Boom

Section 1: Eligibility to be a verified signatory

This section aims to assess if an Applicant meets the eligibility criteria for becoming a verified signatory to the MCA Code of Principles.

1.1 The Applicant is legally registered in India

It should include the type of organization (company, LLP, partnership, trust, society, or sole proprietorship) and the registration number.
If your organization is a distinct unit or team within a larger organization, provide registration details of the parent company.

APPLICANT

Date: 21/06/2025

BOOMLive is a part of Outcue Media Private Limited. It is an independent media organisation and fact-checking website that aims at combatting misinformation and the spread of false news. Outcue Media Private Limited (BOOMLive) works with platforms to fact check false claims and establish the veracity of posts that are going viral and have likely damaging impact on our society. BOOMLive was one of the first two fact checking newsrooms in Asia to get the International Fact Checking Network (IFCN) certification in 2018.

Outcue Media Private Limited is recognised as a Startup by Department for Promotion of Industry and Internal Trade.

Outcue Media Private Limited (BOOMLive) is a for-profit entity and gets its income from social platforms as well as contract work, media literacy, training as well as media content creation contracts in the non fact-checking space.

Certificate of Incorporation can be found here - 919668-boomcertificate-of-incorporation-2.jpg (800×1056)

Assessor´s verdict: **COMPLIANT**

1.2 The Applicant's fact-checking activities have a substantial and demonstrable focus on India

Please share a list of articles, fact-checks, any study or research, or a project that demonstrates the applicant's focus on India.
Kindly note:
The assessor will also assess compliance through a review of random fact checks published over the previous year.

APPLICANT

Date: 21/06/2025

BOOMLive is a fact checking website that primarily focuses on fact checking and verifying misinformation and disinformation spread by Indian social media users. We also look at cross-border misinformation that percolates to India and has the potential to cause real world harm in the country. Subjects that BOOMLive actively fact checks range from political, social, communal and health & medicine to products and services, scams and even history.
1. Video Of Woman Driving On Railway Track Given False Communal Claim | BOOM
2. Viral Image Of Rahul Gandhi Attending Soros' Son's Wedding Is AI Generated | BOOM
3. Viral Video Of Modi Calling Cow Best Animal For Sacrifice Is A Deepfake | BOOM
4. Video From Myanmar Viral As Weapons Seized From Manipur Mosque | BOOM
5. Video From Dhaka Viral As Man Assaulted For Selling Bangladesh Flag In India | BOOM
BOOMLive's Monthly Report on the fact checks written every month:
1. BOOM Report: Recycled Footage And AI Fueled Operation Sindoor Disinfo | BOOM

2. BOOM Report: Pahalgam Attack Triggers Surge in Disinformation In April I BOOM
3. Nagpur Communal Violence Dominates False Claims in March: BOOM Monthly Report I BOOM

Assessor´s verdict: COMPLIANT

1.3 The Applicant's fact-checking has been published either in English/Hindi and/or in one of the 22 languages listed in Schedule VIII of the Constitution of India, in the course of the twelve months prior to the date of application

The applicant must have published an average of at least six fact-checks a month over the course of the 12 months prior to the date of application, and at least 75 fact-checks in the twelve months prior to the date of application.
If the applicant is working primarily in an under-represented language, in which no existing founding member of the MCA has been conducting regular fact checks, then the applicant must have published an average of at least 3 fact-checks per month over the course of the twelve months prior to the date of application or at least 75 fact-checks in the 24 months prior to the date of application.

APPLICANT

Date: 21/06/2025

BOOMLive writes fact checks in English, Hindi and Bangla. Following are the links of the categories across the three languages and two foreign territories

English: https://www.boomlive.in/fact-check

Hindi: https://hindi.boomlive.in/fact-check

Bangla: https://www.boombd.com/fake-news

Myanmar: https://www.boommyanmar.com/fake-news

Bangladesh: https://www.boombd.com/fake-news

Assessor´s verdict: COMPLIANT

1.4 At least 75% of the Applicant's fact checks must relate to issues that could have an impact on the welfare or well-being of individuals, the general public, or society, or have a public interest element

The assessor will assess compliance through a random review of the fact checks published over the previous three months. No additional information required.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 30/07/2025

BOOM focuses mainly on:

Disturbance of communal harmony

Political integrity like manipulated political statements

Public Health like vaccine misinformation

Media accountability like errors from mainstream media

1.5 The Applicant's editorial output must not be under the control of the state, any political party, or a politician

The assessor will assess compliance through a random review of the fact checks published over the previous three months. No additional information required.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 30/07/2025

BOOM's fact-checks span a wide range of topics, including misinformation involving political figures from both ruling and opposition parties.

1.6 The Applicant must, fully and fairly, disclose if it receives funds from local or foreign state or political sources

If the organization receives funding from local or foreign state or political sources, kindly provide a URL of the page on your website where a statement makes this information publicly available.

APPLICANT

Date: 21/06/2025

BOOMLive does not receive any funding from local/ foreign state or political sources.

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

NEEDS MORE INFO

Date: 30/07/2025

Perhaps a note on the promoters and the basic outlay of their funding can be mentioned somewhere or disclosed to MCA if applicable.

Applicant

NEEDS MORE INFO

Date: 10/09/2025

BOOMLive does not receive any funding from local / foreign state or political sources However, given the feedback from the assessor we have added more information in the About Us page related to our funders / promoters. You can check the page here: https://www.boomlive.in/about-us

Assessor

COMPLIANT

Date: 12/09/2025

The funders, promoters, legal status, organizational structure, and top editorial personnel are described with adequate detail on BOOM Live's "About Us" page. It additionally includes a required declaration of editorial independence from its funders, which is in line with MCA-FCN guidelines.

Section 2: Non-partisanship and fairness

This section aims to understand how an Applicant ensures impartiality in their fact-checking operation.

2.1 The Applicant fact-checks use the same high standards of evidence and judgement for equivalent claims, regardless of who made the claim

Please share links to 10 fact checks published over the past year that you believe demonstrate your non-partisanship.
Please briefly explain how the fact checks selected show that you use the same high standards of evidence for equivalent claims, follow the same essential process for every fact check, and let the evidence dictate your conclusion.
Please provide a link to a page where the applicant shares its SOP for fact-checking equivalent claims, regardless of who made the claim.

APPLICANT

Date: 21/06/2025

1. AI Image Of YouTuber Jyoti Malhotra In BJP Gear Falsely Attributed To Aaj Tak | BOOM
2. AI-Generated Image Falsely Shows Modi Kneeling To Trump | BOOM
3. Unrelated Photos Falsely Viral As Jyoti Malhotra With Modi, Akhilesh Yadav | BOOM
4. Digitally Translated Hindi Article On Rahul Gandhi Viral As US Media Criticising Him | BOOM
5. Viral Posts Misquote Sanjay Raut's Statement On Aurangzeb's Tomb | BOOM
6. No, Rahul Gandhi Did Not Meet Actor Posing As Student And Porter | BOOM
7. Photo Of Uddhav Thackeray Bowing Before Rahul Gandhi Is Digitally Altered | BOOM
8. Photo Of A Young Sonia Gandhi Holding A Cigarette Made With AI Editing Tool
9. BJP Haryana X Account Posts Cropped Video Of Rahul Gandhi On Reservations | BOOM
10. RG Kar Murder: Intern Misidentified As TMC MLA Soumen Mahapatra's Son | BOOM

In each fact check shared above BOOMLive has demonstrated high standards of evidence and conclusions which were solely guided by verified information, regardless of the subjects and claims involved. We use an impartial and evidence-first approach in the fact checks sticking to non-partisanship principles. We maintain consistency, fairness and accuracy across all fact checks - regardless of the entities involved. We have a well detailed 7-step methodology for every fact check which is rigorously followed. As a newsroom, we always rely on primary sources, avoid source based information as much as possible (except in rare cases) and believe in the principle that our readers should arrive at the same conclusion after reading the evidence presented in our stories.

BOOM Fact-Check Methodology | How Boom Checks News & Claims - Please refer to the 7 steps followed by BOOM to build an editorially strong, independent fact check

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 30/07/2025

BOOM identifies the origin for the claim

Uses reverse image search and other tools to check for authenticity (Modi-Trump and Sonia Gandhi AI-generated images in this case).

Cross reference to official sources (BJP Haryana, AajTak official account etc.).

Verification techniques are employed irrespective of political personality.

2.2 The Applicant does not unduly concentrate its fact-checking on any one side

Please provide a link to a page on your website where the following is explained:
How you select claims to check,
How you establish the importance and reach of a claim, and,
How you ensure that your fact-checking is not concentrated on any one side.

APPLICANT

Date: 21/06/2025

BOOMLive is committed to objective and fair journalism. While we acknowledge that every team member may have personal political beliefs, our fact-checking process demands strict neutrality and independence. Personal biases are systematically removed through a transparent, structured methodology focused entirely on verifiable evidence (see our methodology). Each fact check is a collaborative effort, reviewed by multiple editors, ensuring that no individual perspective influences the fact check.

Assessor´s verdict: **COMPLIANT**

2.3 The Applicant discloses on its website and/or in the fact check any reasonable conflict of interest, other relevant interests, or bias, including that of the experts or organisations cited in the fact check

Please provide a link to a page where this policy is outlined on the applicant's website.
Please provide an example, if one exists, of how such a case was handled.

APPLICANT

Date: 21/06/2025

Please refer to Q 8 in BOOM Fact-Check Methodology I How Boom Checks News & Claims**. Conflict of Interest Disclosure:** In the case of any fact-check referring to any individual, or entity that has a direct or indirect conflict of interest with BOOMLive or Outcue Media Pvt Ltd, a disclosure is made to that effect in the respective fact-check

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor

NEEDS MORE INFO

Date: 30/07/2025

There is a conflict of interest disclosure on the website but it would be nice if some examples can be added if applicable. I could not find any example on the website.

Applicant

NEEDS MORE INFO

Date: 10/09/2025

Not applicable - as BOOMLive did not have a scope where a disclosure was necessary in a fact check about an individual or entity that had direct or indirect conflict of interest with BOOMLive or Outcue Media Pvt Ltd. Thus, we do not have any examples to share.

Assessor

COMPLIANT

Date: 12/09/2025

If there is no example, then it is understandable.

2.4 The Applicant is not affiliated with nor declares or shows support for any political party, any politician or political candidate, nor does it advocate for or against any policy positions on any issues save for transparency and accuracy in public debate

Please provide the URL of the page on your website where you declare that you are not affiliated or support any political party or politician.

APPLICANT

Date: 21/06/2025

As a policy, BOOM does not work with any political party or any state. BOOM is neither affiliated with nor does it show support for any political party, politician or political candidate. Please refer to the Non partisanship policy page of BOOM for more details.

Assessor´s verdict: COMPLIANT

2.5 The Applicant sets out its policy on non-partisanship for staff on its website/in internal documents. Other than for the sake of transparency and accuracy, its employees and consultants are prohibited from making any partisan statements or being involved in advocacy or policy debates on issues that may reasonably leave the audience with questions about its biases

Please provide a link to a page where this policy is outlined on the applicant's website.

APPLICANT

Date: 21/06/2025

BOOM prohibits all its employees and consultants from engaging in any political activity. Please refer to the section "Following activities are not allowed for employees of Outcue Media pvt ltd" in the page: https://www.boomlive.in/non-partisanship-policy.

Assessor´s verdict: COMPLIANT

2.6 The Applicant discloses any ownership or stake in its organization held by sitting members of parliament, assembly, local governments; office bearers or spokespersons of political parties; or those directly or indirectly associated with political parties

Please provide a link to a page where this policy is outlined on the applicant's website.

APPLICANT

Date: 21/06/2025

Not applicable. BOOMLive does not have any sitting members of parliament, assembly, local governments etc as its owner.

Assessor´s verdict: COMPLIANT

2.7 The Applicant does not employ anyone who holds a salaried and/or prominent position in a political party, government, state, or public company under the direct or indirect control of a

political party, government, or the state

Please provide the URL of the page on your website where this policy is outlined on the applicant's website.
Please provide an updated list of the currently employed individuals under applicant's fact-checking operation.

APPLICANT

Date: 21/06/2025

Employees of BOOM are not allowed to associate, campaign or work with any political party. Please refer to the section: Following activities are not allowed for employees of Outcue Media pvt ltd: in the page: Non partisanship policy
A list of BOOMLive's current team can be seen here: BOOM Team

Assessor´s verdict: COMPLIANT

2.8 The Applicant only advocates for issues that are relevant to the mission of fact-checking, strengthening democracy, and improving general transparency and accountability of various organs of the state, and are compatible with the reputation for independence and impartiality

Please provide a link to a page where this policy is outlined on the applicant's website.

APPLICANT

Date: 21/06/2025

BOOMLive is an independent digital journalism initiative committed to combating misinformation, clarifying complex issues, and making the internet safer. With a non-partisan approach, we fact-check claims across the political spectrum—left, right, and center—while holding those in power accountable. Please refer to the section: 'Our Journey' in the page: About BOOM | India's Trusted Digital Fact-Checking Leader

Assessor´s verdict: COMPLIANT

Section 3: Transparency of sources

This section aims to understand how the Applicant ensures that their readers can independently verify the findings mentioned in a fact check themselves.

3.1 The Applicant identifies the source of all significant evidence used in its fact checks and provides relevant links where the source is available online

The assessor will assess compliance through a random review of the fact checks published over the previous three months.
No additional information required.
Kindly note:
The Applicant must identify the source of all significant evidence used in its fact-checks and provide relevant links where the source is available online, such that its readers can replicate their work if they wish.
In cases where identifying the source would compromise the source's personal security, the Applicant should provide as much detail as possible and as is compatible with the source's safety.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 30/07/2025

BOOM has well-documented fact-checks, linked to verifiable evidence that relates to a clear methodology.

They use official statements and government sources for politically sensitive claims:

Press Information Bureau (PIB) releases
Election Commission of India data
Statements from police or administration

Media Attribution
Cites the original article so that credit can be properly given, and so there is a traceable origin.

AI and Deepfake Detection
Details the tools and processes that are used to identify AI-generated content. They normally include a link to the detection tools or screenshots of the analysis.

3.2 The Applicant uses the best available primary, not secondary, source of evidence

The assessor will assess compliance through a random review of the fact checks published over the previous three months.
No additional information required.
Kindly note:
Where suitable primary sources are not available, the applicant explains the use of a secondary source.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor **COMPLIANT**

Date: 30/07/2025

BOOM complies with the guideline by stating whenever suitable primary sources are absent, they replace them with secondary sources.

Most of the work is based on on primary sources like original social media posts, official statements, and interviews.

It provides a justification and explicitly indicates the secondary source (e.g. media outlet, archived content)

Provides supporting context or confirmation from several secondary sources to support the claim

It offers the reader ways to replicate the verification process - reverse image search, video frame analysis, and social media tracing.

They refer to published research papers, expert columns, or public statements made by domain experts.

3.3 The Applicant checks all key elements of claims against more than one named source of evidence, except where the one source is the only source relevant and available on the topic

The assessor will assess compliance through a random review of the fact checks published over the previous three months.
No additional information required.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: COMPLIANT

3.4 The Applicant always identifies and discloses its relevant interests, including any commercial relations, and that of its sources, in the fact checks, where the reader might reasonably conclude those interests could influence the accuracy of the evidence provided

The assessor will assess compliance through a random review of the fact checks published over the previous three months. No additional information required.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 30/07/2025

BOOM has mentiond Project-Specific Disclosures:

Google News Initiative

YouTube and PING Network

International Center for Journalists (ICFJ)

US Consulate General Kolkata

Microsoft Research

Section 4: Transparency of funding and organisation

4.1 The Applicant is an independent organization

Please provide the link to a page on your website detailing each source of funding that accounts for 7.5% or more of total revenue for the previous financial year.
This page must also set out the legal form in which the organization is registered (such as a non-profit, company etc) and the applicable details of its directors, and role of shareholders with 7.5% or more holding in the company.

APPLICANT

Date: 21/06/2025

Organisations that contributed more than 5 per cent of total BOOM revenues in the Financial Year 2022-2023 are listed in the website. Please refer to the section for more details about BOOM's funding: About BOOM | India's Trusted Digital Fact-Checking Leader

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **NEEDS MORE INFO**

Date: 30/07/2025

Could not find the details regarding FY 2022-23 from the mentioned link.

Assessor **NEEDS MORE INFO**

Date: 30/07/2025

The page mentions Google and Facebook only. Do they have any more in FY 2023-24 or 2024-25?

Applicant **NEEDS MORE INFO**

Date: 10/09/2025

Organisations that contributed more than 5 per cent of total BOOM revenues in the Financial Year 2023-2024 are listed here: • Facebook • Google Govindraj Ethiraj and Rajeshree Naik own majority stake in Outcue Media Private Limited. D Ashwin and Sunila D hold more than 10% stake each in the company. Please refer to: **https://www.boomlive.in/about-us** for more details.

Assessor **COMPLIANT**

Date: 12/09/2025

The names of two other stakeholders have been updated.

4.2 The Applicant is a dedicated fact-checking section or unit in an organization

Please share a link to a place on your website where the Applicant declares that there is no editorial interference by the parent organisation on the fact checks being carried out.

APPLICANT

Date: 21/06/2025

Not Applicable. BOOM does not have a parent organisation.

Assessor´s verdict: **COMPLIANT**

4.3 The Applicant discloses the names of persons or entities holding over 10% of the shares/stakes in it

Please share a link to a place on your website where the Applicant provides the names of persons and entities that hold more than 10% shares in it. This applies for both independent fact-checking organisations as well as fact-checking operations that are part of a bigger parent company.

APPLICANT

Date: 21/06/2025

Govindraj Ethiraj and Rajeshree Naik own majority stake in Outcue Media Private Limited. For more details, please refer to the page: About BOOM | India's Trusted Digital Fact-Checking Leader

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **NEEDS MORE INFO**

Date: 30/07/2025

The page mentions two individuals as majority stakeholders but does not clarify if there are others stakeholders who have more than 10% share.

Applicant **NEEDS MORE INFO**

Date: 10/09/2025

Outcue Media Private Limited is a for-profit entity and gets its income from social platforms as well as contract work, media literacy, training as well as media content creation contracts in the non fact checking space. Organisations that contributed more than 5 per cent of total BOOM revenues in the Financial Year 2023-2024 are Facebook and Google.

Govindraj Ethiraj and Rajeshree Naik own majority stake in Outcue Media Private Limited. D Ashwin and Sunila D hold more than 10% stake each in the company.

Please refer to the updated About Us page: **https://www.boomlive.in/about-us**

Assessor **COMPLIANT**

Date: 12/09/2025

This has been done now.

4.4 The Applicant provides information about who runs its editorial operations and how

Please share a link to a place on your website where the Applicant provides the following information:
An organizational structure
By whom editorial control is exercised
Clarify how is editorial control exercised
The professional biography of all those who, according to the organizational structure, play a significant part in its editorial output.

APPLICANT

Date: 21/06/2025

BOOM has a detailed page about its team members with brief professional biographies and contact details (X profile and email address) of each member. Please refer to the page: BOOM Team to know more about BOOM's team members.

Assessor´s verdict: **COMPLIANT**

4.5 The Applicant provides an easy means on its website and/or via social media for users to communicate with its editorial and fact-checking team

Please share a link to where on your website and/or social media where you encourage users to communicate with your editorial team. This includes all interactive channels such as tiplines, chatbots, social media handles, email addresses etc.

APPLICANT

Date: 21/06/2025

The section Our BOOM Team lists the entire team of BOOM along with the email and X links of teammates where users or readers can communicate with the editorial and fact-checking team. Please refer to: BOOM Team.

BOOM also has a detailed page about its tipline and chatbot where users can send in claims and queries. Please refer to: WhatsApp Tipline I BOOM

Assessor´s verdict: **COMPLIANT**

Section 5: Transparency of methodology

5.1 The Applicant's fact-checking methodology is available on its website

Please provide a link to the statement on your website that explains the methodology you use to:
Select fact-checks
Research fact-checks
Write fact-checks
Publish fact-checks
Includes definitions of any/all rating systems used

APPLICANT

Date: 21/06/2025

BOOM follows seven steps to select claims and to fact check the same. Please refer to the page: BOOM Fact-Check Methodology I How Boom Checks News & Claims for more information.

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **COMPLIANT**

Date: 30/07/2025

BOOM methodology is transparent, replicable, and is in line with international fact-checking standards.

They have a systematic method for selecting, investigating, and publishing fact-checks, which promotes consistency and editorial integrity.

Their approach also takes into consideration the ethics, including security of informants and the use of secondary sources.

5.2 The Applicant selects claims to fact-check based on their reach and importance

The Assessors will review the methodology to make sure it is complete.
Kindly note:
In its methodology, the Applicant explains how it selects claims to check, how this explains its reach and importance; and where possible explains the reason for choosing the claim to check.
No additional information required.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: COMPLIANT

5.3 The Applicant provides evidence that supports and undermines a claim, irrespective of who made the claim

Assessors will review the methodology to make sure it is complete. No additional information required.
Kindly note:
The Applicant provides all the relevant evidence in a fact check that appears to support the claim, as well as relevant evidence that appears to undermine it.
The Applicant assesses the merits of the evidence found using the same applicable high standards, regardless of who made the claim.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 30/07/2025

BOOM has fact-checked many of the claims made against Narendra Modi and Rahul Gandhi both, they placed evidence from speeches, social media posts, and AI assisted content.

The verification tools of reverse image search, metadata analysis, and official source cross verification were applied equally by BOOM.

It presents evidence in a balanced manner and applyies verification standards in a neutral manner.

5.4 The Applicant makes a demonstrable effort to contact the person/organization making the claim to seek supporting evidence

The assessor will assess compliance through a random review of fact checks published over the previous three months. No additional information required.
Kindly note:
If the proponent of the claim fails to reply in a timely manner, this should not impede the fact check.
If the proponent adds caveats to the claim, it is free to continue with checking the original claim.
If it determines that reaching out to the proponent of a claim may endanger their online/offline safety in any manner, it may not reach out.
If the claim is already in the public domain through social media etc., the Applicant is not under obligation to reach out.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: COMPLIANT

5.5 The Applicant encourages readers to send in claims to fact check

Please provide a link or links to channels where the public can submit claims for verification while making it clear what readers can legitimately expect will be fact-checked and what isn't fact-checkable.

APPLICANT

Date: 21/06/2025

BOOM has multiple channels through which claims can be submitted. We run a helpline number and a Tipline where readers can submit claims. We check these claims and respond if they are verifiable. BOOM Assist, is an AI chatbot which help readers access verified updates and information.

Through the Contact Us page readers can directly get in touch with BOOM to verify suspicious messages, videos or images. BOOM Social media pages are also listed, where readers can send in claims to be verified. Please refer to Contact Boomlive: Verify Suspicious Messages, Videos, and Images For details. Details about BOOM's tipline are here: WhatsApp Tipline I BOOM

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **COMPLIANT**

Date: 30/07/2025

BOOM Live is providing a WhatsApp tipline, Generic contact form and Email contact through which the public can submit claims for verification.

The Contact Us page could provide more clarity on what types of claims are fact-checked and what submission types are not fact-checked (opinion, unverifiable rumour etc.)

A note on submission guidelines would eliminate confusion and make for a better user experience.

5.6 The Applicant quotes experts after establishing their credibility

The assessor will assess compliance through a random review of the fact checks published over the previous three months. No additional information required.
Kindly note:
Assessors will look for professional work experience, educational qualification etc. of the quoted experts in fact-checks or mentions peculiar circumstances that will qualify him/her to stand as specially qualified.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: **COMPLIANT**

5.7 The Applicant ensures each investigation undergoes at least one round of editing before publication, by someone other than the author

Assessors will review the methodology to make sure it is complete. No additional information required.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **COMPLIANT**

Date: 30/07/2025

BOOM's correction policy demonstrates that there is editorial oversight and when an error is recognized,

corrections and editor's notes are inserted. These levels of verification implies that investigations are reviewed by editors or peers prior to publication.

They should clearly state this process in their methodology documentation for editorial review practices.

5.8 The Applicant presents findings in precise, factual, and non-emotive language while taking care not to overstate conclusions

The assessor will assess compliance through a random review of the fact checks published over the previous three months.
No additional information required.
Kindly note:
This means the opinion of authors/fact-checkers in the article should never be included.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: **COMPLIANT**

Section 6: Open and honest corrections policyy

6.1 The Applicant has a corrections or complaints policy that is easily and prominently visible and accessible on its website

Please provide the link to a page on your website detailing the process for:
Identifying and publishing corrections
Readers to register complaints
Kindly note:
The policy sets out a clear definition of what it does and does not cover
How major mistakes, especially those requiring revised conclusions of a fact check, are handled
Communicates that some complaints may justify no response
The applicant adheres to the corrections policy scrupulously

APPLICANT

Date: 21/06/2025

BOOM has a detailed correction policy. When we do go wrong, we do not shy away from our mistakes but correct our story promptly and inform our readers about the correction. Stories that have been corrected contain an advisory. We have listed an email where readers can write for corrections. Further, if readers are not happy with BOOM's response, they can directly write to International Fact Checking Network - a link of which has also been provided or FCN.

For more detailed information see here: Boomlive Correction Policy - Commitment to Accuracy

BOOM also has a Grievance Redressal section where readers can register a complaint related to the content of the website. BOOM's Grievance Officer addresses the same. For more information, see: Grievance Redressal Form

Assessor´s verdict: **COMPLIANT**

6.2 Where credible evidence is provided demonstrating that the Applicant has made a mistake

6.2 Where credible evidence is provided demonstrating that the Applicant has made a mistake worthy of correction, it makes the correction openly and transparently, seeking to ensure as far as possible that readers of the original see the correction and the corrected version

Please provide a short statement on how the Applicant's corrections policy was adhered to over the previous year. Kindly include evidence of two examples of the responses provided by the Applicant to a correction request over the previous year. Where no correction request has been made in the previous year, you must state this in your application, which will be publicly available in the assessment if your application is successful.

APPLICANT

Date: 21/06/2025

Text

BOOM strictly adheres to its correction policies when there's an error in a fact check.

Upon being alerted by a user on X, BOOM corrected an information ina fact check published on June 15, 2025 Video Of Passengers Chanting Allah Hu Akbar Is Not From Air India Plane Crash I BOOM. We promptly put an Editor's Note after it was flagged to us that a news report dated September 2024 was erroneously written as September 2025. Please refer to the link for more details.

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor

COMPLIANT

Date: 30/07/2025

BOOM should perhaps maintain a corrections log or publish an annual editorial accountability report for more transparency.

6.3 The Applicant, existing verified signatories or those seeking renewal, sets out the complaints policy expressly. It informs its readers (either on its corrections/complaints page or on the webpage where it declares itself to be an MCA verified signatory) that if they believe the verified signatory is violating the MCA Code of Principles, they may raise a complaint with the Fact Checking Network (FCN) Board through the link provided on the verified signatory's website

Please provide the link to a page on your website detailing the process for readers to register complaints
If you are a verified signatory of the MCA, please provide the link to a page on your website that explains readers that they can raise a complaint with the FCN Board through the link provided on the verified signatory's website.

APPLICANT

Date: 21/06/2025

BOOMLive has a detailed page about its Correction Policy. We have directed the readers and users to links where they can write to IFCN or FCN if they are not happy with responses from us about corrections.
Please refer to : Boomlive Correction Policy - Commitment to Accuracy

Assessor´s verdict: **COMPLIANT**

6.4 If the Applicant is the fact-checking unit of a media company, its parent company adopts and adheres to the same corrections policy as is being followed by the Applicant

Please provide a link to the parent media company's honest and open corrections policy and provide screenshots of corrections as evidence that it adheres to this.
If you are the parent company then you have already provided this information in previous points. No further evidence required.

APPLICANT

Date: 21/06/2025

Not Applicable.

Assessor´s verdict: COMPLIANT

Section 7: Intellectual property rights

7.1 The Applicant publishes all fact checks on its website, and does not keep the fact checks behind a paywall. The fact checks should be easily accessible in the public domain and without coste

The assessor will review a random selection of fact checks published over the previous year. No additional information required.

APPLICANT

Date: 21/06/2025

Assessor´s verdict: COMPLIANT

7.2 The Applicant observes & respects intellectual property laws, creative commons licences, copyrights when using, modifying, and/or merging any contente

Please provide the link to a page on your website that states the policy or guidelines regarding the use and respect of intellectual property rights.

APPLICANT

Date: 21/06/2025

BOOM makes its content available under a Creative Commons - Attribution/No derivatives license. One can publish BOOM's articles for free, as long as they follow the guidelines. Please refer to: Republishing Guidelines for details.

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 30/07/2025

BOOM provides clear and structured rules for attribution—aligning with best practices.

7.3 The Applicant allows, where possible & applicable, the organization's content to be used for non-commercial purposes under a Creative Commons license with source attribution

Please provide the link(s) that has the Creative Commons license or a similar open licensing statement clearly displayed, either on content or on a visible part of the website along with clear guidelines for how to attribute their work.

APPLICANT

Date: 21/06/2025

BOOM has a detailed five-step guidelines to be followed by publishers when publishing our articles. Please refer to: Republishing Guidelines for more information.

Assessor´s verdict: COMPLIANT

7.4 The Applicant respects the output of other fact checking institutions/initiatives and independent fact checkers, and does not republish or reuse any part thereof without obtaining explicit consent or crediting the source clearly; and where possible, does it only after notifying them, based on the license type of the content

Please provide the link to a page on your website that states the policy or guidelines on reusing fact-checks of other fact checking institutions/initiatives and independent fact checker/s.
Please provide examples, if any, where you collaborated with other fact-checking institutions/initiatives and independent fact-checkers for a fact-check, explaining your methodology.

APPLICANT

Date: 21/06/2025

At BOOM, we do not publish fact checks from other newsrooms. When we have referred to other fact checkers' stories within our fact checks, we have credited and hyperlinked their urls. We had republished global fact checks from AFP a few years back, as part of a licensing deal but have since discontinued. Below are the links of such fact checks.
Posts Falsely Claim World Economic Forum Knew About Omicron Before It Was Found | BOOM
No, Guinness Has Not Given A Sudanese Model The Darkest Complexion Award | BOOM
Video Of A Hawaiian Volcano Falsely Viral As Indonesia's Mount Semeru | BOOM

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 30/07/2025

BOOM republishes or reuses fact-checks from other institutions with due credit to the original source, when referenced. It provides context and additional verification when building upon existing fact-checks.

It may want to consider creating a dedicated section that explicitly outlines their position on seeking explicit consent before reuse, notifying other fact-checkers when referencing their work, and other licensing considerations for greater transparency.

7.5 The Applicant discloses all references and sources that have been used in the fact-check

Kindly provide your answer as a Yes/No
The assessor will review a random selection of fact checks published over the previous year. No additional information required.

APPLICANT

Date: 21/06/2025

Yes.

Assessor´s verdict: COMPLIANT

Section 8: Commitment to privacy and safety

8.1 The Applicant obscures the image and/or identity of subjects of a fact-check article when there is a reasonable concern for their safety, privacy, and dignity, including but not limited to, images/identity of children, victims of heinous crimes and sexual assault against women, and other vulnerable individuals

Please provide the link to a page on your website that states the policy regarding use of sensitive subjects such as children, victims of crimes, and other vulnerable individuals.

APPLICANT

Date: 21/06/2025

Please refer to the section 6 and 7 of the page: Boomlive Privacy Policy - Secure Your Information

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 30/07/2025

BOOM covers three key aspects under its privacy policy: Data collection and usage, Cookies and third-party services, Users rights concerning their personal data. The policy may be extended to provisions for editorial practices as well.

8.2 The Applicant is restrictive, respectful, and considerate when mentioning or identifying minors (as permitted under existing law) and makes all possible efforts to protect their privacy

Please provide the link to a page on your website that states the policy for mentioning or identifying minors and the efforts it would take to ensure and protect their privacy.

APPLICANT

Date: 21/06/2025

Please refer to Section 7 of the page: Boomlive Privacy Policy - Secure Your Information

Assessor´s verdict: COMPLIANT

8.3 The Applicant anonymises, or at least partially conceals, any personal information (such as telephone numbers, IDs or passports, bank account numbers, email addresses etc) that could allow the harassment of people, except in cases where it forms the crucial evidence of a fact-check, subject to applicable laws including the Digital Personal Data Protection (DPDP) Act, 2023

Please provide the link to a page on your website that states the policy on handling personal information in their fact-checks.

The policy should stress the importance of anonymization and seeking consent when necessary.

APPLICANT

Date: 21/06/2025

Please refer to Section 6 of Boomlive Privacy Policy - Secure Your Information

Assessor´s verdict: COMPLIANT

8.4 The Applicant has put in place measures that aim to address the risk of trauma or harassment experienced by staff as a result of its activities, from both internal and external actors, including but not limited to, providing training to prevent and identify symptoms.

Please provide the link to a page on your website that states the policy regarding harassment and trauma experienced by staff. The policy should include definitions, procedures for reporting and addressing incidents, and potential consequences for those involved.

APPLICANT

Date: 21/06/2025

BOOM aims to create a safe work environment for everyone, irrespective of gender, bias, colour or class. We do not tolerate bullying, harassment or discrimination whether it is verbal, physical, emotional or online. BOOM's anti-bullying and harassment policy can be read in detail - Anti Bullying Policy.

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 30/07/2025

BOOM's Anti-Harassment and Bullying Policy can be publicly accessed on its website and clearly lays its commitment to providing a safe, harassment-free workplace.

However, there is no specific support in provisions for trauma such as:

How to recognize the signs of trauma
Mental health support or counselling
Protocols for trauma-informed editorial practices

They should take this policy further to include trauma prevention and support, with staff training and mental health resources included.