



Social Media Intermediary Members of IAMAI Adopt Voluntary Code of Ethics For Election 2019

New Delhi, March 20, 2019: The social media intermediary members of the Internet and Mobile Association of India (IAMAI) have adopted a **Voluntary Code of Ethics for the General Elections 2019 (“Code”)**.

Under the Code, Participants have voluntarily undertaken to establish a high priority communication channel with the nodal officers designated by ECI. Participants including BIGO, ByteDance, Facebook, Google, Sharechat and Twitter have also agreed to take action on content reported by the nodal officer, expeditiously, in accordance with the law.

The Chief Election Commissioner in his remarks appreciated the proactive steps taken by the Association and its members [participants] to ensure 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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