

EU CODE OF PRACTICE ON DISINFORMATION 2022

Subscription Document for Who Targets Me

Name of the Signatory

Who Targets Me

About the Signatory

Who Targets Me studies and reports on the use of digital political advertising around the world. We offer a range of tools for individuals, journalists, fact-checkers and fellow researchers providing context and data on the topic. We also contribute policy solutions focused on increasing transparency and accountability for political ads, wherever they run.

Service name	Description of the service
Who Targets Me browser extension	Offers users of the software a detailed comparative view of digital political ads they are targeted with
Fact checking referrals	Allows users of the Who Targets Me browser extension to refer ads to reputable fact checkers for checking (in beta)
Notify	Provides real-time email notifications when new political ads are launched
Datasets	A number of interpreted datasets on political advertising (logins available to vetted academic researchers only).

II. Scrutiny of Ad Placements**List of adopted commitments and measures****Qualitative reporting elements and**

		service level indicators
Commitment 2	Measure 2.2	QRE 2.2.1
Commitment 3	Measure 3.3	QRE 3.3.1
<i>Who Targets Me neither buys nor sells ads, so the majority of commitments in this section are not relevant to us.</i>		

III. Political Advertising		
List of adopted commitments and measures		Qualitative reporting elements and service level indicators
Commitment 4	Measure 4.1 and 4.2	QRE 4.1.1, QRE 4.1.2
Commitment 6	Measure 6.1	QRE 6.1.1
	Measure 6.3	QRE 6.3.1
Commitment 8	Measure 8.1	QRE 8.1.1
Commitment 9	Measure 9.1 and 9.2	QRE 9.1.1
Commitment 12	Measure 12.1, 12.2 and 12.3	QRE 12.1.1
Commitment 13	Measure 13.1, 13.2 and 13.3	QRE 13.1.1

IV. Integrity of Services

List of adopted commitments and measures		Qualitative reporting elements and service level indicators
None		
<p><i>We are particularly interested in the use of non-transparent paid messages by influencers and use of inauthentic accounts in advertising and will make contributions or collaborate with other signatories on these topics where appropriate.</i></p> <p><i>Who Targets Me's services do not use user-generated content, so commitments around manipulation are not relevant to us.</i></p>		

V. Empowering Users		
List of adopted commitments and measures		Qualitative reporting elements and service level indicators
Commitment 17	Measure 17.1	QRE and SLI 17.1.1
	Measure 17.2	QRE and SLI 17.2.1
	Measure 17.3	QRE 17.3.1
<p><i>Commitments 21, 22 and 23 are relevant to Who Targets Me, but we are only currently piloting such tools, and not yet ready to report on their adoption. Commitments 18, 19 and 20 are not relevant to us.</i></p>		

VI. Empowering the Research Community		
List of adopted commitments and measures		Qualitative reporting elements and service level indicators
Commitment 26	Measure 26.1	QRE 26.1.1 QRE 26.1.2

		SLI 26.1.1
	Measure 26.2	QRE 26.2.1 QRE 26.2.2 QRE 26.2.3 SLI 26.2.1
Commitment 27	Measure 27.1	QRE 27.1.1
	Measure 27.3	QRE 27.3.1
	Measure 27.4	QRE 27.4.1
Commitment 28	Measure 28.1	QRE 28.1.1
	Measure 28.2	QRE 28.2.1
	Measure 28.3	QRE 28.3.1
Commitment 29	Measure 29.1	QRE 29.1.1 QRE 29.1.2 QRE 29.1.3 SLI 29.1.1
	Measure 29.2	QRE 29.2.1 QRE 29.2.2 QRE 29.2.3 SLI 29.2.1
	Measure 29.3	QRE 29.3.1 SLI 29.3.1

VII. Empowering the Fact-Checking Community

List of adopted commitments and measures		Qualitative reporting elements and service level indicators
None		
<p><i>Commitments 31 and 32 are relevant to Who Targets Me, but we are currently only piloting integration with fact checking tools, and are not yet ready to commit to reporting on their integration or adoption. If the pilots are successful, we will update our commitments.</i></p>		

VIII. Transparency Centre		
List of adopted commitments and measures		Qualitative reporting elements and service level indicators
Commitment 34	Measures 34.1, 34.2, 34.3, 34.4, 34.5	
Commitment 35	Measures 35.1, 35.2, 35.3, 35.4, 35.5, 35.6	
Commitment 36	Measures 36.1, 36.2	
	Measures 36.3	QRE 36.1.1 QRE 36.1.2 SLI 36.1.1

IX. Permanent Task-Force		
List of adopted commitments and measures		Qualitative reporting elements and service level indicators
Commitment 37	Measures 37.1, 37.2, 37.3, 37.4, 37.5	
	Measure 37.6	QRE 37.6.1

Who Targets Me intends to work as part of the Task Force, subject to resources and capacity.

X. Monitoring the Code

List of adopted commitments and measures		Qualitative reporting elements and service level indicators
Commitment 38		QRE 38.1
Commitment 39		
Commitment 40	Measure 40.2, 40.3, 40.4, 40.5, 40.6	
Commitment 41	Measure 41.1, 42.3, 41.3	
Commitment 42		
Commitment 43		

Who Targets Me will contribute to the monitoring of the code in a manner proportionate to our resources.

Signed:



Sam Jeffers, Executive Director, Who Targets Me

15th June 2022, Cork, Ireland