

Subscription Document for Signatory ActiveFence

Name of the Signatory

ActiveFence

About the Signatory

[Provide a description of the Company/Organisation and the relevant products, activities and services it and its subsidiaries offer, which are covered by the listed commitments and measures.]

ActiveFence is the leading tool stack for Trust & Safety teams, worldwide. By relying on ActiveFence's end-to-end solution which combines automated content detection, agile moderation management, and scaleable Trust & Safety intelligence – online platforms across industries can keep users safe from the widest spectrum of online harm. This includes protecting against risks to child safety, disinformation, fraud, hate speech, terror, nonconsensual pornography, and more.

Using cutting-edge AI and a team of world-class subject-matter experts, ActiveFence's Online Integrity Platform continuously collects, analyzes, and contextualizes data, to ensure that in an ever-changing world, customers are always two steps ahead of bad actors. As a result, Trust & Safety teams can be proactive, minimizing violation prevalence as well as legal and brand risks, while efficiently providing maximum protection to users across a multitude of abuse areas and content formats, in 70+ languages.

Service name	Description of the service
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Trust and Safety as a Service	- ActiveFence AI and online safety experts identify, qualify, map and explain emergent misinformation campaigns, inauthentic behavior and conspiracy theories across the indexed, deep and dark web. Covering over 80 languages, nuanced cultural subjects and event specific support.
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Intelligence reports

Early Trend Detection

Election Integrity

Repeat Offender Monitoring

Bad Actor TTP's

Disinformation Campaign Network Mapping

List of adopted commitments and measures		Qualitative reporting elements and service level indicators
Commitment 29 - Relevant Signatories commit to conduct research based on transparent methodology and ethical standards, as well as to share datasets, research findings and methodologies with relevant audiences	Measure 29.1	29.1.1 – Overarching Thematic Reporting 29.1.2 – Transparency Centre will be updated with subset of Thematic Reporting subject to ActiveFence Customer sign-off 29.1.3- Types of research and Thematic findings can be shared – specific methodologies are not able to be shared at this immediate point due to IP considerations. ActiveFence will seek to expand these going forward.
	Measure 29.2	29.2.1 – Overarching Thematic Reporting 29.2.2 – Transparency Centre will be updated with subset of effectiveness measures subject to ActiveFence Customer sign-off 29.2.3- Types of research and Thematic findings can be shared – specific methodologies are not able to be shared at this immediate point due to IP considerations. ActiveFence will seek to expand these going forward.
	Measure 29.3	NA
Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable) <i>Understanding the level of detail and overarching engagement. ActiveFence will contribute but may on occasion need to recognize the confidential nature of our work in order to remain effective.</i>		

IX. Permanent Task-force		
List of adopted commitments and measures		Qualitative reporting elements and service level indicators
<u>Commitment 37</u>	<u>Measure 37.1</u>	ActiveFence to contribute as is appropriate based on the scale of the reporting and recognizing client confidentiality
	<u>Measure 37.2</u>	ActiveFence to contribute as is appropriate based on the scale of the reporting and recognizing client confidentiality
	<u>Measure 37.3</u>	ActiveFence to contribute as is appropriate based on the scale of the reporting and recognizing client confidentiality
	<u>Measure 37.4</u>	ActiveFence to contribute as is appropriate based on the scale of the reporting and recognizing client confidentiality
	<u>Measure 37.5</u>	ActiveFence to contribute as is appropriate based on the scale of the reporting and recognizing client confidentiality
	<u>Measure 37.6</u>	ActiveFence to contribute as is appropriate based on the scale of the reporting and recognizing client confidentiality
<p>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable)</p> <p><i>Understanding the level of detail and overarching engagement. ActiveFence will contribute but may on occasion need to recognize the confidential nature of our work in order to remain effective.</i></p>		

Adi Laidel

03 / 22 / 2023

Israel

Signature

Date and place

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