



## Verizon Media EMEA Limited

### Declaration 2020

#### Introduction

Verizon Media is a global house of trusted digital media and technology brands. Verizon Media's brands include Yahoo, AOL, Ryot, TechCrunch and BUILD. Through our own operations, and in partnership with others, Verizon Media helps drive diversity and choice in consumer services and brand advertising.

Verizon Media couldn't provide all the information requested in the context of the declaration due to their limited relevance to our services, our business and operating models and/or how they are operated (as mentioned in our previous responses). For example, the Yahoo Portal (Homepage and Channels) comprises content created by reputable third party press publishers that we select and with whom we have a licence agreement, as well as original content created by our Verizon Media editorial team. The Yahoo portal is therefore both a media (as any other press publishers) for the content it creates and an aggregator/curator for the content it selects from our partners. Moreover, the content is only partly displayed and ranked via an algorithm; part of the content is also manually displayed and ranked by the editorial team. This service is therefore not an open platform where users/content providers alone can select and display their content (i.e. articles, videos). At the date we provide this declaration, users do not have the possibility to provide comments to the displayed articles any more.

Please find below information related to Yahoo Search. This service is powered by Microsoft's Bing which controls the crawling of the web, indexing of such crawled web content, the search algorithm and presentation of results to our users. Microsoft's Bing also owns the relationship with advertisers and therefore controls the paid search results displayed on the search results pages.

Please note that:

1. any text coloured in blue are responses from Verizon Media EMEA Limited which may be made public; and
2. any text coloured in red are responses from Verizon Media EMEA Limited which Verizon Media EMEA Limited wants to remain confidential and which have been provided separately on that understanding.

#### Presentation of the service

Verizon Media EMEA Limited is incorporated in Dublin, Ireland. The POC for the company in respect of this questionnaire is Mr. Maurice Moynihan, EMEA Compliance and Legal Operations Lead, 5-7 Point Square, North Wall Quay, Dublin 1, Ireland.

- Number of unique visitors per month, based on 2020
  - Confidential Reponse 1
- Access by French public
  - Access on internet [url: Fr.search.yahoo.com](http://Fr.search.yahoo.com)
  - Access via apps [Yes although these are not specific to the French territory.](#)
  - Access via vocal assistant [Yes.](#)
  - Language on the french territory (by default) [French.](#)
  - Is the service a specific service in France, on top of the language? [Search results provided from the Bing index in response to Yahoo user queries are specific to French speakers, as determined by Microsoft \(search engine provider\).](#)
- Description of the service
  - Object: [search service](#)
  - Targeted population (e.g. age, interests): [No specific targeting - age limitations are included where relevant to ensure that children are not a target of the offerings.](#)
  - Type of content displayed (e.g. video, text, images): [images, text, videos.](#)
  - Themes: [Categories/topics of content are determined by the user's search query](#)
  - Business model (source of revenue) [Revenue share from Microsoft \(search engine provider\), based on search advertising.](#)
  - Number of employees dedicated to the service globally and in France:
    - Globally: [This is very difficult to determine given the nature of our business as staff are shared across functions and territories.](#)
    - [France: Confidential Reponse 2](#)
  - Results in France for the Yahoo Portal and Yahoo search service in 2020
    - [Confidential Reponse 3](#)

## **COVID 19**

We have carefully monitored the worldwide COVID-19 public health emergency and are scrutinizing all ads with an increased focus on sensitivity to public health guidance and risks. Our Ad Policies prohibit ads that claim that any medicine, surgical treatment, or device can prevent or cure coronavirus. Our automated systems flag high-risk ads for manual review and those that violate policy, including COVID-19-related ads, are blocked.

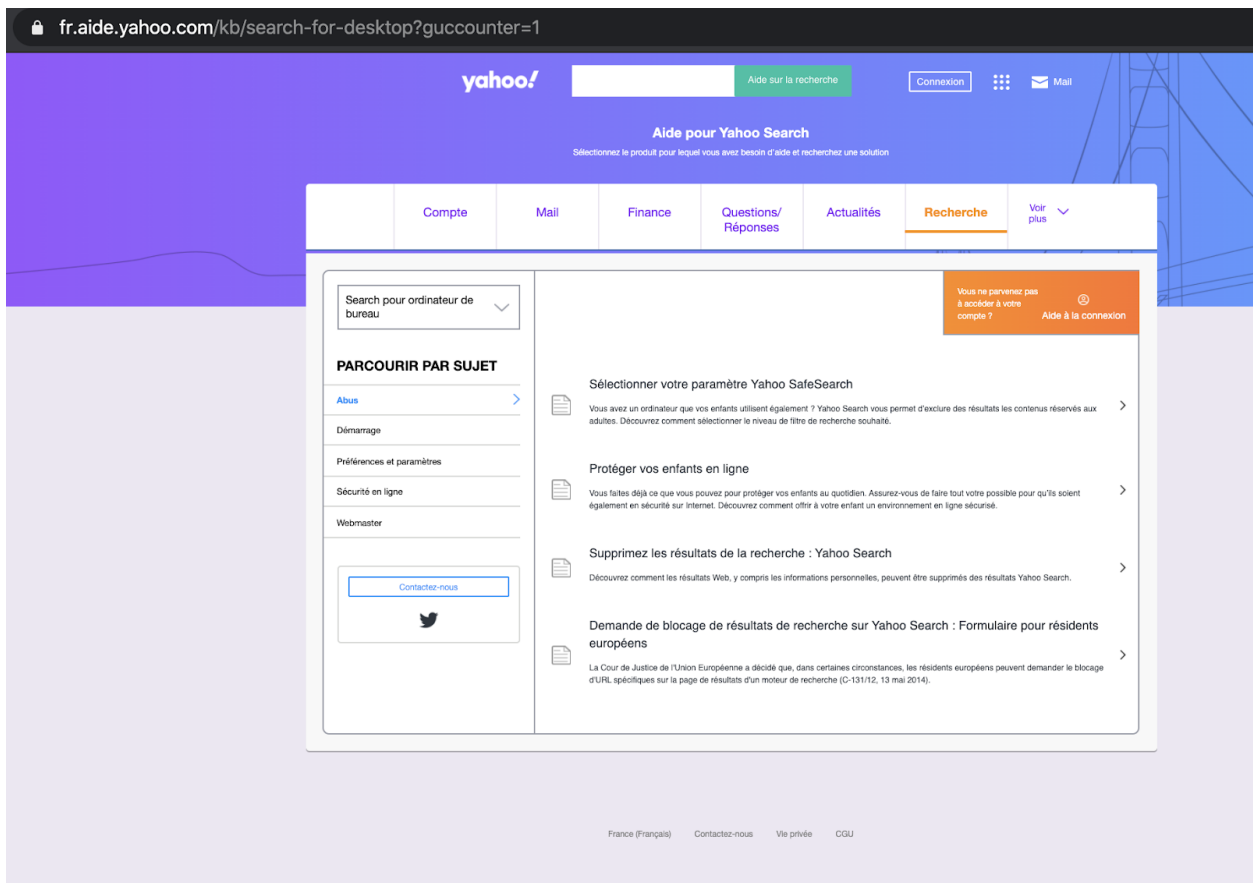
We recognize that our users across the globe rely on us to deliver accurate, reliable news and information. To this end, we have created a coronavirus hub, [covid19.yahoo.com](http://covid19.yahoo.com), across the Yahoo ecosystem (News, Finance, Sports, Lifestyle & Entertainment), that includes news in real-time about the pandemic across the globe. There is specific content for specific markets, including France ([fr.yahoo.com/topics/liste-coronavirus-france](http://fr.yahoo.com/topics/liste-coronavirus-france)), Italy

(it.yahoo.com/topics/coronavirus), Germany (de.yahoo.com/topics/Coronavirus), Spain (es.yahoo.com/topics/coronavirus) and the UK (uk.yahoo.com/topics/coronavirus-news). We are also producing more mental health-focused content across our brands.

Additionally, Yahoo Search has dedicated content for Coronavirus-related search terms and elevates authoritative content; we have donated advertising notably to the World Health Organization; and Verizon Media is partnering with industry peers to combat fraud and misinformation about the virus.

## **Alert/reporting system**

Each page of Yahoo Search, on desktop and mobile, (i.e., the initial page and each results page) includes a "Help" ("Aide") link at the foot of the page which takes users to a page where they have some information on results, see for example <https://fr.aide.yahoo.com/kb/search-for-desktop>.



## Envoyer un mail à un spécialiste [Changer d'option](#)

### Demandes de Blocage des résultats de recherche dans Yahoo Search :ressources pour les Résidents Européens

La Cour de justice de l'Union européenne a décidé que les **résidents européens** peuvent demander la désindexation d'adresses URL spécifiques figurant dans les résultats de recherches, portant sur leur nom et aboutissant à des pages contenant des informations personnelles **inexactes, inadéquates, qui ne sont plus pertinentes, ou excessives par rapport aux objectifs pour lesquelles elles ont été collectées ou traitées**. Les utilisateurs de Yahoo qui sont résidents européens peuvent utiliser ce formulaire afin de demander le blocage d'une URL pour une page associée à leur nom et qui répond à ces critères. Veuillez noter que tout blocage sera administré exclusivement pour la recherche du nom de la personne concernée.

Pour demander le blocage dans Yahoo Search des résultats de recherches concernant votre nom, veuillez compléter le formulaire ci-dessous :

1. Votre pays européen de résidence. \*

as un résident de l'EEE

2.Cette demande concerne : \*

moi-même

3. Votre adresse e-mail : \*

4.Indiquez le nom de la personne pour lequel vous demandez le blocage des résultats dans Yahoo Search. \*

Veuillez noter que des termes de recherche différents du nom de la personne peuvent invalider la demande.

io.help.yahoo.com/contact/index?page=contact&locale=fr\_FR&y=PROD\_SRCH

yahoo! Aide sur la recherche Elise Mail

Centre d'aide Yahoo > Assistance

1 CHOISISSEZ UN PRODUIT Search 2 CHOISISSEZ UNE OPTION D'ASSISTANCE 3 CHOISISSEZ UNE RUBRIQUE 4 CHOISISSEZ UNE SOUS-RUBRIQUE 5 CHOISISSEZ UNE METHODE D'AIDE

**Faites votre choix parmi ces options.**

- 📅 Voir les articles d'aide concernant ce produit.
- 🗨️ Contactez-nous pour signaler un abus
- ⌚ Indiquez-nous si votre problème concerne [Demander le blocage des résultats de recherche Yahoo](#) ou si vous signalez un préjudice porté à des mineurs.

io.help.yahoo.com/contact/index?page=subtopics&locale=fr\_FR&y=PROD\_SRCH

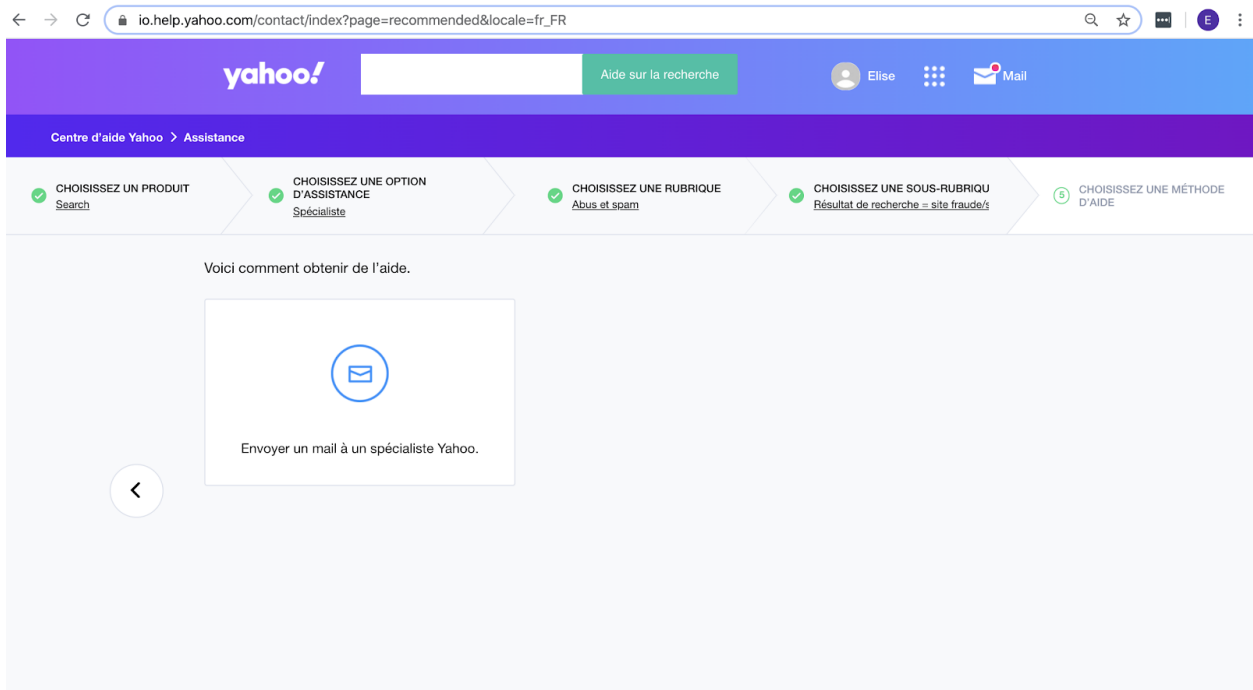
yahoo! Aide sur la recherche Elise Mail

Centre d'aide Yahoo > Assistance

1 CHOISISSEZ UN PRODUIT Search 2 CHOISISSEZ UNE OPTION D'ASSISTANCE Spécialiste 3 CHOISISSEZ UNE RUBRIQUE Abus et spam 4 CHOISISSEZ UNE SOUS-RUBRIQUE 5 CHOISISSEZ UNE METHODE D'AIDE

**Dites-nous-en plus sur le problème.**

- Liens, fichiers suspects/virus probables
- Résultat de recherche = site fraude/spam
- Résultat inconvenant pour des enfants



## **Transparency of Algorithms**

We provide information to our users about our products in our TOS (<https://www.verizonmedia.com/policies/ie/fr/verizonmedia/terms/otos/index.html>) and about the collect and use of their data in relation to our products in our privacy policy (<https://www.verizonmedia.com/policies/ie/fr/verizonmedia/privacy/index.html>)

More specifically, please find additional information that we provide to our users on each of the product at scope:

### **Yahoo Search:**

Our search engine service is powered by the Bing algorithm. We explain at the bottom of the search results page that the service is powered by Bing.

- Powered by Bing™

*There is a link "A propos des annonces" at the bottom of the search results page which redirects to a page where we explain the following:*

[https://fr.aide.yahoo.com/kb/search-for-desktop/ads-yahoo-search-results-sln2244.html?impression\\_s=true](https://fr.aide.yahoo.com/kb/search-for-desktop/ads-yahoo-search-results-sln2244.html?impression_s=true)

*“Lorsque vous effectuez des recherches sur Internet avec Yahoo, le contenu de la page des résultats de la recherche provient de différentes sources :*

- *Recherches sur Internet par algorithme”.*

*“Yahoo détermine le contenu à afficher en fonction d'un certain nombre de facteurs :*

- *Pertinence du contenu par rapport à votre recherche.*
- *Votre situation géographique dans certains cas.*
- *Votre interaction avec Yahoo Search et d'autres produits Yahoo.*
- *Notre relation avec le fournisseur de contenus et la disponibilité de contenus de qualité”.*

### **Promotion of content from entreprises and press agencies and audiovisual communication services**

In addition to the algorithmic and advertising search results provided by Microsoft, Verizon Media may include links to additional content on a search results page. This Verizon Media-provided content comes from our various content channels or is licensed from third parties.

### **Fight against accounts propagating fake news**

See our “Conditions Générales d'Utilisation de Verizon Media” in French, accessible at <https://www.verizonmedia.com/policies/ie/fr/verizonmedia/terms/otos/index.html> for more information:

#### ***“2. Utilisation des Services***

*d. Comportement des utilisateurs. Vous acceptez de ne pas utiliser les Services pour :  
(...)*

- *enfreindre toute loi ou réglementation applicable;*
- *usurper l'identité de toute personne ou entité, ou falsifier ou manipuler des en-têtes ou des identifiants pour masquer l'origine de tout contenu transmis par le biais du Service;*
- *rendre disponible tout contenu que vous n'avez pas le droit de mettre à disposition ou qui porte atteinte à tout brevet, marque, secret de fabrication, à des droits de propriété littéraire et artistique ou à tout autre droit de propriété de toute personne ou entité;*
- *publier du contenu publicitaire ou d'autres sollicitations commerciales sans avoir obtenu notre autorisation préalable écrite;”*

*"7. Modification et résiliation des Services ; résiliation de comptes*

*(...)*

*c. Sauf indication contraire mentionnée pour votre région dans la section 14, nous pouvons suspendre ou résilier votre compte de façon temporaire ou permanente, ou encore restreindre ou imposer des limites concernant votre accès à tout ou partie des Services à tout moment, sans préavis et pour quelque raison que ce soit, y compris, sans toutefois s'y limiter, en cas de violation des présentes Conditions Générales d'Utilisation, d'injonction judiciaire ou d'inactivité."*

**Information to users on the nature, origin, modalities of display and identity of persons paying for distribution of content**

The sponsored advertising links within Yahoo Search are provided by Microsoft, and Verizon Media has no direct relationships with any of these advertisers. With regard to the algorithmic search results, Microsoft determines which results are returned and the order in which the results are to be displayed. As described above in Section 1, our search service has a variety of links through which users can give feedback about the content displayed on the search service.

**Other comments**

As explained above, VZM does not offer a product that allows a content provider or advertiser to promote its content outside of a clearly labelled advertising slot:

- (i) VZM does not accept payment from any licensors to promote or give prominence to their content, and is instead choosing reputable third-party press publishers in order to obtain a content license from them,
- (ii) VZM's Advertising Policies prohibit all political or political issue advertising during the 6 months ahead of a French election.