

Key Communications Inc.

Editorial Code of Ethics and Guide to Preferred Practices for Electronic Media

Credibility is the key to the success of digital media offerings, just as it is for print publications; users must trust the advice and information presented. In order to build and maintain that trust, the distinction between independent editorial content and paid promotional information must remain clear. Key Communications Inc. believes it is possible to keep that clear distinction while still taking advantage of linking and other technologies that make digital media the unique and robust experience it has come to be for the user.

With that goal in mind, Key Communications Inc. will make sure:

- a. The publication's Web sites display the publication's name and logo prominently, in order to clarify who controls the content of the site. All editorial content must be under the sole control of the editorial staff.
- b. All online pages clearly distinguish between editorial and advertising or sponsored content. Non-editorial must be clearly labeled. The publication's name or logo should not be used in any way that suggests editorial endorsement of an advertiser. The site's sponsorship policies must be clearly noted, either in text accompanying the article or on a disclosure page to clarify that the sponsors had no input regarding the content.
- c. Hypertext links that appear within the editorial content of a site, including those with graphics, must be solely at the discretion of the editors. Links within editorial should never be paid for by advertisers.
- d. Special advertising or "Advertorial" features should conform to the same guidelines that apply to print.
- e. Special advertising sections or features must be displayed in such a way that users will not confuse them with editorial content.
- f. To protect the brand, editors/producers should not permit their content to be used on an advertiser's site without an explanation of the relationship (e.g. "Reprinted with permission".)
- g. Advertisers or e-commerce partners must not receive preferential treatment in search engines, price comparisons, and other applications presented under the content provider's brand unless this is clearly disclosed. An editorial site should not vouch for others' tools that it may offer.
- h. A web site should respect the privacy of its users. All sites must offer users a chance to decline if they chose, through an "opt-out" option. As part of its privacy policy, the site should explain its use of cookies and other data collection methods and tell what it intends to do with the information it gleans. Potential benefits to the user-broader site access, better personalization features, etc. – should be presented as well.
- i. Advertisements should not be intentionally placed next to editorial coverage of the specific product advertised. This does not preclude ads on search results page, topic index pages, channel pages and the like, as long as selection criteria for those pages are not weighted in favor of advertisers and are free of other commercial consideration.