

CODE OF PRACTICE FOR GIVING PROMINENCE TO CREDIBLE ONLINE SOURCES OF INFORMATION

In exercise of the powers conferred by Section 48 of the Protection from Online Falsehoods and Manipulation Act 2019 (“the Act”), the POFMA Office in the Information Communications Media Development Authority (“POFMA Office”), which has been appointed as the Competent Authority pursuant to Section 6(1) of the Act, hereby issues the Code of Practice for Giving Prominence to Credible Online Sources of Information.

CITATION AND COMMENCEMENT

2 This Code of Practice for Giving Prominence to Credible Online Sources of Information may be cited as the Prominence Code and shall come into operation on 2 October 2019.

INTERPRETATION

- 3 For the purpose of this Prominence Code, the following definitions will apply:
- a. “Part 3 Direction” has the same meaning as defined in Section 2 of the Act¹;
 - b. “Part 4 Direction” has the same meaning as defined in Section 2 of the Act²; and
 - c. “Declared online location” has the same meaning as defined in Section 2 of the Act³.

APPLICATION AND PURPOSE

4 This Prominence Code sets out the obligations that prescribed internet intermediaries have to comply with to give prominence to credible online sources of information and/or not give prominence to a declared online location, any material included on an online location that is or that contains a false statement of fact that is the subject of a Part 3 or Part 4 Direction, or any material that is the subject of a Part 3 or Part 4 Direction.

DUE DILIGENCE MEASURES

¹ A “Part 3 Direction” means a Correction Direction or a Stop Communication Direction.

² A “Part 4 Direction” means a Targeted Correction Direction, a Disabling Direction or a General Correction Direction.

³ “Declared online location” means an online location that is the subject of a Declaration that is in effect.

5 Prescribed internet intermediaries must put in place reasonable due diligence measures to achieve the purposes mentioned in Paragraph 4. The due diligence measures must include the following:

- a. Prioritising relevant and authoritative information and increasing the visibility of such information where appropriate in automatically ranked distribution channels, or reducing the visibility of material that is the subject of a Part 3 or Part 4 Direction.
- b. Providing contextual information to sources of relevant and authoritative information where available, for example, indicators of the trustworthiness of content sources, media ownership or verified identity.
- c. Ensuring that declared online locations and material that is the subject of a Part 3 or Part 4 Direction do not appear in sections meant to promote viewership.
- d. Having in place Government reporting channels to respond to reports on declared online locations and material that is the subject of a Part 3 or Part 4 Direction appearing prominently in sections meant to promote viewership, and acting on said reports as soon as practicable.

ANNUAL REPORTS

6 Prescribed internet intermediaries shall provide the POFMA Office with an annual report on the implementation of the above measures.