

EU CODE OF PRACTICE ON DISINFORMATION 2022

# Subscription Document for The Global Disinformation Index

**Name of the Signatory**

**The Global Disinformation Index**

**About the Signatory**

The Global Disinformation Index ([www.disinformationindex.org](http://www.disinformationindex.org)) is a global not-for-profit organisation. Our mission is to restore trust in the media by disrupting, defunding and down-ranking disinformation sites. We provide [disinformation risk ratings](#) of media sites and [research disinformation campaigns](#) as well as the role of advertising in funding them.

Service name	Description of the service
<a href="#">Dynamic Exclusion List</a>	The core output of the Disinformation Index is our Dynamic Exclusion List (DEL) of global news publications rated high risk for disinformation. The DEL contains the worst offending websites and apps across multiple countries and languages and is continually updated to capture new disinformation sources and narratives. Ad tech companies and platforms can license GDI data to defund and downrank these worst offenders, thus disrupting the ad-funded disinformation business model.

<b>II. Scrutiny of Ad Placements</b>		
<b>List of adopted commitments and measures <sup>1</sup></b>		<b>Qualitative reporting elements and service level indicators<sup>2</sup></b>
<u>Commitment 1</u>	<u>Measure 1.6</u>	QRE 1.6.4 GDI commits to rate sources to determine if they persistently publish Disinformation and will provide reasonable information on the criteria under which websites are rated, make public the assessment of the relevant criteria relating to Disinformation and operate in an apolitical manner.

<b>VIII. Transparency Centre</b>		
<b>List of adopted commitments and measures <sup>3</sup></b>		<b>Qualitative reporting elements and service level indicators<sup>4</sup></b>
<u>Commitment 34</u>	<u>Measure 34.3</u>	

<sup>1</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

<sup>2</sup> Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

<sup>3</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

<sup>4</sup> Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

<b>IX. Permanent Task-Force</b>		
<b>List of adopted commitments and measures <sup>5</sup></b>		<b>Qualitative reporting elements and service level indicators<sup>6</sup></b>
<u>Commitment 37</u>	<u>Measure 37.1</u> <u>Measure 37.3</u> <u>Measure 37.4</u> <u>Measure 37.5</u> <u>Measure 37.6</u>	<u>QRE 37.6.1</u>

<b>X. Monitoring Of The Code</b>	
<b>List of adopted commitments and measures <sup>7</sup></b>	<b>Qualitative reporting elements and</b>

<sup>5</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

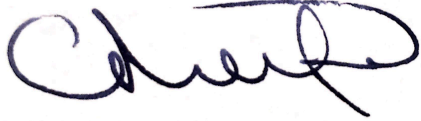
<sup>6</sup> Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

<sup>7</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

		service level indicators <sup>8</sup>
<u>Commitment 38</u>		<u>QRE 38.1:</u>
<u>Commitment 39</u>		
<u>Commitment 40</u>	<u>Measure 40.2</u> <u>Measure 40.4</u> <u>Measure 40.5</u> <u>Measure 40.6</u>	
<u>Commitment 41</u>	<u>Measure 41.1</u> <u>Measure 41.2</u> <u>Measure 41.3</u>	
<u>Commitment 43</u>		
<p><b>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable)</b></p> <p>GDI's wealth of knowledge in the disinformation ecosystem will help support the monitoring of the Code by ensuring relevant signatories are disclosing, sharing, and updating the data necessary to assess compliance.</p>		

<sup>8</sup> Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

*Signature*

A handwritten signature in black ink, appearing to be 'Charles', written in a cursive style.

*Date and place*

14.10.24 London, U.K.