



Social Media Intermediaries under IAMAI Working With ECI to Ensure Fair & Transparent Election

New Delhi, April 16, 2019: The social media intermediary members of the Internet and Mobile Association of India (IAMAI) are committed to supporting the Election Commission of India (ECI) in holding free and fair elections in India. To this end, 48 hour 'silence period' is very critical and the Participants to the Voluntary Code of Ethics for General Election 2019 have operationalized their respective notification mechanisms.

The Platforms have conducted training sessions with the ECI appointed nodal officers, to report potentially unlawful content for expeditious redressal. IAMAI has said that it will continue to provide support to the ECI throughout the election period to improve the integrity and transparency of the electoral process.

Earlier, the social media intermediary members of the Internet and Mobile Association of India (IAMAI) came together to adopt a **Voluntary Code of Ethics for the General Elections 2019 ("Code")**. Under the Code, Participants have undertaken to establish a high priority communication channel with the nodal officers designated by ECI. Participants including BIGO, Byte Dance, Facebook/WhatsApp, Google, Share chat and Twitter have also agreed to take action on content reported by the nodal officer, expeditiously, in accordance with the law.

The Association and its members [signatories to the Code] are committed to ensuring transparency in regards to paid political advertisement by maintaining a repository of political advertisement with information such as the sponsor, expenditure and targeted reach of such content in an aggregated manner. Participants have built the technology to upload MCMC certification. Participants have also committed to taking action on paid advertisements violating MCMC certification requirement under notification by the ECI.

IAMAI will act as the liaison between the Participants and the ECI. Collectively, IAMAI and the member Participants of the Code of Ethics remain committed to ensuring free, fair, and ethical electoral process.

About IAMAI

The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, but in the last 13 years has come to effectively address the challenges facing the digital and online industry including online publishing, mobile advertising, online advertising, ecommerce, mobile content and services, mobile & digital payments, and emerging sectors such as fin-tech, edu-tech and health-tech, among others.

Thirteen years after its establishment, the association is still the only professional industry body representing the digital and mobile content industry in India. The association is registered under the Societies Act and is a recognized charity in Maharashtra. With a membership of over 300 Indian and overseas companies, and with offices in Delhi, Mumbai, Bengaluru and Kolkata, the association is well placed to work towards charting a growth path for the digital industry in India.

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