

EU CODE OF PRACTICE ON DISINFORMATION 2022

# Subscription Document for Newtral

**Name of the Signatory<sup>1</sup>**

*Newtral*

**About the Signatory**

*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 (data verification) 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, broadcasted by laSexta, Nevenka for Netflix, Un Sueño Real for HBO and Los Borbones: una familia real, in Atresplayer.*

*On our website you can also find all the verifications (Newtral's team is the pioneer of fact-checking in Spain), explainers and data visualizations. We have also evolved to work in education efforts regarding media literacy. We work with Meta (Facebook) on its third-party verification program, as members of the IFCN, with the goal of reducing misinformation and review "content (text, photos or videos) that users or the platform itself deem could potentially be false, manipulated or contain misleading or out-of-context information". Meta has also maintained with us a free verification service through WhatsApp, a pioneering project in Spain when we launched it in 2018.*

*We also have a collaboration with TikTok, started in 2020, working alongside the platform to reduce the spread of false information. We advised the company on how to engage users in the work to reduce misinformation and the spread of unverified content.*

**VII. Empowering the fact-checking community****List of adopted commitments and measures <sup>2</sup>****Qualitative reporting elements  
and service level indicators<sup>3</sup>**

<sup>1</sup> The Signatories recognise that trade associations which have signed this Code are not entering into obligations due to their nature on behalf of their members. However, these associations commit to make their members fully aware of this Code and encourage them to join it or respect its principles, as appropriate.

<sup>2</sup> *Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate*

<sup>3</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>Commitment 33</u>	<u>Measure 33.1</u>	<u>QRE 33.1.1, SLI 33.1.1</u>
<p><b>Provide reasoning for the choice of commitments and measures, as well as future plans</b> (if applicable)</p> <p><i>Transparency and independence are on the basis of the functioning of fact-checking organizations to maintain credibility and trust among readers. The team of journalists that founded Newtral was the first Spanish signatory to the IFCN in 2017, and our newsroom is committed to nonpartisanship and transparency of sources, funding and methodology as a way to ensure the highest standards. We believe this is the frame in which fact-checking organizations have to work.</i></p>		

<b>VIII. Transparency Centre</b>		
<b>List of adopted commitments and measures <sup>4</sup></b>		<b>Qualitative reporting elements and service level indicators<sup>5</sup></b>
<u>Commitment 34</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>Commitment 35</u>	<u>Measure 35.3</u>	<u>QRE 36.1.1, QRE 36.1.2, SLI 36.1.1</u>
<u>Commitment 36</u>	<u>Measure 36.1</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 (if applicable)</b></p> <p><i>Newtral will contribute to the Transparency Centre's information to ensure transparency and accountability around the implementation of the Code.</i></p>		

<sup>4</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

<sup>5</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>6</sup></b>		<b>Qualitative reporting elements and service level indicators<sup>7</sup></b>
<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></p> <p><i>Newtral recognizes the importance to participate in the permanent Task-force to discuss decisions and achieve consensus.</i></p>		

<sup>6</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

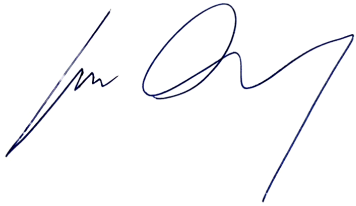
<sup>7</sup> Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

<b>X. Monitoring of the Code</b>		
<b>List of adopted commitments and measures <sup>8</sup></b>		<b>Qualitative reporting elements and service level indicators<sup>9</sup></b>
<u>Commitment 38</u>		<u>QRE 38.1</u>
<u>Commitment 39</u>		
<u>Commitment 40</u>	<u>Measure 40.6</u>	
<u>Commitment 42</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><i>We agree to collaborate with the European Commission to provide information and reports when required.</i></p>		

<sup>8</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

<sup>9</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 blue ink, consisting of a stylized 'J' followed by a cursive 'O' and a long, sweeping tail stroke.

Joaquín Ortega, Head of Contents at Newtral

*Date and place*

Madrid, February 10<sup>th</sup>, 2023