CODE OF PRINCIPLES

The commitments that Fact Crescendo (www.factcrescendo.com) abides by are:

1. A commitment to Non-partisanship and Fairness

Fact Crescendo (www.factcrescendo.com) is an independent digital news platform and we have a policy to ensure that our journalists are not affiliated to any political party or an advocacy group and we are fair and transparent in our editorial opinion. Fact Crescendo fact-check claims using the same standard for every fact check. We do not concentrate our fact-checking on any one side. We follow the same process for every fact check and let the evidence dictate the conclusions. Fact Crescendo does not advocate or take policy positions on the issues. We fact-check based on our methodology which would constantly improve to provide better transparency in our process and working.

2. Transparency of Sources

A commitment to Transparency of Sources

Fact Crescendo wants their readers to be able to verify findings themselves. Fact Crescendo provides all sources in enough detail that readers can replicate their work, except in cases where a source's personal security could be compromised. In such cases, Fact Crescendo provides as much detail as possible and tries to put forth details from multiple sources so that the readers can verify each finding as much as possible.

Fact Crescendo explains in detail what the news article is all about and how the claim was debunked or confirmed. This is done in the interest of transparency and as a learning experience for the reader to know how to confirm or debunk any claims by themselves.

"It's better to teach a person how to fish, instead of giving him a free fish every day"

3. Transparency of Funding & Organization

A commitment to Transparency of Funding & Organization

Fact Crescendo (www.factcrescendo.com) is an independent digital journalism initiative and is a part of Crescendo Transcription Private Limited (CTPL) (https://crescendotranscriptions.com/), a private limited company registered in India.

Fact Crescendo & its official website www.factcrescendo.com have a separate dedicated team solely working for fact checking news/claims apart from Crescendo Transcription Private Limited (CTPL).

Fact Crescendo is transparent about their funding sources. If we accept funding from other organizations, we ensure that funders have no influence over the conclusions the fact-checkers reach in their reports. Fact Crescendo organizations detail the professional background of all key figures in the organization and explain the organizational structure and legal status. Fact Crescendo clearly indicates a way for readers to communicate with them.

<u>Fact Crescendo Organisation Details:</u>

Fact Cresendo (www.factcrescendo.com) is an independent digital journalism initiative and is a part of Crescendo Transcription Private Limited (CTPL) (https://crescendotranscriptions.com/), a private limited company registered in India.

Fact Crescendo (www.factcrescendo.com) is an independent digital news platform and has a separate dedicated team solely working for fact checking news/claims even though it is part of Crescendo Transcription Private Limited (CTPL).

Name of the owner entity: Crescendo Transcription Private Limited

Legal Status: Private Limited Company

Directors: Vinod Rathi and Rakhi Rathi

Registered Address: T-40, Disha Nagari, Beed-By-Pass, Behind Hotel Mastercook, Aurangabad – 431001. Maharashtra. INDIA.

Date of Incorporation: 01-July-2014.

CIN Number: U74120MH2014PTC255779

To know more about our company and people, you can access our <u>ABOUT US</u> page on <u>http://www.factcrescendo.com</u>

<u>Fact Crescendo Funding Details</u>:

Self – Funded by the Directors of Crescendo Transcription Private Limited only.

Fact Crescendo (www.factcrescendo.com) has **NOT** taken any outside funding for supporting its operations.

4. Transparency of Methodology

A commitment to Transparency of Methodology

Fact Crescendo explains the methodology below which we use to select, research, write, edit, publish and correct our fact checks. We encourage readers to send claims to fact-check and are transparent on why and how we fact-check.

Our Methodology:

I. News Funnel: Selecting a claim to debunk

We continuously monitor social media and mainstream media for incorrect and/or dubious information.

Our sources for topics include:

- Claims of or about politicians, officials in positions of authority, celebrities, personalities and influencers.

- Claims made by political parties and their leaders via their social media pages or messages. These can be shared on their official or personal accounts or even through WhatsApp.

- A Social media Fake News Suspect List (FNSL), through which we track suspected sources of fake news propagators.

- Provocative messages or hashtags promoted by any entity to influence public opinion.

- Identification of claims by social media users and submitted to us for verification.

II. Fact Crescendo makes a selection of claims to debunk. The following parameters are considered before we initiate research upon any claim:

- How viral is the claim (social popularity & sensitivity, traction, reach and spread)

- Subject of the claim

- Source of the claim

- Provocative nature of the claim

- Culturally & specific social groups sensitive claims

III. Systematic Research of the claim

Once a suspicious claim has been selected for a fact check, Fact Crescendo engages in systematic process to verify it. Fact Crescendo may use one or more of the below processes:

- Reviewing original video, image or transcript to verify if the statements attributed to public figures have been changed, morphed or distorted.

- Using internet tools like Google Reverse Image search to determine the origin of viral photographs or videos and also to verify if the same image or video has been used earlier in similar or different contexts. In order to use Google Reverse Image search for videos, we break the video into individual frames and use these images to search on Google Reverse Image.

- Internet search (manually and automated).

- Contacting the person to whom a seemingly fake claim is attributed.

- Consulting reputed a panel of or individual subject matter expert(s) whenever necessary to confirm or research a claim.

- Establishing contact with the reputed & relevant local media entities or sources, governmental authorities or police.

- Crowd review and feedback

IV. Evaluating the claim

Using a variety of tools and methods described above, Fact Crescendo evaluates the veracity of a claim and its truthful status is concluded. Where relevant, more than one tool is used to conclusively debunk the fake claim.

V. Writing the fact-check

Post evaluation Fact Crescendo puts out the information in public domain through articles that are detailed and explanatory as per our principles. We strive to provide information without any bias and in easy to digest chunks so that readers can easily verify the information for themselves.

5. Transparent Corrections Policy

A commitment to Open & Honest Corrections Policy

Online and offline, we live in a world where information is changing constantly, as a result of which stories have to be constantly updated. In the event of an error on our part, we are prompt in acknowledging and correcting it through our well defined process of correction. We correct our articles in line with the corrections policy and with a vision, as far as possible, to ensure that our readers are presented the corrected version as soon as possible and transparently.

To know more please read out Correction Policy on http://www.factcrescendo.com.

Note: In case of any clarification or questions regarding our Code of Principles, you can contact us by email on info@factcrescendo.com

NOTE - If you believe we at Fact Crescendo are violating the IFCN Code, you may inform the IFCN of this, here is a link to the complaints page on the IFCN site: https:// ifcncodeofprinciples.poynter.org/complaints-policy