

EU CODE OF PRACTICE ON DISINFORMATION 2022

## Subscription Document for Signatory Seznam.cz

**Name of the Signatory**

Seznam.cz, a.s.

**About the Signatory**

Founded in 1996, Seznam.cz is the largest Czech online platform, ranking among the 3 largest media companies in the Czech Republic. Seznam.cz provides numerous online services as news (e.g. Seznam Zprávy, Novinky.cz), entertainment (Stream.cz, terrestrial Seznam TV), general internet search, online advertising (Sklik Ads network) free email (Email.cz), map services (Mapy.cz), price comparisons (e.g. Zboží.cz), industry services (e.g. Firmy.cz, Sauto.cz) and others. With more than 1.500 employees, Seznam.cz reaches over 90% of the Czech Internet population, roughly around 8 million users.

<b>Service name</b>	<b>Description of the service</b>
Seznam Search	General internet search service
Social components of Seznam's content services (eg. novinky.cz, seznamzpravy.cz, etc.)	Seznam's social component used by users to interact with each other or interact with the content for the purposes of content recommendation
Social components of Seznam's vertical services (eg. Zbozi.cz, Sauto.cz, Sreality.cz, etc.)	Seznam's social component used by users to interact with each other or interact with the products or services for the purposes of their recommendation

**IV. Integrity of Services****List of adopted commitments and measures <sup>1</sup>****Qualitative reporting elements and service level indicators<sup>2</sup>**

<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

<u>Commitment 14</u>	<u>Measure 14.1</u>	<u>QRE 14.1.1</u>
	<u>Measure 14.2</u>	<u>QRE 14.2.1, SLI 14.2.1</u>
<u>Commitment 15</u>	<u>Measure 15.1</u>	<u>QRE 15.1.1</u>
<u>Commitment 16</u>	<u>Measure 16.1</u>	<u>QRE 16.1.1, SLI 16.1.1</u>
	<u>Measure 16.2</u>	<u>QRE 16.2.1</u>
<p><b>Provide reasoning for the choice of commitments and measures, as well as future plans</b> (if applicable)</p> <p>We are dedicated to intensifying efforts to ensure the integrity of our services by implementing and promoting safeguards against both misinformation and disinformation within our capabilities. From our perspective, it is crucial to have clear policies regarding impermissible manipulative behaviours and practices on our services, including the policies countering prohibited manipulative practices for AI systems that generate or manipulate content. Furthermore, our long-term goal is to promote transparency to our users regarding these policies, as well as accountability on impermissible manipulative and inauthentic behaviours and practices across our services. We also see the mutual value in exchange of information in order to proactively share information about cross-platform influence operations, foreign interference in information space and relevant incidents that emerge on our respective services</p>		

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*Practice or adapted to be more relevant or proportionate*

<b>V. - Empowering Users</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 17</u>	<u>Measure 17.1</u>	<u>QRE 17.1.1, SLI 17.1.1</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 18</u>	<u>Measure 18.1</u>	<u>QRE 18.1.1, QRE 18.1.2, QRE 18.1.3, SLI 18.1.1</u>
	<u>Measure 18.2</u>	<u>QRE 18.2.1, SLI 18.2.1</u>
	<u>Measure 18.3</u>	<u>QRE 18.3.1</u>
<u>Commitment 19</u>	<u>Measure 19.2</u>	<u>SLI 19.2.1</u>
<u>Commitment 21</u>	<u>Measure 21.1</u>	<u>QRE 21.1.1, SLI 21.1.1</u>
<u>Commitment 22</u>	<u>Measure 22.1</u>	<u>QRE 22.1.1, SLI 22.1.1</u>
	<u>Measure 22.2</u>	<u>QRE 22.2.1</u>
<b>Provide reasoning for the choice of commitments and measures, as well as future plans</b> We recognize the importance of empowering users to detect and report false and/or misleading content as a key tool to limit the		

<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

impact of disinformation. It is vital for us to have strong partners in our users and thus, we focus on our efforts in area of media literacy and critical thinking, including vulnerable groups. It is equally important to better equip our users to identify disinformation, enable them to navigate our services in an informed way, with tools to help them to make more informed decisions when they encounter online information that may be false or misleading. We are also aware of the risks of viral propagation of disinformation, and we are dedicated to minimize the risk by adopting safe design practices as we develop our systems, policies, and features.

*Signature*

Mr. Michal Feix, on behalf of Seznam.cz, a.s.

A handwritten signature in blue ink, appearing to read 'M. Feix', written over a light blue horizontal line.

*Date and place*

13.6.2022

Prague, CZE