

Supporting Trusted Journalism Charter Implementation Guidelines for Brands



1. We recommend placement of this charter on a dedicated page of your website, named *Supporting Trusted Journalism*, linked to from the footer of each page – just as many organizations do for their privacy policy and terms of use.
2. In the *We're Responsible* section, include a way for users to reach you by adding an email address or a link to a form that can be used by your users to send information to you about any unsuitable places your ads have been seen.
3. Create a link to our website with your badge, to show your support for this charter. By doing this, we can also detect your support. You can download the badge image file [here](#).

Supporting Trusted Journalism



We Support Trusted News and Information

As a brand and company, we understand the value of trusted independent news. We believe that everyone deserves trustworthy news and information to make informed decisions about their lives and hold those in power to account.



We Consciously Spend

In the markets we sell our products into, we are making a conscious effort to use our ad spending to support independent trusted news sites and the journalists that produce it.



We're Responsible

If you find our advertising in environments with misinformation, disinformation, or fake news, please let us know. We are committed to investigating these incidences and redirecting our spend away from those channels.



We support trusted journalism
with **Ads for News**