



ITV SOCIAL MEDIA AND YOUTUBE LEGAL & COMPLIANCE GUIDELINES

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1. Introduction

These are legal & compliance guidelines to help you manage the social media accounts of the ITV show, commercial relationship or brand for which you are responsible and to confirm how personal social media accounts should be used when associating with or referring to ITV.

Please read the entirety of this document to make sure you are aware of the key legal/compliance restrictions in operating social media. In particular, please familiarise yourself with the Golden Rules & Prohibited Activities.

These guidelines also cover personal social media account use for ITV colleagues where they are using official accounts or associating themselves with ITV or mentioning ITV on social media.

All third party/commissioned production companies, ITV Labels and content providers (“**3P Providers**”) will be required to comply with these guidelines in respect of ITV commissions. These guidelines should be read in line with and alongside other guidance on the use of social media including the ITV Interactive Services – Guidelines for Producers¹.

For queries on creating social media accounts or the social media guidelines, please contact gemma.ellis@itv.com

If you wish to create social media accounts then you must fill out [this form](#) and agree to moderation costs.

2. The Golden Rules

- a) **The laws and codes are the same for social media as elsewhere:** The law does not change just because you are in a social media environment. Key areas to consider include defamation, intellectual property infringement, breach of contract (e.g. our contracts with talent or commercial clients or platform terms and conditions) and consumer protection legislation. If you are using content on-air then you also need to consider the Ofcom Broadcasting Code². For commercial content including advertising and sponsorship, please see section 6. The golden rule here is to treat content for social media as you would treat content for broadcast and, if in doubt, consult the ITV Legal and Programme Compliance teams.
- b) **Going global increases legal risk:** Be aware that potential for complaints for IP infringement and defamation and other legal action is increased by publication on the internet and as the audience is global it may lead to legal complaints/actions in foreign jurisdictions. In addition, we may not have the rights to publish content globally. In some instances it may be appropriate to geo-block content to prevent it being viewed outside the UK. **Where geo-blocking is not possible, do not post content unless it has been cleared globally.**
- c) **Control of accounts/Commissioning:** Please fill out [this form](#) if you want to set up an account, or if you would like to make changes to your account. You must then send your proposal to gemma.ellis@itv.com and ensure it aligns with ITV’s digital strategy. This avoids having multiple uncontrolled accounts which can increase legal risk. ITV must always have final editorial say and control over content (including marketing) that is published on ITV controlled social media sites/pages.
- d) **Moderation**
All social media accounts for ITV programmes have to be moderated where possible. This currently includes Facebook, Instagram and YouTube. See [Section 5](#) for details.

¹ <http://www.itv.com/commissioning/guidelines/compliance-guidelines>

² <http://stakeholders.ofcom.org.uk/broadcasting/broadcast-codes/broadcast-code/>

- e) **ITV's brands/relationships are extremely valuable assets:** Do not do anything that might damage any ITV brand or ITV relationships (e.g. with talent or commercial clients) as this can lead to issues with the contracts held with those parties which may include provisions requiring us not to damage their reputation.
- f) **Monetization** ITV has many commercial partners and relationships to consider. You should not monetize content on social media without first consulting ITV Commercial bhavit.chandrani@itv.com This includes pre-roll and mid-roll advertising supplied by the platform as well as branded content and any other commercial ventures.
- g) **Social media is public:** Anything you say could be circulated very quickly and potentially make it into the national press and this can significantly increase our legal or compliance exposure. **Think before you post.**
- h) **Always consider the network affiliate (STV) for Channel 3 programmes:** If the programme is airing on ITV (as opposed to the digital channels), consideration must be given to involvement of STV, this is a legal requirement. **Note:** There are specific guidelines around the involvement of affiliates in social media - please consult with ITV Digital Content gemma.ellis@itv.com and Interactive nikki.cooper@itv.com and ITV Legal Nicola.phillips@itv.com
- i) **Platform Terms and conditions:** Always be aware that social media sites have their own terms and conditions which we agree to when creating an account. These terms & conditions can restrict account set-up, app development, data use, what you post or how you post it and may mean we are giving up certain rights. Please see sections 7 to 11 inclusive for summary guidance on the restrictions that apply to various social media platforms (as at the date of this document). All social media accounts must always be run in compliance with the relevant platform terms and conditions – these change frequently and **so you must always familiarise yourself with and comply with the most up to date platform terms and conditions.**
- j) **Commercial promotions (for more detail see section 6 below):** These are regulated and some categories of promotion may be prohibited either by platform terms or regulation. **DO NOT:**
 - i. sell promotions of brands, products or services on our social media platforms to any third parties unless you have approval from the Advertising Content Compliance team and Commercial Legal as well as the Commercial contact for that programme (to check there are no relationship/contract clashes).
 - ii. accept any payment or other incentive from a third party to endorse goods or services unless approved by Commercial Legal and Advertising Content Compliance teams. Promotions must comply with the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code)³ and Consumer Protection from Unfair Trading Regulations 2008 (as amended). DO NOT promise or sell promotions UNLESS you have cleared it in advance.
 - iii. Marketing and brand communications (including paid for influencer content) must be clearly labelled as sponsorship/advertising. It is vital that any commercial promotions comply with section 6 below including the use of #ad or #spon⁴.

³ <https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html>

⁴ The Committee of Advertising Practice (CAP) has published guidance on the use of #ad and #spon in vlogging - <https://www.cap.org.uk/Advice-Training-on-the-rules/Advice-Online-Database/Video-blogs-Scenarios.aspx#.WGUx37aLSi4>

- k) **In-show mentions:** The Ofcom Broadcasting Code applies. Please check with Programme Compliance if you want to promote Social Media on-air e.g. #thismorning, @itvthismorning or facebook.com/thismorning. The general rule is that any on air references to branded social media (i.e. Facebook, Twitter, Instagram etc.) whether in programmes or continuity must be editorially justified and not unduly prominent. Generally, encouraging comments from viewers via named social media will be acceptable as long as viewers aren't charged for use of the site and neither broadcaster or producer has a commercial agreement to make these references (i.e. we are not product placing Facebook/Twitter/Instagram etc.). References should be brief and not repetitive; logos of the sites may be included in the programme for easy identification but again cannot be given undue prominence. Make sure that you check and comply with any brand guidelines published by the relevant social media platform.
- l) **Using user generated content from social media on-air/on other platforms:** If you want to collect end user comments or other end user content for use in broadcasts or on other ITV platforms, please consult the Interactive nikki.cooper@itv.com and ITV Legal team as early as possible. ITV has specific guidelines for this activity which are available on request. If the content is to be used in broadcast, the activity must be approved by the Programme Compliance team as well as the Interactive & Legal team.
- m) **Be extremely careful not to infringe other people's Intellectual Property Rights ("IP"):** Online IP infringement and breach of IP law is a huge risk. Always respect copyright, trademarks, rights of privacy, and other third party rights when using user generated content or third party content. Ensure that all relevant rights and permissions in content (such as footage, music, stills or text) posted or linked to, have been cleared, and that ITV has been granted the relevant rights and licences to publish such content.
- n) **Moral rights:** These rights require us to respect the content creator's moral rights (i.e. the right to be identified as the author, director or performer and the right to object to derogatory treatment of their work), and never claim ownership or authorship of something that is not ours. So, when using a third party's content, always credit the author and don't amend the content from the source material unless such rights have been expressly waived.
- o) **What happens if it all goes wrong?:** There could be a huge impact on ITV's brands and reputation, our pages may be removed from the social media platform (and we may be banned from that platform). In some cases ITV could end up being sued, subject to a regulatory investigation, being fined or subject to criminal sanctions. **If in doubt, escalate this matter and seek approval. It is ALWAYS preferable to delay in order to escalate and obtain the correct approval than to post something which is then difficult or impossible to retract! See section 14 for Legal and Compliance contacts and section 15 for escalation contacts.**

3. Prohibited Activities

- a) **Ongoing Legal Matters/Litigation: DO NOT** post anything relating to legal matters or litigation or any parties ITV may be in litigation with. Do not comment on any on-going public disputes ITV may be involved in.
- b) **Criminal Investigations: DO NOT** make statements relating to criminal investigations as anything published which might jeopardise a fair trial may be contempt of court. DO NOT make statements and opinions relating to court injunctions or other matters covered by reporting restrictions. Breaching a court order is also contempt of court.

- c) **Company Information/Confidential Information: DO NOT** post non-public company information or ITV or third party confidential information including corporate announcements, programming commissioning statements or ratings or commercially sensitive information. If in doubt, check with the Communications team or Legal.
- d) **Scheduling: DO NOT** reveal programme transmission dates more than 10 days away, unless previously released into the public domain by the scheduled weekly final exchange via ITV Scheduling. If in doubt, seek approval from itvpresscentre@itv.com.
- e) **Press: DO NOT** respond to enquiries from the press. Simply refer them to ITV Corporate Affairs and Programme Publicity via itvpresscentre@itv.com.
- f) **Offensive statements: DO NOT** make offensive statements and be particularly careful to avoid offensive statements relating to an individual's age, gender, gender reassignment, marriage/civil partnership, pregnancy/maternity, sexual orientation, disability, race, religion and culture.
- g) **Defamation:**
 - a. **DO NOT** say or repeat/retweet or make a story about anything, including allegations, about an individual which you do not know to be true as this may be defamatory. Beware inference (unstated implication) and innuendo (statements that appear to be harmless but in fact carry a different meaning for someone in possession of certain facts). If in any doubt, please consult the Legal or Compliance teams.
 - b. **DO NOT** assume because something has been published by someone else (even if that someone else is a news outlet e.g. newspaper) it is acceptable to publish. Repeating someone else's defamatory allegations can make the repeater just as liable as the original source and prior publication is no defence. In addition, large companies like ITV are more vulnerable to legal action and negative publicity. Further, merely adding "*it is alleged that*" or "*it is rumoured that*" will not help defend such actions. Linking to another online service that carries defamatory content could also bring liability. If in any doubt, please consult the Legal or Compliance teams.
- h) **Pornography: DO NOT** publish pornographic material.
- i) **Data:**
 - a. **DO NOT** post any personal data without the user's specific and informed consent.
 - b. **DO NOT** do anything which might compromise personal data. Particular care and attention should be taken in relation to any social media activities which target a younger demographic.
- j) **Interactivity:**
 - a. **DO NOT** run or promote any competitions, sweepstakes, polls, votes or similar schemes on social media without prior approval from ITV Interactive nikki.cooper@itv.com. For shows with a voting or charitable donation element DO NOT post telephone vote or donation numbers or other paid-for routes as there isn't the space to include the necessary charging information and terms and conditions.
 - b. **DO NOT** promote any premium rate numbers (including charitable appeals) or other paid routes of entry for competitions, votes or other participation unless such promotion has been approved by ITV Interactive and Programme Compliance. In the case of charitable appeals, any promotion should also be cleared with Corporate Responsibility. Do not encourage others to promote such numbers or routes of entry and do not repeat or retweet others doing so. If you become aware of others doing this, you must escalate this to ITV Interactive and Programme Compliance immediately.

- k) **Alcohol/Gambling: DO NOT** carry out any activity in relation to alcohol or gambling without first notifying and seeking advice from the Advertising Content Compliance and Legal teams.
- l) **Content Clearances: DO NOT** publish digital images taken within any ITV workplace (including in studios or on sets or locations) without confirming you have the right to publish them. The ITV Picture Desk (itvpicturedesk@itv.com) can advise you. Do not post ITV owned content on any third party site whose terms of use state that by doing so you grant them the rights to commercially exploit the content (unless part of a pre-determined ITV agreement). If in doubt, consult ITV Legal as to what rights a third party site will take over ITV content (e.g. Facebook will always take a very broad licence to do what it wants with content).
- m) **Under 13s: DO NOT** create pages or social media accounts that target anyone under 13 or are associated with young viewer demographics. Facebook, Twitter, Instagram, Snapchat, Tumblr and Periscope all prohibit users under 13 years of age. Generally, ITV Services should not target children under 13 years - this age limit may be reviewed in conjunction with ITV Legal.
- n) **Live content: DO NOT** stream content in real time (e.g. Facebook Live, YouTube Live, TikTok Live etc) except with the prior permission of your ITV digital contact gemma.ellis@itv.com

4. General Rules

- a) **Audit access:** Logs of all new social media accounts must be kept to show who has access and who has been sent the logons and keep track of who is accessing over any particular time in case of issue. ITV Digital Content must always be provided with administrative access to accounts for the purpose of cross promotion, emergency communications and takedown, analytics, account verification and moderation.
- b) **Security:** Please make sure that you have in place reasonable technical and organisational measures against unauthorised or unlawful access to accounts. If you become aware of such access or attacks or of any other security breaches or risks or threats of the same, please inform the ITV Information Security Team as soon as possible.
- c) **Settings:** Please ensure your default Facebook settings are set in accordance with ITV's current standards, including setting the profanity filter to the most restrictive level. For further details, please consult ITV Digital Content. There are also measures you can take during crisis/legal controversy to limit legally unacceptable posts e.g. removal of posts (but please see section 5 (Moderation) below).
- d) **Naming account:**
 - a. Have a think about the account name you would like to use before going to ITV Digital Content. It is important to make sure your account name/URL is not a trademark belonging to a third party not associated with the programme. Please also bear in mind that programmes on main channel are broadcast on both ITV and STV and therefore including ITV in the name is not permitted.
 - b. If the desired username has been registered by an impersonator, we may be able to claim it back. Please consult ITV Legal team.

e) **On-air promotion:** If you want to build an application for your social media account that is going to be promoted on air or is interactive please speak to Interactive nikki.cooper@itv.com and Programme Compliance first.

f) **Clips:**

Clips from a programme (e.g. show clips, performance clips) must be no longer than 1'30" in length, and no more than three clips should be published per episode of the programme. It is the responsibility of the programme producer to clear the clips (including music contained within them) for use on social media.

The total proportion of clips from any given episode must not amount to more than 15% of that episode (excluding ad breaks).

❖ **Content standards:**

- Content on marketer's own websites and social media pages is regulated by the Advertising Standards Authority (ASA). We need to adhere to ASA regulatory standards when making assessments.
- Children are protected from unsuitable post-watershed content on our linear broadcast channels by scheduling and continuity warnings, and on the ITV Hub there are parental controls available and guidance text; but on social media, whatever time it is initially posted, content is then readily viewable by both adults and children. Therefore, where post-watershed ITV programme material is published on social media platforms, and where material is unsuitable for children, it should be edited. Medium and strong language should be edited out, violent or sexual content should be suitably limited, and dangerous imitable behaviour should be avoided. Where appropriate, material should be preceded by a warning notice. If in any doubt, you should refer the proposed content to Advertising Content Compliance (Commercial Legal) or the Programme Compliance advisor responsible for the relevant programme.
- **Be accurate and not misleading:** ITV is responsible for its online communications and therefore great care should be taken to ensure that they are accurate and not misleading. Always seek to verify the accuracy and veracity of content you post online on behalf of ITV. Online communications, especially relating to news, political, religious and industry issues, should be reported with due accuracy and presented with due impartiality and ITV requires Ofcom standards to apply. If you make a mistake, acknowledge and correct it. Marketing should not mislead and all claims should be substantiated, with any material qualifications, limitations or conditions made transparent in the copy.

❖ **Be aware of privacy issues:** Has everyone featured within the content consented to ITV posting or broadcasting it? This is particularly true of victims of disasters and traumatic events. Just because material may be elsewhere on the Internet and in the public domain does not mean victims/people featured in the material have consented to publication and they still have an expectation of privacy. Do not post personal data without specific and informed consent from the individual(s) concerned.

❖ **Re-posting:** Always think before re-posting and linking to third party content, as this may be viewed as ITV endorsing that content.

❖ **3P Providers:** 3P Providers running social media must always do so in compliance with all laws rules regulations and codes of practice (including without limitation in respect of

advertising) and third party platform terms. 3P Providers also must be aware of and comply with these guidelines as if they were ITV.

- The **purpose** of social media is predominantly marketing.
- **Casting** is not under marketing so shows should contact yaw.quaah@itv.com to set up a page on www.itv.com/beontv
- **Major event / death of celebrity.** In most cases ITV News will lead on this, but do discuss with ITV Publicity and Digital Content before posting anything in relation.
- **Commerce** EG social promotion of a product. Talk with ITV Commercial.
- **Production Supplier.** Mentioning a gifted product also counts as commercial whether it's on social media or an ITV website, **do not** obtain supplies on the basis of a 'mention on social or itv website'.
- **Charity.** If a programme is affiliated with a charity, please run the planned social activity by **ITV Interactive** nikki.cooper@itv.com and **ITV Compliance** before promising to the charity.
- **Sensitive issue on programme.** Ensure **ITV Compliance** are aware and can arrange for www.itv.com/advice to be updated with relevant helplines. You can direct viewers to this site within your social media posts too.
- **Podcast / App / Website** These must all be applied for using [this form](#) and strategy agreed with gemma.ellis@itv.com
- **Talent** this is by far the most effective way to promote a show, so giving talent content to post is acceptable, just agree with their agents the strategy and don't supply more than 15% of programmatic clips.
- **Giving content to media outlets.** This should be handled by ITV Press.
- **Other Broadcasts.** Broadcasts on non-ITV networks should not be promoted on social media or YouTube.
- **Ask Viewers to vote for the show in awards:** This is allowed but must be flagged to ITV Digital Content.
- **Website Stats:** Email Obi@itv.com
- **Website technical Issues:** email cos@itv.com
- **Commercial Music.** This must be cleared for use on Social Media. We do have a licence for YouTube which allows up to 60 seconds per song and max clip length of 7 minutes. Library music is fine on both channels. Logs must be kept and sent to ITV Music: nicola.francis@itv.com
- **Geoblocking.** Content must only be available in territories where the broadcast license is agreed. For specific information relating to your programme consult ITV Legal.
- **Third Party content** We can't share or Retweet other media, links or content without commercial terms.
- **@ITV** This account has strict marketing objectives, if your show is not an ITV Digital Priority then it will not be supported. Please consult your Marketing Contact to clarify.
- **Do not** reveal programme transmission dates more than 10 days ahead of the first transmission, consult with ITV Publicity.
- **Branding.** content must conform to ITV's branding guidelines including but not limited to use of the correctly branded ITV logo and the appropriate inclusion of references to STV where required. Note: There are specific guidelines around the involvement of affiliates on social media, please consult with ITV Digital Content and Legal about this.
- Producers should contact ITV Digital Content for details of the required branding. Provision of branding may be permitted by the use of a Watermark or Intro Video as well as channel banners. The branding used must be clearly outlined in the proposal (see proposal below). Account design must include a link to the TX dates and times on ITV and other links and pushes to promotion of other ITV sites/social media where reasonably requested by ITV

5. Moderation

ITV has an arrangement with a third party supplier to provide moderation on social media. This currently includes Facebook, YouTube and Instagram (including IGTV & Reels). All social media accounts for ITV Programmes **must** be moderated except for Twitter. TikTok and other emerging platforms are not currently able to be moderated so **comments must be switched off.**

1. If a programme is a digital content priority, and we (ITV) are actively encouraging 3p Providers to set up pages and publish content:

- During TX Window: ITV would bear 50% of the cost, 3p Provider 50%
- Outside of TX Window: ITV would bear 100% of the cost, on the understanding that no extra posts are published. If the 3p Provider wants to post content outside of the TX window, then they would have to contribute to the moderation cost

2. if a programme is not a digital content priority, and therefore we (ITV) are not actively encouraging 3p Providers to set up pages and publish content:

- The 3p Provider bears 100% of the cost of moderation both outside and during the TX window

Based on the above, ITV can provide a scope of estimated costs. In order to ensure moderation is carried out to ITV's standard and reduce costs, accounts would be moderated by ITV's supplier. For more details contact ITV Digital Content.

On your Facebook (or other social media account which allows others' comments to appear on your page) home page please add the following **"Take Down Policy: We love to hear your opinions about the show but please keep it friendly. We reserve the right to delete defamatory, abusive, profane, spam submissions or any submissions we consider inappropriate and to block repeat offenders."**

Here is ITV's escalation policy.

- issues relating to suicide / vulnerable users -> Supplier escalates to social platform and to ITV Viewer Services at viewerservices@itv.com and anna.hutton@itv.com for daytime and soaps (only to the social platform for other genres);
- questions about show or product -> Supplier escalates to ITV Viewer Services at viewerservices@itv.com
- PR / brand attacks -> Supplier escalates to:
 - o grant.cunningham@itv.com for sport & factual;
 - o jo.farrelly@itv.com for daytime;
 - o Janice.Troup@itv.com for soaps;
 - o Justin.jeffreys@itv.com for entertainment; and
 - o ben.webster@itv.com for any other genres
- security threats -> Supplier escalates to security control room by phone only 02071573737 even during non-business hours.

If the 3p wishes to be added to escalation policy for specific shows then please consult ITV Digital Content when setting up moderation.

ITV will consider 3p's self-moderating only if they can guarantee the minimum service level agreement of ITV's moderation services supplier which is reviewing and actioning within 15-mins of a comment being posted, 24/7/365. This must be discussed with ITV Digital Content and ITV Legal in advance.

6. Commercial Promotions

- **Platform Terms and Conditions:**
 - **MAKE SURE** where any social media activity is part of a proposal to an advertiser/sponsor, the agreement is made subject to the social media platform terms and conditions. Agreements with advertisers, sponsors etc. must always include a right to cease engaging in such activity at ITV's sole discretion including where such activity would represent a breach of the platform's terms and conditions.
 - **MAKE SURE** that you adhere to the platform terms and conditions and that you can place the commercial promotion on that platform e.g. Facebook has prohibitions on gambling advertising. See sections 7 to 11 inclusive below.
- **Avoid conflict with existing commercial deals: DO NOT** run any commercial promotions which conflict or compete with any sponsors of an ITV controlled platform (e.g. apps, broadcast, online) in relation to the same programme without written consent from ITV Commercial.
- **Make Commercial Promotions Clear: ALWAYS** make sure it is clear that commercial promotions in return for payment or similar consideration are obviously identifiable as such – common ways of doing this are to use 'Advertisement' or 'Sponsored' wording e.g. #ad or #spon. **VIDEOS:** if the commercial promotion is in video form then please include the disclosure about this being a paid for promotion within the video itself. Failing to do this is misleading and could breach the Consumer Protection from Unfair Trading Regulations 2008⁵ (CPRs) (as amended) and the ASA CAP Code⁶. If in doubt, consult the Advertising Compliance team.
- **AGE RESTRICTIONS:**
 - **Alcohol, gambling, slimming etc:** Social media should not be used to advertise alcohol, gambling, slimming (or other restricted products or services) if more than 25% of its audience is under 18 years of age.
 - **HFSS:** Marketing in social media for Food and Drink High in Fat, Sugar and Salt (HFSS) must be assessed in the same way but applying a profile of under 16.
 - Therefore, a programme property subject to social media marketing should undergo profiling to ensure compliance with these rules.
- **No false consumers: DO NOT** falsely claim or create the impression that a marketer is a consumer. E.g. ITV employees must not pretend to be consumers unconnected with ITV and promote the ITV Hub. This applies to any brands ITV associates with so ITV should not pretend to be a consumer and endorse a sponsor's product.
- **DO NOT mislead or omit information** (especially where endorsing a product or service) where this is likely to impact the consumer's decision about that product or service.
- **NO FOLLOW:** If hypertext links to a website commissioned by the brand owner or marketing practitioner are included alongside commercial promotions (whether video or text) in the blog post or page, these should have the "nofollow" attribute <http://en.wikipedia.org/wiki/Nofollow>.

⁵ <http://www.legislation.gov.uk/ukxi/2008/1277/contents/made>

⁶ <https://www.cap.org.uk/Advertising-Codes/Non-Broadcast.aspx>

- **FORUMS:** Do not ask third-parties to promote our or third party brands, products or services within internet forums, bulletin boards or news groups without permission from the forums' administrators, even with disclosure, as doing so would contravene generally accepted etiquette and is likely to generate negative sentiment amongst the forums' members. NB This applies whether or not payment is involved. We should of course feel free to reply to comments in a non-promotional way on forums concerning brands, providing we disclose we are engaging on behalf of ITV.
- **CAP Code: REMEMBER** these are adverts so the CAP Code (<https://www.cap.org.uk/Advertising-Codes.aspx>) applies and the promotion will need to comply. If in doubt check with Advertising Content Compliance team.

7. Twitter's Guidelines⁷

Twitter places itself as a platform for free-speech so there is very little that they will consider taking down in terms of offensive content. Twitter does, however, have terms and conditions⁸ including some hard and fast rules which all users must abide by:

- **Impersonation:** Impersonation is a violation of the Twitter Rules. Twitter accounts portraying another person in a confusing or deceptive manner may be permanently suspended under the Twitter impersonation policy⁹.
- **Trademark:** Using another's trademark in a manner that may mislead or confuse others about your brand affiliation may be a violation of Twitter's trademark policy¹⁰.
- **Privacy:** Posting another person's private and confidential information is a violation of the Twitter Rules¹¹.
- **Violent threats (direct or indirect):** You may not make threats of violence or promote violence, including threatening or promoting terrorism¹².
- **Hateful Conduct:** You must not promote violence against or directly attack or threaten other people on the basis of race, ethnicity, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, or disease¹³.
- **Copyright and other IPRs:** Twitter will respond to reports of alleged copyright infringement, such as allegations concerning the unauthorized use of a copyrighted image as a profile or header photo, allegations concerning the unauthorized use of a copyrighted video or image uploaded through our media hosting services, or Tweets containing links to allegedly infringing materials¹⁴.

⁷ Both Facebook and Twitter have multiple sets of interlinking terms of use, which change frequently. As a result, these guidelines are subject to change. Sections 7 and 8 are based on the terms and conditions as at November 2017. They reflect the commonly asked questions about what we can and can't do on these platforms but there are multiple terms and conditions which apply so please always consult Interactive nikki.cooper@itv.com should you have any questions.

⁸ <https://twitter.com/tos>

⁹ <https://support.twitter.com/articles/18366>

¹⁰ <https://support.twitter.com/articles/18367>

¹¹ <https://support.twitter.com/articles/20169991>

¹² <https://support.twitter.com/articles/18311>

¹³ <https://support.twitter.com/articles/20175050>

- **Unlawful Use:** Twitter users may not use twitter for any unlawful purposes or in furtherance of illegal activities. International users agree to comply with all local laws regarding online conduct and acceptable content¹⁵.
- **Misuse of Twitter Badges:** Twitter users may not use a Verified Account badge or Promoted Products badge unless it is provided by Twitter. Accounts using these badges as part of profile pictures, or in a way that falsely implies affiliation with Twitter will be suspended¹⁶.
- **Responsibility for content:** All content is the responsibility of publishers (see section 5 (Moderation) above)¹⁷.
- **Spamming** (e.g. posting multiple links instead of comments, misleading links or irrelevant updates) is prohibited. Therefore if any Twitter sponsorship activity is undertaken it should not be disproportionate. Additional guidance on how Twitter will judge content to be spamming can be found in the Twitter Rules¹⁸.
- **Licence of any content posted:** A very broad licence is granted to Twitter when any content is posted (e.g. content could be syndicated to any number of platforms) – therefore if it is editorial commissioned work/advertising copy, ensure the licence-in reflects the fact the content will be Tweeted¹⁹.

8. Facebook’s Guidelines

- **Content Licence:** Whoever posts content on Facebook keeps ownership of that content but they grant Facebook a broad licence to use that content until that content is deleted, or the account posting that content has been deleted (unless the content has been shared with others and they have not deleted it). So, if you post content on Facebook, be prepared for Facebook to use it as well (and they may choose to use it outside of Facebook)²⁰.
- **Use of Facebook name/brand/logo:** please follow the Facebook Brand Usage Guidelines²¹.
- **Free access to Facebook:** Facebook does not guarantee that access to its platform will always be free. Social media platforms will change and develop and are outside ITV’s control – we do not recommend becoming reliant on one platform for this reason.
- **Data collection/Privacy:** Facebook restricts what page operators can do with data – please see section 2 of the Facebook Platform Policy²².

Commercial/Brand Promotion

- Facebook has specific guidelines in relation to brand promotion²³:

Branded Content may only be posted by profiles and Pages with access to the Branded Content tool. Facebook defines branded content as a creator or publisher's content that features or is

¹⁵ <https://support.twitter.com/articles/18311>

¹⁶ <https://support.twitter.com/articles/18311>

¹⁷ <https://twitter.com/tos>

¹⁸ <https://support.twitter.com/articles/18311>

¹⁹ <https://twitter.com/tos?lang=en#usContent>

²⁰ <https://www.facebook.com/terms.php>

²¹ <https://www.facebookbrand.com>

²² <https://developers.facebook.com/policy/>

²³ <https://www.facebook.com/policies/brandedcontent/>

influenced by a business partner for an exchange of value. When posting branded content, use the Branded Content tool to tag the featured third party product, brand, or business partner. Facebook Pages and profiles with access to the Branded Content tool must comply with the following:

- Don't include pre, mid, or post-roll ads in videos or audio content.
- Don't include banner ads in videos or images.
- Don't include title cards within a video's first three seconds. Interstitial ad cards outside of a video's first three seconds, such as mid cards or end cards, must not persist for longer than three consecutive seconds and must not be included within Facebook Stories.
- Don't use the branded content tool to tag a Page without their prior consent.
- Comply with all applicable laws and regulations, including by ensuring that you provide all necessary disclosures to people using Facebook, such as any disclosures needed to indicate the commercial nature of content posted by ITV.

The following forms of advertising and commercial content are probably admissible, subject to the restrictions set out above:

- Including a link on a programme Facebook page to the website of the relevant programme sponsor. You will need to ensure the sponsor page you link to is generally compliant. For example, sponsor pages should have appropriate content, terms and conditions, data protection compliance and information relating to use of cookies. Consult legal with any questions.
- Adding a programme sponsor as a favourite to the relevant ITV Facebook page.
- Posts about a sponsor, provided it is clear that the post is a sponsored post - please see section 6.
- Inclusion of a programme sponsor logo on the Facebook page profile picture for the relevant programme.

Always consult with ITV Commercial and Legal before you start any discussions with third parties about development of or advertising on Facebook applications. **IT IS ESSENTIAL** that a page is not taken over by commercial promotions. **DO NOT** compromise the programme brand.

Restrictions on advertising on Facebook

- **Facebook Advertising Guidelines²⁴, Data Use Policy, FAQs, Page Terms and Platform Policies provide certain restrictions on advertising, promotions and use of data that you receive from Facebook in connection with advertising. The main restrictions are:**
 - The Facebook Advertising Guidelines apply equally to purchasers of ad-space on Facebook via Facebook's Platform or to ads that are generated through Page posts. Ads that are generated through Page posts must **also** comply with the Pages Terms.
 - If you use custom audiences, you must also comply with the Custom Audience Terms.²⁵
 - The Pages Terms state that third-party advertisements on Pages are prohibited without Facebook prior permission.
 - In addition, there are restrictions around price or purchase or discount (e.g. 40% off) information being included in the cover of a Facebook page, or a Facebook ad or any sponsored stories or promotions saying 'Get it Now' or 'Tell your Friends'.

²⁴ <https://www.facebook.com/policies/ads>

²⁵ <https://www.facebook.com/ads/manage/customaudiences/tos.php>. Custom Audiences let advertisers find their existing audiences among Facebook users; the tool allows advertisers to create a list of people they want to target Facebook ads at based on a list of email addresses, unique Facebook IDs, phone numbers, App user IDs, IDFAs etc.

- Offers should only be run if the Page is run by the merchant or manufacturer of the product or service being promoted and all offers must comply with all applicable laws.
- There are also various standard restrictions in relation to ad copy. For example, ads must not include unsubstantiated claims, cannot insult, harass or threaten; must not be false, misleading, fraudulent or deceptive. Advertising adult content is also prohibited.
- **Particular care and restrictions apply in respect of advertising the following:**
 - **Alcohol** – can only be advertised in countries where it is legal. In all other jurisdictions must comply with alcohol advertising laws applicable there.
 - **Dating sites** – only allowed with prior authorization from Facebook and must adhere to dating targeting requirements.
 - **Tobacco products or drugs** – are prohibited.
 - **Gambling and Lotteries:**
 - Online casino, games of skill, sports books, bingo or poker – are only allowed in particular countries and with prior authorisation of Facebook;
 - Government lotteries may advertise as long as applicable country laws are adhered to;
 - Promotion of offline gambling establishments (offline casinos) are generally permitted if in accordance with applicable country laws and provided ads are appropriately targeted. The Facebook help centre can be referred to for additional guidance.
 - **Pharmaceuticals and Supplements** – prescription pharmaceuticals are prohibited. Supplements may be permitted depending on what they contain.
 - **Otherwise offence** – ads which promote illegal activity, harassment, hate speech, inappropriate ads to minors or ads that contain sex/nudity or are shocking are prohibited.
- The above is particularly relevant to ITV where an ITV show is sponsored by a company operating in one of these areas and ITV wants to insert sponsorship creative on the Page.
- There are also restrictions under the Facebook Advertising Guidelines and Statement of Rights and Responsibilities against spam (posting of unauthorised commercial communications being prohibited); spyware/malware; destination sites linking to any prohibited product or service; sites that cannot be navigated away from; software that ‘sneaks’ onto a user’s system or alters/harms/disables a user’s software etc. or presents download dialog boxes without a user’s action. Finally standard restrictions apply around non-infringement of third party IP.
- Ads should also not imply any endorsement by Facebook.
- Anyone buying advertising on Facebook (for example in their own developed Facebook application) can only use certain ad-serving providers in their Facebook apps.
- ITV must not transfer any data received or use any ad targeting information to an entity not acting on behalf of a Facebook advertiser. Any advertising data must not be used other than for assessing performance of the advert. ITV must not use Facebook advertising data, including the targeting criteria for a Facebook ad, to build or augment user profiles, including profiles associated with any mobile device identifier or other unique identifier that identifies any particular user, browser, computer or device.
- Since activity around commercial communications is restricted on Facebook there is an option that Facebook could be approached to approve activity. However, the risk of this is additional scrutiny of ITV so this approach should only be considered in consultation with ITV Commercial and Legal.

- Although Facebook does allow promotions (subject to restrictions²⁶) ITV operates a strict policy around any promotions competitions, prizes, give-aways etc. All of these must be approved by ITV Interactive nikki.cooper@itv.com

9. Restrictions on the use of other platforms

A detailed review of the terms and conditions that apply to the use of other social media platforms is beyond the scope of these Guidelines. However, there are some restrictions that are common to most platforms:

- **Spam:** Don't send users unsolicited, excessive or harassing communications.
- **Restrictions on advertising:** Most platforms contain tight restrictions on advertising, so make sure that all posts clearly link back to editorial. Don't post solely for the purpose of pushing traffic to an external site.
- **Use of platform name/brand/logo:** Many platforms publish specific brand guidelines setting out how you may use their name/brand/logo. Make sure that you adhere to these guidelines.
- **Clearances:** You are responsible for clearing all content, globally.

If you wish to use social platforms other than Facebook or Twitter you must first familiarise yourself with the specific restrictions that apply to that platform. If in doubt, please consult ITV Digital Content gemma.ellis@itv.com

If you wish to use YouTube you must comply with our 'Channel Guidelines for ITV programmes on YouTube', which are available from Interactive and ITV Legal on request.

If agreed with ITV Digital Content and you plan to use other social media platforms you must also comply with their terms of service, e.g. tiktok <https://www.tiktok.com/legal/terms-of-use>

10. Running promotions on social media

We are not usually able to administer promotions (e.g. competitions or giveaways) directly in or on social media platforms although, subject to the restrictions set out in these Guidelines, we can advertise or push to promotions on other platforms (e.g. an online competition hosted on itv.com or a sponsor's website). If you wish to administer a promotion (including a competition or vote) via a social platform, you must speak to ITV Interactive, Legal and Compliance well in advance.

11. Additional restrictions on live platforms

Note: streaming content in real time (e.g. Facebook Live; TikTok Live, Instagram Live, YouTube Live etc) is not permitted except with the prior permission of your ITV digital contact.

Where social media involves streaming content in real time some additional restrictions apply:

- **Dialogue:** All dialogue (within reason) should be pre-scripted with guidance from the Compliance team to mitigate risk before the stream goes live.
- **Timing of streams:** Paid-for content must not impinge upon or interfere with any commercial airtime that is planned around the relevant programme (e.g. a sponsored Periscope stream should

²⁶ Including restrictions that promoter MUST ensure it is run in accordance with all laws and regulations, MUST release Facebook from any liability and MUST include an acknowledgement that the promotion is in no way sponsored, endorsed or administrated by, or associated with Facebook and that promoter MUST NOT: a) use personal timelines to administer promotions (e.g.: "share on your Timeline to enter" or "share on your friend's Timeline to get additional entries") b) ask people to tag themselves in pictures of a new product in exchange for a chance to win a prize.

not overlap with pre-roll spot ads purchased by a different third party) unless this has been approved in advance by the Digital Sales Director.

- **Breaking the fourth wall:** Any real-time video activity around certain formats, particularly soaps and drama, risks breaking the wall between fiction and reality. This type of content should always be carefully planned, with the approval of all stakeholders.

As with all social media, you must have a strategy for moderation of live content (see section 5 and Appendix 1 of these Guidelines).

12. Infringement of ITV content

If you notice a significant infringement of ITV content (e.g. creation of a fake 'Coronation Street' page with lots of video content from the programme) on a social network then please consult your ITV Legal team. Depending on the rights' position and the nature of infringement, we may want to consider a formal takedown process. Please note that most social media platforms such as Facebook and Twitter have their own take-down processes²⁷ which can take some time.

ITV has have a Content ID team for YouTube, so please flag anything to james.dolan@itv.com

13. YouTube guidelines

In addition to the rest of this document, the following guidelines specifically apply to YouTube.

Production companies wishing to create official programme clip channels on YouTube are permitted to do so providing they agree to the following guidelines, which apply **in the UK only to official channel clips, other online content uploaded to the YouTube programme channel and to UGC, in each case during the Licence Period (usually 5 years) under the commissioning agreement for the programme.** Please note these guidelines may be updated from time to time. Any YouTube channels will remain subject to the terms of the main programme commissioning agreement including that these guidelines are subject always to ITV's right to share in Net Revenue under the applicable commissioning agreement.

Editorial

- The total proportion of clips from any given episode **must not amount to more than 15%** of that episode (excluding ad-breaks)
- Programme clips must only be published after the first transmission of the programme.
- Video content and metadata must not contain anything that ITV deems derogatory, defamatory or damaging to reputation or relations with a sponsor or advertiser. Content must not include anything relating to legal matters or litigation.
- The channel should not be promoted on air.
- YouTube's [Terms of Service](#) must also be adhered to.
- YouTube relies on a combination of people and technology to flag inappropriate content and enforce their guidelines. When a video is flagged, someone on YouTube's team reviews the video – and it's context – to decide where the video should be restricted, removed or kept live.
- Please avoid any potential breach of contact (e.g. our contracts with talent or commercial clients or platform terms and conditions).
- Clips must not contain any references to competitions, calls to action or any other interactivity which is no longer supported (eg. promote any sweepstakes, polls, votes or similar schemes; promote any premium rate numbers including charitable appeals, activity in

²⁷ https://www.facebook.com/legal/copyright.php?howto_report

relation to alcohol or gambling without first notifying and seeking advice from ITV Interactive (nikki.cooper@itv.com).

- The promotion of the YouTube channel and clips on social media should be agreed with ITV Digital Content in advance as part of the digital strategy.
- Comments must be switched off on all channels unless moderation is agreed with ITV Digital Content.
- Content containing material which would normally be scheduled post-watershed or which warrants an appropriate guidance label should be clearly identified at the beginning of the video or at a minimum within the description text (above the fold). Consult ITV Compliance.
- ITV must always have final editorial say and control over content (including marketing) that is published on ITV controlled social media sites/pages.
- Always respect copyright, trademarks, rights of privacy, and other third-party rights when using user generated content or third party content. Ensure that all relevant rights and permissions in content or linked to have been cleared.
- When using a third party's content, always credit the author and don't amend the content from the source material unless such rights have been expressly waived.
- If in doubt, escalate the matter and seek approval. It is ALWAYS preferable to delay in order to obtain ITV approval.
- DO NOT do anything which might compromise personal data. DO NOT collect or use any information that might identify a person (for example, harvesting usernames), unless permitted by that person.
- Clips and clip metadata must not contain any other branding or reference to other YouTube channels which imply an association between ITV and a third party

Content ID (Managing third-party videos on YouTube)

- Reference Files of each episode should be ingested into Content ID as soon as possible after TX and ideally before TX for pre-recorded shows.
- Full-length episodes of the latest or current series must be set to block globally.
- From time to time ITV may request to close down third-party YouTube channels which infringe its copyright or give rise to other concerns including reputational or other liability and ITV may require that the Producer block certain UGC on request regardless of whether such channels also carry acceptable UGC claimed by the Producer.
- The 3p provider will be responsible for managing the following in the designated YouTube Content Owner:
 - Reference Overlaps
 - Ownership Conflicts
 - Disputed Claims
 - Potential Claims
 - Appealed Claims
- ITV Content ID will take steps to ensure that poor quality UGC videos offering a degraded version of the programme shall be removed.
- UGC channels or UGC posted by one particular user which features a sequence of clips that amount to more than 15% of the broadcast episode may need to be blocked and Producer will takedown/block at ITV's request.
- The right to monetise UGC in the UK during the broadcast window must be agreed separately with ITV legal and ITV Commercial.

Ad Policies

- Any commercial activity is to be agreed with ITV via the channel proposal but should include without limitation:

- The 3p provider must inform ITV of the adSense categories it intends to enable for the channel.
- All adult, alcohol, HFSS and gambling categories should be blocked.
- Revenues shared from any commercial activity shall be gross revenues (unless agreed otherwise with ITV).
- Any advertising/monetisation pre-agreed with ITV shall be subject to ITV retaining a right to require the 3p provider to stop any such advertising/monetisation for a number of reasons including without limitation: risk to the reputation of the programme, ITV, and/or ITV's commercial partners; that monetisation is damaging or may give rise to objections from Programme sponsors or other commercial partners or may give rise to any other claims or liability from third parties including regulatory bodies. No form of commercial activity that resembles sponsorship shall be allowed and the only advertising/monetisation shall be via Google's sale of ads.
- Promotions Must comply with the UK Code Of Non-broadcast Advertising, Sales Promotion And Direct Marketing (CAP Code) And Consumer Protection From Unfair Trading Regulations 2008. DO NOT Promise or sell promotions UNLESS You have cleared it in advance.
- DO NOT target anyone under 13 or are associated with young viewer demographics.

Claiming Content and asset upload

- If the Producer chooses not to upload reference files of the content then ITV may wish to manage this in the UK and may block all matches to that reference file at their discretion. At the end of the catch-up window (or any longer period during which ITV has exclusive on demand rights to the programme), ownership of the reference files will be returned to the Producer
- ITV may wish the producer to whitelist channels where overlapping material may be likely to cause reference conflicts. These channels will be for promotional use only and will not generate any direct revenue for ITV
- In the event of a reference file conflict, Producer and ITV shall take appropriate steps to resolve the conflict through appointed CMS managers
- In the event that ITV, either directly or through an affiliated distribution arm, acquires the distribution rights to the programme, then the Producer agrees that these distribution rights will also apply to reference files and official programme clips in the applicable territory. In this case the Producer will hand over ownership of the appropriate assets to ITV.
- ITV Digital Content must always be provided with administrative access to accounts for the purpose of cross promotion, emergency communications and takedown, data collection, account verification and moderation

Reporting and Other

- If the Producer asserts ownership on clips or reference files then they will share claim, asset, view and revenue information with ITV for views in the UK during the broadcast window
- Your named contact at ITV should be made a Channel Manager of the YouTube channel
- Allowing embedding should be discussed and agreed with ITV as part of the Channel Proposition.

14. ITV Business contacts

- ITV Interactive: nikki.cooper@itv.com Including sweepstakes, polls, votes or similar schemes; promote any premium rate numbers including charitable appeals
- ITV Picture Desk: itvpicturedesk@itv.com
- ITV Digital Content: Gemma.ellis@itv.com
- ITV Commercial: bhavit.chandrani@itv.com
- ITV Music: nicola.francis@itv.com
- ITV Marketing simon.ricks@itv.com lucy.pack@itv.com

- ITV YouTube content ID james.dolan@itv.com
- ITV Information Technology Security: Paul Lynch paul.lynch@itv.com
- ITV Corporate Affairs and Programme Publicity: itvpresscentre@itv.com

15. ITV Legal & Compliance Contacts List

- **Online Legal:** eavan.prenter@itv.com, james.glanville@itv.com, philip.tasker@itv.com
- Nicola Phillips, Head of Legal Affairs, Commercial & Marketing: Nicola.phillips@itv.com
- Director of Programme Compliance chris.wissun@itv.com
- **Advertising Content Compliance:** Peter Gatward, Regulatory Assurance and Commercial Development Officer: peter.gatward@itv.com

16. ITV Escalation contacts

In cases of major controversy please consult with your line manager in the first instance and escalate to the line management and Corporate Communications and Compliance teams as appropriate.

Contacts:

- ITV corporate communications Jenny.cummins@itv.com
- issues relating to suicide / vulnerable users -> ITV Viewer Services at viewerservices@itv.com and anna.hutton@itv.com for daytime and soaps
 - questions about show or product -> Supplier escalates to ITV Viewer Services at viewerservices@itv.com
- PR / brand attacks -> Supplier escalates to:
 - o grant.cunningham@itv.com for sport & factual;
 - o jo.farrelly@itv.com for daytime;
 - o Janice.Troup@itv.com for soaps;
 - o Justin. jeffreys@itv.com for entertainment; and
 - o ben.webster@itv.com for any other genres / escalation
- security threats -> security control room by phone only 02071573737 even during non-business hours.