

# Guidance on Strengthening the Code of Practice on disinformation context and purpose

## Milestones

- Oct 2018 - *Code of Practice on Disinformation*
- Sep 2020 - *Assessment of the Code of Practice*
- June 2020 - *Communication on Tackling COVID-19 disinformation*
- Dec 2020 - *European Democracy Action Plan*
- Feb/March 2021 - *Multi-stakeholder discussions* and *workshop with Member States*

## Purpose

- **Addressing the shortcomings** of the Code through **strengthened commitments**
- **Bridging the gap towards the DSA's adoption** and the legislation on political advertising.
- Code of Practice to become **“Code of Conduct”** once DSA is adopted



# Main areas of the Guidance

1. **Extending the reach and scope** of the Code of Practice
2. **Demonetisation / Scrutiny of ad placements**
3. Transparency of **political advertising** and **issue-based advertising**
4. **Strengthening the Integrity of Services** against **manipulative behaviour**
5. **Empowering users**
6. Ensuring **access to data** and empowering **researchers and fact-checkers**
7. **Effective KPIs** and **reinforced monitoring** of the Code
8. **Transparency Centre**
9. **Permanent Task-force**

