

EU CODE OF PRACTICE ON DISINFORMATION 2022

# Subscription Document for NewsGuard

**Name of the Signatory**

NewsGuard Technologies

**About the Signatory**

Launched in March 2018 by media entrepreneur and award-winning journalist Steven Brill and former Wall Street Journal publisher Gordon Crovitz, [NewsGuard](#) provides credibility ratings and detailed “Nutrition Labels” for thousands of news and information sources. NewsGuard rates all the news and information sources that account for 95% of online engagement across the US, UK, Canada, Germany, France, and Italy.

Service name	Description of the service
<a href="#">News Websites Reliability Ratings</a>	<p>NewsGuard’s ratings are conducted by trained journalists using <a href="#">nine apolitical criteria</a> of journalistic practice, including whether a news source repeatedly publishes false content, whether it regularly corrects or clarifies errors, and whether it avoids deceptive headlines. Based on the criteria, each source receives an overall trust rating, a trust score of 0-100, a score on each of the nine criteria, and a detailed “Nutrition Label” explaining the rating and providing examples of the site’s editorial practices.</p> <p>NewsGuard’s human-curated data equips technology platforms and content moderation teams with intelligence to protect users from online harms and control the spread of misinformation.</p> <p>NewsGuard data also powers research studying misinformation, electoral integrity, media literacy, and other aspects of online news consumption habits.</p>
<a href="#">Misinformation Fingerprints</a>	<p>NewsGuard’s Misinformation Fingerprints chronicle hundreds of false claims our analysts have found circulating on the internet. Each "fingerprint" is machine- and human-readable and contains a description of the myth, a debunk of the myth</p>

	citing credible sources, associated keywords and hashtags, and examples of where the myth has surfaced online. It is used by intelligence agencies, government departments, content moderators, and media monitoring companies to quickly identify and combat false claims that may harm platform users or the general public.
<a href="#">BrandGuard</a>	Advertisers, advertising agencies and advertising tech companies license NewsGuard's ratings to direct their programmatic advertising toward legitimate journalism and avoid misinformation, while expanding their inventory of news websites to include more diverse and local news sites.

<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>	<u>QRE 1.6.3, QRE 1.6.4</u>
<b>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable)</b>		

<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

We are signing this commitment as it aligns with NewsGuard’s journalistic practices and approach, which includes full transparency on our methodology and calling for comment where publishers are deemed to fail certain criteria in our rating.

### V. Empowering Users

List of adopted commitments and measures <sup>3</sup>		Qualitative reporting elements and service level indicators <sup>4</sup>
<u>Commitment 17</u>	<u>Measure 17.2</u>	<u>QRE 17.2.1, SLI 17.2.1</u>
	<u>Measure 17.3</u>	<u>QRE 17.3.1</u>
<u>Commitment 22</u>	<u>Measure 22.4</u>	<u>QRE 22.4.1</u>
	<u>Measure 22.5</u>	<u>QRE 22.5.1, SLI 22.5.1, SLI 22.5.2</u>

**Provide reasoning for the choice of commitments and measures, as well as future plans** (if applicable)  
 We are signing these commitments as they align with NewsGuard’s journalistic practices, which include an independent, unbiased, and apolitical approach, full transparency on our methodology, and calling for comment when publishers are deemed to fail certain criteria in our rating.  
 We are also committing to continue and strengthen our media literacy efforts with public libraries and schools to help users developing critical thinking and online awareness through the information we provide with our reliability ratings.

<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>VI. Empowering the Research Community</b>		
<b>List of adopted commitments and measures</b> <sup>5</sup>		<b>Qualitative reporting elements and service level indicators</b> <sup>6</sup>
<u>Commitment 29</u>	<u>Measure 29.1</u>	<u>QRE 29.1.1, QRE 29.1.2, QRE 29.1.3</u>
<p><b>Provide reasoning for the choice of commitments and measures, as well as future plans</b> (if applicable)            We are signing these commitments as they align with NewsGuard’s research practices and approach, which includes a transparent methodology and ethical standards.</p>		

<b>VIII. Transparency Centre</b>		
<b>List of adopted commitments and measures</b> <sup>7</sup>		<b>Qualitative reporting elements and service level indicators</b> <sup>8</sup>
<u>Commitment 34</u>	<u>Measure 34.1</u>	<u>QRE 36.1.1, QRE 36.1.2, SLI 36.1.1</u>

<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

<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

	<u>Measure 34.2</u>	<u>QRE 36.1.1, QRE 36.1.2, SLI 36.1.1</u>
	<u>Measure 34.3</u>	<u>QRE 36.1.1, QRE 36.1.2, SLI 36.1.1</u>
	<u>Measure 34.4</u>	<u>QRE 36.1.1, QRE 36.1.2, SLI 36.1.1</u>
	<u>Measure 34.5</u>	<u>QRE 36.1.1, QRE 36.1.2, SLI 36.1.1</u>
<u>Commitment 35</u>	<u>Measure 35.3</u>	<u>QRE 36.1.1, QRE 36.1.2, SLI 36.1.1</u>
	<u>Measure 35.6</u>	<u>QRE 36.1.1, QRE 36.1.2, SLI 36.1.1</u>
<u>Commitment 36</u>	<u>Measure 36.2</u>	<u>QRE 36.1.1, QRE 36.1.2, SLI 36.1.1</u>
	<u>Measure 36.3</u>	<u>QRE 36.1.1, QRE 36.1.2, SLI 36.1.1</u>
<p><b>Provide reasoning for the choice of commitments and measures, as well as future plans</b> (if applicable)  NewsGuard is intending to contribute to the establishment of the Transparency Centre in a way that is proportional to our capacity and to keep it updated with our own reporting, QREs and SLIs.</p>		

**IX. Permanent Task-Force**

List of adopted commitments and measures <sup>9</sup>		Qualitative reporting elements and service level indicators <sup>10</sup>
<u>Commitment 37</u>	<u>Measure 37.1</u>	
	<u>Measure 37.2</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>
<p><b>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable)</b>  NewsGuard is intending to contribute to the Permanent Taskforce and participating in its activities in a way that is proportional to its capacity.</p>		

X. Monitoring of the code	
List of adopted commitments and measures <sup>11</sup>	Qualitative reporting elements and service level

<sup>9</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

<sup>10</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>11</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate


		indicators <sup>12</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 40.3</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 42</u>		
<u>Commitment 43</u>		

<sup>12</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



**Provide reasoning for the choice of commitments and measures, as well as future plans** (if applicable)

NewsGuard is intending to contribute to the monitoring of the Code in a way that is proportional to our capacity. We are intending to support the efforts to develop Structural Level Indicators to measure the spread of online disinformation for each of the relevant Signatories, and for the entire online ecosystem.

  
*Signature*

NewsGuard's co-CEO  
Gordon Crovitz

*Date and place*

June 13, 2022, New York