

Brussels, 24 January 2019

IAB Europe's note on its responsibilities and activities in relation to the Code of Practice on Disinformation

Interactive Advertising Bureau Europe (IAB Europe, EU Transparency Register: 43167137250-27) recognises the phenomenon of online disinformation as a major societal challenge. IAB Europe voluntarily joined the Multi-stakeholder Forum on Disinformation convened by the European Commission in May 2018, and worked alongside other stakeholders from online advertising and platforms sectors between May and September 2018 to develop the [Code of Practice on Disinformation](#) (Code).

IAB Europe also contributed to the development of the [Annex of Best Practices](#), released alongside the Code, by providing information on applicable cross-industry best practice in the field of brand safety and transparency in the online advertising supply chain.

Following unveiling of the full version of the Code, IAB Europe publicly [endorsed](#) it and became its signatory. In its role as a trade association, IAB Europe did not enter into any specific obligations stemming from the Code on behalf of its members. Instead, IAB Europe committed to make its members fully aware of the Code, and to encourage them to join it or respect its principles, as appropriate.

IAB Europe's membership had been kept apprised of the developments within the Multi-stakeholder Forum on Disinformation. After announcement the Code IAB Europe has continued evangelisation about the Code amongst its members, comprising various types of external and internal communications, briefing materials, and meetings. Any member of IAB Europe, be it a company member or a National IAB, remains free to decide on whether they would like to become a signatory to the Code.

IAB Europe also committed to provide aggregated reporting to track and identify different brand safety activities and policies used by its members and those of European National IABs, which include stakeholders from across the online advertising ecosystem. The reporting will be delivered to the European Commission in September 2019.

About IAB Europe:

[IAB Europe](#) is the leading European-level industry association for the online advertising ecosystem. Its mission is to promote the development of this innovative sector and ensure its sustainability by shaping the regulatory environment, demonstrating the value digital advertising brings to Europe's economy, to consumers and to the market, and developing and facilitating the uptake of harmonised business practices that take account of changing user expectations and enable digital brand advertising to scale in Europe.