

**I S B A**

## **ISBA statement on Meta Fact-Checking & Content Moderation**

ISBA, as the body representing UK advertisers, has never sought to influence the editorial or content moderation policies of media owners or tech platforms. However, as they make their individual investment choices, advertisers are right to expect clarity on those policies and assurance that they are being effectively implemented.

ISBA has also long called for the need for effective and proportionate UK regulation in this area and for the timely introduction of the Online Safety Act. Following consultation, Ofcom issued its first Policy Statement at the end of 2024, which places a duty on major platforms to assess the risks of illegal harms on their services by mid March this year and to have effective safety measures in place thereafter.

We will keep you informed as we learn more.

If you have any questions, please do [get in touch](#).