

## ADVERTISING AND JOURNALISM ETHICS

In the case of Agora Group, advertising ethics is related to our role as an advertiser as well as media publisher. This renders the issue particularly important for all our operations.

### **AGORA OBSERVES THE FOLLOWING EXTERNAL CODES OF CONDUCT**

Agora Group adopted the following external codes of conduct:

- [Code of Good Practice for Press Publishers](#)
- [Code of Ethics in Advertising](#)

Self-imposed industry regulations are particularly important in Agora's core business, its media operations and responsibility in the advertising segment. Agora is committed to ensuring that the above codes and regulations are upheld to the stakeholders' satisfaction.

We make every effort to ensure that the advertisements we publish comply with the law (including a ban on advertising gambling, alcoholic and tobacco products) and principles of good conduct.

Any advertisement, its form and content, should comply with relevant laws, rules of good conduct, programme line and / or the type of publication and with the codes observed by Agora as a publisher: Code of Ethics in Advertising and Code of Good Practice for Press Publishers.

Additionally, advertisements of higher risk or more sensitive products/industries are reviewed by Agora's Legal Department.

### **CODE OF ETHICS IN ADVERTISING**

Agora has signed Code of Ethics in Advertising - a standard of marketing communication recognized universally across Poland. The Code is a set of principles that should be followed by entrepreneurs, including especially advertisers and other legal and natural persons as well as organizational units without legal personality conducting advertising. The code is based on universally adopted ethical principles and on good practices, in particular on business ethics standards and ethical norms in marketing communication recommended by The European Advertising Standards Alliance (EASA). [CODE OF ETHICS IN ADVERTISING](#)



## **CODE OF GOOD PRACTICE FOR PRESS PUBLISHERS (PUBLISHERS' CODE)**

The code was developed by the Polish Press Publishers Chamber (Izba Wydawców Prasy - IWP) as a set of internal standards for the purpose of self-regulating publishers allied in IWP as well as other publishers that would join the organization in the future. The main idea behind the document is to protect the interests of readers and publishers against unfair market practices that go against recognized good practice code.

[CODE OF GOOD PRACTICE FOR PRESS PUBLISHERS .](#)

## **STANDARD ADS.TXT**

In 2017, Agora was Poland's first publisher, through the Yielbird team, to introduce ads.txt standard. The ads.txt solution, developed by IAB Tech Lab, is the answer to two increasingly more widespread problems in programmatic advertising: domain spoofing and unfair resale of ad space in programmatic open auctions. The project is an example of the online publisher's responsibility as follows relevant recommendations of IAB. [More information](#)

## **JOURNALISTIC ETHICS**

As a brand with a long journalistic tradition, Agora is committed to journalistic and media ethics. Freedom of speech, independence and reliability are important principles we uphold in our daily operations. Any content we develop is based in reliable and true communications. Reliable sources and transparency are crucial to Agora.

## **INTERNAL CODES OF ETHICS IN AGORA GROUP:**

To supplement the industry code of values, Agora adopted self-imposed internal codes that focus mostly on journalism as a profession (Code of Journalistic Ethics and Code of Journalist) They are internal commandments for journalists and editors working in Agora's media.

Agora SA has also adopted Principles for the selection of advertisements accepted for publication in Gazeta Wyborcza, magazines: Wysokie Obcasy extra, Książki. Magazyn do czytania and in digital publications (applications) and internet services of Wyborcza.pl group. The document lists all binding laws and internal regulations of Agora SA relevant to the selection of advertisements published in our media. The document is further

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complemented by a list of procedures and rules applicable to specific aspects such as: ban on gambling advertising, election adverts, etc.