 Jan 2025:

Values for SLI 19.2.1 have been updated due to numerical errors.

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

QRE 14.1.1

Seznam Search

- 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.
- 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.

Seznam Newsfeed has [policies](#) for what can appear in the service to promote quality journalism and trustworthy news.

- Independent Media Rating published by the Foundation for Independent Journalism (NFNZ) is mandatory for all news websites displayed in Seznam Newsfeed.
- Websites that disseminate or contribute to the dissemination of misinformation or conspiracy theories are excluded from the feed.
- We also have a policy to limit clickbait headlines and other deceptive or manipulative editorial practices.
- Furthermore, we provide [Guidelines](#) for our partners and require compliance with standards for information sourcing on all websites displayed in Seznam Newsfeed.
- 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.

Discussion platform

- Our [policies](#) 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.
- Any content in breach of both private and public law is forbidden on the platform. 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.

	<ul style="list-style-type: none"> • 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. • 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. • Finally, we aim to prevent people from abusing our platform 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. • We do this by a combination of AI tools and human editors.
<p>QRE 14.1.2</p>	<p>Seznam Search</p> <ul style="list-style-type: none"> • 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 here. • 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. <p>Seznam Newsfeed uses a combination of humans and AI to evaluate quality of content.</p> <ul style="list-style-type: none"> • Every day, around 3,000 texts 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. • 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. • 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). • 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. <p>Seznam Medium</p>

	<ul style="list-style-type: none"> • Our new blogging platform, applies similarly strict editorial principles as Newsfeed does. • According to our terms of service, 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. • 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. <p>Discussion platform, 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"> • 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. • Our editors verify and eventually ban fake accounts, and accounts that deploy TTPs or otherwise violate our policy. • 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. • 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. • 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, LGBTIQ+ and others.
Measure 14.2	
QRE 14.2.1	<p>Seznam Search 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"> 1) Category 1: Blocked illegal content based on EU guidelines: 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. 2) Category 2: Flagged misinformation based on the independent media ratings (NFNZ, Konšpirátori.sk, Atlas of Conspiracies): The less strict red warning that alerts users before visiting a known misinformation website. An optional box explains why a particular site is problematic.

	<ul style="list-style-type: none"> • We do not display videos from the domains listed above in our search results. • 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. <p>Seznam Newsfeed relies on a combination of people and AI to enforce Seznam Newsfeed policies.</p> <ul style="list-style-type: none"> • 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. • Additionally, we work closely with our partners to educate them on our policies and help them to comply. For more details see Guidelines on information sourcing, Q&A Why my article is not on the Newsfeed, Guidelines NFNZ rules, and Guidelines on NFNZ Media rating. <p>Seznam Medium</p> <ul style="list-style-type: none"> • Our new blogging platform, applies similarly strict editorial principles as Newsfeed does. According to our terms of service, 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. • 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. <p>Discussion platform policies are enforced by AI, human editors/fact-checkers on a daily basis.</p> <ol style="list-style-type: none"> 1) Vulgar comments or comments containing links to misinformation sites are filtered automatically and cannot be posted. 2) We empower and make it easy for users to report any content that violates policies. They are further assessed by our editorial team. 3) Our systems automatically flag comments with specific keywords to be further assessed by the editorial team. Our team of editors & fact-checkers adds explanations and gives context to manipulative comments. 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 & debunk manipulations. <p>We also implemented a risk-based internal procedure for our editors to deal with violations, prioritizing flagged and potentially harmful content.</p>
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 <i>Red warning with explanatory popup; click-through disabled</i>	4	23,539	19,078	1,243
CATEGORY 2 <i>Red warning with explanatory popup; click-through enabled by user</i>	38 - 51	12,930,179	6,558,660	1,014,699

SEZNAM NEWSFEED

Articles published in Seznam Newsfeed*	Articles rejected by editors
862,806	48,463

* 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 human editors	Blogposts rejected by human editors or unpublished by authors (users)
10,585	28,562	271

DISCUSSION PLATFORM

Number of comments taken down	Number of Discussions users banned permanently with the request to prove their ID ("fake accounts")	Number of Discussions users banned permanently for any reason
939,414	11,962	27,676

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	
QRE 15.1.1	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>As a CMP company and the biggest 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. Thus, Seznam News published clear rules binding for editorial staff on using AI tools. In the same way, we prohibit "automatically generated and robotically translated content" in Seznam Newsfeed policies as well as in Seznam Medium terms of service. We use our proprietary AI-powered detection tool and trained human editors to filter AI-generated content and deepfakes.</p> <p>Following this further, we support the transparency obligations in the upcoming EU AI Act, including transparency obligations related to foundation models and transparency on use of copyright-protected data. Data is the central element of the development and operation of these AI systems, and this also includes structured data, such as databases and copyright-protected works (e.g. journalistic or academic texts, images or sounds). A clear requirement on declaring sources by AI developers would decrease discrimination and quality of data risks, protect personal data, and enable users to verify sources of information.</p>
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V. Empowering Users

Commitment 17

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	
QRE 17.1.1	While Seznam.cz aims to develop media literacy and critical thinking of general public at scale by policies and actions described under Commitment 14 (e.g. Discussion platform fact-checking, Seznam Search warnings with educational explanation, or Seznam Newsfeed promotion of quality journalism) it continues and strengthen activities in the area of media literacy and critical thinking targeted on specific groups.

	<p>To improve media literacy and critical thinking of upcoming generations Seznam.cz runs the “Get to Know Media” program for elementary and high school teachers. We also organize our annual Media Education Festival, 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 “Sherlock Senior” program for people in retirement age. However, in 2023 it operated only online via regular newsletters.</p>
<p>SLI 17.1.1 - actions enforcing policies above</p>	<p>Data on displayed warnings with educational explanation in Seznam Search, data on the way we promote quality journalism in Seznam Newsfeed and Seznam Medium can be found in the SLI 14.2.1 – SLI 14.2.4</p> <p>Data on fact-checking on Discission platform can be found in the SLI 21.1.2.</p>
<p>Measure 17.2</p>	
<p>QRE 17.2.1</p>	<p>Media literacy for teachers and kids</p> <ul style="list-style-type: none"> • In 2019, Seznam started the “Get to Know Media” 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. • 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. • In addition, we run free online courses for Czech teachers and provide them with educational materials to be used in classes. <p>Media Education Festival</p> <ul style="list-style-type: none"> • In the summer of 2023, we organized our annual Media Education Festival, which gathered key media educators in Czechia and was intended for all those who are or want to be involved in media education. • Over 80 teachers and librarians and 40 lecturers joined the festival in Prague. We look forward to the next festival in 2024. <p>Media literacy for elderly people</p> <ul style="list-style-type: none"> • Media literacy project “Sherlock Senior” focuses on elderly people. These trainings are also developed in partnership with Michal Kaderka. • The aim of the project is to educate seniors on how news is made, how social media work, and how hoaxes are debunked. • We pay special attention to chain emails that are a major source of misinformation among the elderly. Besides the trainings, we also publish a monthly digest of hoaxes spread by email.

SLI 17.2.1 - actions enforcing policies above	Data on Seznam.cz media literacy projects				
	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	-	3,546	-	
Measure 17.3					
QRE 17.3.1	Media literacy for teachers and kids The <i>"Get to Know Media"</i> and <i>"Sherlock Senior"</i> 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.				

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	
QRE 18.1.1	Seznam Discussion platform minimise the risks of viral propagation of misinformation by adopting and enforcing its policies 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 Discussion platform adopted following safe design practices and features: <ol style="list-style-type: none"> 1) Comments containing links to misinformation sites are filtered automatically and cannot be posted; 2) Users are empowered with feature to easily report such content; 3) Our systems automatically flag content that includes specific keywords; 4) Our fact-checkers label and add context to manipulative/misinformative comments also based on user feedback;

	<p>5) Editors take down and ban severe spread of misinformation, hate speech and other illegal content as fast as possible.</p> <p>Seznam Newsfeed and Seznam Medium platforms 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 Seznam Newsfeed, 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 Seznam Newsfeed with recommender modifiers. By pressing X on our homepage, users can:</p> <ul style="list-style-type: none"> a) hide entire news outlet; b) express they are not interested in such content and downgrade it; c) report article as misleading or false.
<p>QRE 18.1.2</p>	<p>Information on how Seznam Search works can be found here.</p> <p>Information of Seznam Newsfeed recommender can be found here</p>
<p>QRE 18.1.3</p>	<p>Seznam Search 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>Seznam Newsfeed reduces the engagement with disinformation by adopting and enforcing policies 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>Discussion platform reduce the engagement with disinformation by adopting and enforcing its policies 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>

SLI 18.1.1 - actions proving effectiveness of measures and policies	Data on displayed warnings with educational explanation in Seznam Search , data on the way we promote quality journalism in Seznam Newsfeed and Seznam Medium can be found in the SLI 14.2.1 – SLI 14.2.4 Data on fact-checking on Discission platform can be found in the SLI 21.1.2.
Measure 18.2	
QRE 18.2.1	<p>Seznam Newsfeed and Seznam Medium 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>Discussion platform policies 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>
SLI 18.2.1 - actions taken in response to policy violations	Data on displayed warnings with educational explanation in Seznam Search , data on the way we promote quality journalism in Seznam Newsfeed and Seznam Medium can be found in the SLI 14.2.1 – SLI 14.2.4 Data on fact-checking on Discission platform can be found in the SLI 21.1.2.

V. Empowering Users
Commitment 19
<p>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.</p> <p style="text-align: center;">[change wording if adapted]</p>

Measure 19.2							
SLI 19.2.1 – user settings	<p>Seznam Newsfeed</p> <p>We provide users with a feature to adjust the recommender system. By pressing X user is empowered to:</p> <ul style="list-style-type: none"> a) hide entire news outlet ("Show me less content from this medium") b) express they are not interested in such content and downgrade it ("Article is not interesting") c) report article as misleading or false ("Report this article") 						
	Number of times users actively engaged with these settings						
Data	<table border="1"> <thead> <tr> <th>"Show me less content from this medium"</th> <th>"Article is not interesting"</th> <th>"Report this article"</th> </tr> </thead> <tbody> <tr> <td>3,969,770</td> <td>2,938,806</td> <td>1,136,463</td> </tr> </tbody> </table>	"Show me less content from this medium"	"Article is not interesting"	"Report this article"	3,969,770	2,938,806	1,136,463
"Show me less content from this medium"	"Article is not interesting"	"Report this article"					
3,969,770	2,938,806	1,136,463					

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. [change wording if adapted]

Measure 21.1	
QRE 21.1.1	<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>The Endowment Fund for Independent Journalism (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. NFNZ MediaRating methodology is available here.</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"> • NFNZ disinformation sitelist • Konšpirátori.sk misinformation sitelist • Nelež misinformation sitelist <p>Finally, we closely monitor emerging misinformation narratives to counter them on Seznam discussion platform, threads, and other services.</p>											
SLI 21.1.1 - actions taken under measure 21.1	<p>Seznam Newsfeed Use of independent media ratings</p>											
Data	<table border="1" data-bbox="882 580 1843 874"> <thead> <tr> <th data-bbox="882 580 1464 667">Independent fact-checkers/media rating bodies</th> <th colspan="2" data-bbox="1471 580 1843 667">Number of websites listed by independent rating bodies</th> </tr> </thead> <tbody> <tr> <td data-bbox="882 667 1464 730">News-publishing websites with MediaRating by NFNZ allowed in the Newsfeed</td> <td colspan="2" data-bbox="1471 667 1843 730">27</td> </tr> <tr> <td data-bbox="882 730 1464 874">Misinformation websites not allowed in Seznam Newsfeed (cross-section of NFNZ, Konspiratori.sk and Atlas of Conspiracies)</td> <td colspan="2" data-bbox="1471 730 1843 874">33</td> </tr> </tbody> </table>			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	27		Misinformation websites not allowed in Seznam Newsfeed (cross-section of NFNZ, Konspiratori.sk and Atlas of Conspiracies)	33	
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SLI 21.1.2 - actions taken under measure 21.1	<p>Discussion platform</p> <ul style="list-style-type: none"> • Our editors fact-check manipulative comments, label them and add context boxes instead of just simply deleting the post or banning the account. We do this by a combination of AI-powered detection tools and the work of human editors who oversee and manage discussion around the clock. • 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. More than 200 fact-checks were created in 2023. • We plan to make all fact-checks public and searchable to expand our media literacy efforts. 											
	Nr of fact-checks prepared	Nr of labels applied to content, such as on the basis of such articles										
Data	211	9,200										

Reporting on the service's response during an election

Reporting on the service's response during an election

European Elections 2024

Threats observed or anticipated at time of reporting:

- Increased amount of inauthentic user behavior: We expect more deceptive or misleading online tactics to influence the public opinion and the electoral outcome by using fake accounts, impersonation, false, misleading, or AI-generated content.
- Spread of falsehoods, manipulations: We expect proliferation of false or distorted information that can misinform, confuse, or polarize users (voters).

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

- We continue to strengthen our security and integrity measures since the onset of the Russia-Ukraine conflict and the Czech presidential elections. We ensure that our platform is free of fake accounts by verifying users, detecting and removing inauthentic behaviour.
- We will monitor disinformation narratives about the elections and provide fact-checks and context where needed.
- We will offer reliable election information and results as well as live updates on the elections in a dedicated section of our Seznam Newsfeed and on our own media outlets Seznam Zpravy and Novinky.cz.
- We will continue to scan for AI-generated content that is not allowed in our Seznam Medium blogging service.

Integrity of Services

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:

- Increased requests for user verification via bank ID or other forms of identification
- Banning of fake accounts
- Continuing scanning for AI-generated content

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

- Less inauthentic behaviour and content on our platforms
- Decreased amount of organic or coordinated spread of misinformation and disinformation about the elections

Empowering Users

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:

- Increased fact-checking efforts, particularly focused on the election process, candidates and other relevant topics
- Provide trustworthy, live-updated news in our Newsfeed and in our media outlets (Seznam Zpravy, Novinky.cz)

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

- Fact-checked manipulations about the election process and other relevant topics
- Provide relevant information about the elections, results and other relevant topics that are crucial to the democratic processes