Factly Media & Research

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: 24/02/2025

Factly's Fact-check unit is a part of Factly Media & Research. Factly Media & Research (www.factlymedia.com) is an independent organization working in the areas of Civic-tech, Fact-checking, Data Journalism, Building Data & AI Products, Open Data Research & Consulting. Factly's content can be divided into Data Journalism – Data Stories, Explainers, Fact-checks (Debunking Fake News/Misinformation), Video Production, etc.

Fact-Checking is an important part of Factly's work where we not only fact-check viral content that has a real-world impact but also work with platforms to address the growing menace of misinformation. The dedicated Fact-checking project can be accessed from the main menu on the website.

Factly Media & Research is a for-profit partnership firm registered in 2016 and is also registered with the Ministry of Micro, Small & Medium Enterprises (MSME). We generate revenue from partnerships with social media platforms, training & capacity building in the areas of 'Data Journalism' & 'Fact-checking', research & consulting services in the area of open data, and selling subscriptions to our Data & AI Products.

The certificate of registration is available on the About Us page (https://factly.in/about/).

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor

COMPLIANT

Date: 23/03/2025

Verified. Their registration certificate with the government of Telangana is on their "about" page.

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: 24/02/2025

Factly was launched in early 2016. In the early years, the focus was on simplifying public data & information and making it more meaningful to the common man, through data stories, policy explainers, explainer videos, etc. All the

stories/content are based on official & factual information from government & public sources.

In 2017, we began fact-checking to address the growing menace of misinformation in the areas of Politics, Health, Science, History, Policy, Data, Government Schemes, Social issues, and Major events, with a special focus on debunking misinformation related to government policy, data, fake government schemes that are aimed at defrauding people. All our fact-checks are focused on claims that originate in India and or are related to India. You can find all of them here.

In collaboration with the Internet and Mobile Association of India (IAMAI), Factly published an extensive study in 2019 titled 'Countering Misinformation (Fake News) in India'

Factly has also published a Health Misinformation Report in 2021, that includes detailed trends of misinformation on ten broad health topics.

Factly also works extensively on technology products that are relevant to fact-checkers, Media and the larger information ecosystem with an exclusive focus on India.

Dataful- https://dataful.in/
Tagore AI- https://tagore.ai/
Factly's SACH tool- https://factlymedia.com/products/sach-extension/

All these demonstrate our focus on India.

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **COMPLIANT**

Date: 23/03/2025

While Factly does seem to be compliant with this, why are their tools - Dataful, Tagore AI and SACH tool - not hyperlinked on their site?

Applicant **COMPLIANT**

Date: 27/03/2025

Since the products are of the parent company, they are listed on the website of the parent company https://factlymedia.com/. However, products like Dataful, Tagore AI are hyperlinked in the About Us page in addition to a hyperlink redirecting to the products page on the main website.

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: 24/02/2025

Factly regularly publishes fact-checks in English, Telugu & Kannada on a wide variety of issues & topics in the areas of Politics, Health, Science, History, Policy, Data, Government Schemes, Social issues, Major events, and statements

made by those in public office. We publish more than 30 fact-checks per week on average and more than 100 fact-checks a month on a variety of issues. The list of of the languages in which we fact-check is provided on the methodology page.

All our fact-check articles are available on a dedicated link that can be accessed from the main menu of the organization's website. The articles are listed by date of publishing. The following are the links to the entire archive. We could provide a separate list if required. The links to fact-checks in specific languages are listed below.

Fact-checks in English: https://factly.in/category/english/

Fact-checks in Telugu: https://factly.in/category/telugu/

Fact-checks in Kannada: https://factly.in/category/fake-news-kannada/

Fact-checks related to Government Policy, Data, Schemes, etc.: https://factly.in/category/fact-check/

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **COMPLIANT**

Date: 23/03/2025

A couple of questions:
1. Why is the url for Kannada different from that for English and Telugu?
2. Why does the story listing page say "Fake News- Kannada". Is the focus of the content in Kannada different from that for English and Telugu?

Applicant **COMPLIANT**

Date: 27/03/2025

1. We began fact-checking in Kannada much later than English and Telugu. One of our colleagues had created that category by the time we had written a handful of Kannada fact-checks. We decided to stick with the same URL rather than changing it.
2. The story listing name is automated and comes from category name. The focus of Kannada is no different than English and Telugu.

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: 24/02/2025

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **COMPLIANT**

Date: 23/03/2025

Random checks on different articles reveal that most of the articles have a public interest element.

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: 24/02/2025

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor

COMPLIANT

Date: 23/03/2025

Based on available information, there is no evidence suggesting influence or control of the state, any political party or politician on Factly.in. The organization emphasizes non-partisanship, requiring employees to avoid affiliations with political parties or advocacy groups, except those promoting transparency. At the same time, Factly.in is a signatory of the International Fact-Checking Network's Code of Principles, which does not grant signatory status to organizations whose editorial work is controlled by the state, a political party, or a politician.

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: 24/02/2025

We have not received any funding from any political or foreign actor in the previous financial year (2023-24). Our fact-check operations are independent and have no relationship with any state agency or political party. We have a strict non-partisanship policy (https://factly.in/non-partisanship-policy/) that bars any such association for fact-checkers.

We partner with agencies that could be directly or indirectly related to the government in the areas of awareness & workshops, without any financial consideration. During COVID-19, we partnered with the local public radio, local state government & other community radio stations to debunk misinformation related to COVID-19 for larger impact & amplification. This was done free of charge in the public interest and did not involve any financial consideration. We also organize capacity-building workshops in debunking misinformation for a variety of stakeholders including students, civil society, media & state agencies, etc. These are also done free of charge.

The other verticals in the organization work with academia & specific state agencies on evangelizing open data (to encourage the state to publish more data in the public domain), and also sell subscription services to our Data & AI products. The partnership with state agencies or other entities for this work has no relation or impact on our fact-checking work and both are independent of each other. Currently, the revenue from this vertical forms less than 5% of the overall revenues of the organization, and there is no financial dependence. These details are provided on our website.

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor

NEEDS MORE INFO

Date: 23/03/2025

While Factly.in provides some details about its legal entity and revenue sources, including major

While Factly.in provides some details about its legal entity and revenue sources, including major contributors like Meta and Google, it does not offer a comprehensive breakdown of all funding sources. A detailed and regularly updated financial report would enhance transparency in this area.

Applicant

NEEDS MORE INFO

Date: 27/03/2025

As required by the code of principles, we have listed each source of funding that accounts for 7.5% or more of total revenue for the previous financial year. However, in the interest of greater transparency, we have listed other sources of funding which do not account for 7.5%.

Assessor

COMPLIANT

Date: 27/03/2025

Verified.

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: 24/02/2025

We consistently make efforts to fact-check claims that can cause real-world harm, misinformation on miracle cures or health-related misinformation, misinformation that denigrates or glorifies well-known personalities without any evidence, claims made in general on government rules or policies/schemes intended to defraud people, claims made by or about the government, by or about major politicians & political parties, misinformation in the areas of finance, technology among other things. We do around 100 fact-checks every month as listed in the links above on a wide variety of topics.

We have a detailed methodology that is meticulously followed for every fact check. The sources used for fact-checking are government sources and other credible primary sources. Each of the sources/evidence is hyperlinked in the fact check. The rating methodology is also standardized as explained in detail in the methodology. The methodology page explains our process in detail and lays out the procedure we follow.

To fact-check claims and represent data in easily understandable formats, we use charts, tables, illustrations, etc. The methodology & sources are consistent across all our articles on diverse claims. The following is a list of recent fact-checks that demonstrate our non-partisanship and the variety of topics we cover

1. CRPF Assistant Commandant Poonam Gupta's wedding at Rashtrapati Bhavan was not the first; several weddings have been held there previously
2. Indian government has not announced any tax exemption for senior citizens above 75
3. Indian Railways Has Not Restored Senior Citizen Concessions on Train Ticket Fares

4. Viral video shows a robbery gang member demonstrating how they conceal intoxicated pills in Dates at Howrah GRP Police Station
5. A video from Indonesia is falsely shared as an Indian mosque set on fire
6. Demolition video of a Muslim saint's shrine in Bangladesh is falsely shared as an attack on a Hindu temple
7. Andhra Pradesh Government did not abolish the Waqf Board in the state; it only dissolved the existing board
8. An old clipped video of Mulayam Singh Yadav is shared claiming that he made anti-Hindu statements in Parliament
9. Deepfake video shared as Nirmala Sitharaman and Shaktikanta Das endorsing a hyper-profitable investment project
10. No, the Union government has not raised the retirement age of central government employees to 62
11. Viral claim that the area of properties under Waqf boards in India is more than the total area of Pakistan is false
12. India has not stopped electricity supply to Bangladesh; Bangladesh has banned the export of Hilsa fish to India
13. A Kerala Institute's NEET 2024 success advertisement misrepresented as featuring paper leak beneficiaries
14. This Video showing an Electric Battery Explosion in an Elevator in China is not Caused by Magnetic Field
15. Deceptive AI Videos Show Doctors Endorsing Miracle Cures for Critical Illnesses like Glaucoma, Hypertension, and Vision Loss

Below is a list of fact-checks in the Telugu Language

1. '
2. BNSF
3. 2025
4.
5.
6. Wi-Fi calling
7. UPI 01
8. 2022
9.
10. TTD; IT
11.
12. .100 ;
13. 1917 $0.314
14. SC, ST, BC, EBC
15. NCRB 2022 2022 246

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **COMPLIANT**

Date: 23/03/2025

Factly.in appears to have a structured and transparent fact-checking process that aligns with best practices. It effectively addresses political neutrality, diverse misinformation topics, and clear methodology. However, for further improvement, it could enhance transparency in source selection, and explicitly address potential biases in government data.
The examples provided show coverage across political, social, economic, technological, and health-related misinformation.
It's fact-checks cover both government-related claims and social media misinformation (e.g., deepfake videos, deceptive AI-generated content).

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: 24/02/2025

As an organization, we remain committed to objectivity and non-partisanship. Our clearly laid down methodology ensures that objectivity remains the cornerstone of every fact-check. The methodology is explained in detail here (https://factly.in/factchecking-methodology/)

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **COMPLIANT**

Date: 23/03/2025

Factly.in appears to be dedicated to objectivity and non-partisanship in its fact-checking endeavours. This is reflected in their detailed methodology, which aligns with the International Fact-Checking Network (IFCN) Code of Principles.

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: 24/02/2025

Our methodology mandates such disclosure in cases of direct or indirect conflict of interest. However, there have been no instances of conflict of interest and hence no such disclosure.

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **COMPLIANT**

Date: 23/03/2025

Factly.in's policy mandates that it disclose any direct or indirect conflicts of interest in its fact-checking endeavours. As of now, they report no instances necessitating such disclosures. This approach aligns with their commitment to transparency and adherence to the International Fact-Checking Network (IFCN) Code of Principles.

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: 24/02/2025

We have a strict non-partisanship policy (https://factly.in/non-partisanship-policy/)

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 23/03/2025

Factly.in's non-partisan policy is clearly defined, and meets the required criteria by ensuring neutrality, restricting affiliations with political entities, and limiting advocacy to transparency and accuracy in public debate.

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: 24/02/2025

Every employee of Factly is briefed at the time of joining about our non-partisanship policy. A document with this effect is also signed at the time of joining (https://factly.in/non-partisanship-policy/).

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 23/03/2025

Factly.in's non-partisan policy clearly lists out the non-partisanship expectations from its employees and meets the required criteria.

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: 24/02/2025

No persons mentioned above hold any ownership in the organization. Our non-partisanship policy page lays down rules that bar any such association. (https://factly.in/non-partisanship-policy/).

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 23/03/2025

Factly.in's non-partisan policy as well as its leadership details are listed on its site and do not show any such stake.

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: 24/02/2025

Non-Partisanship policy - https://factly.in/non-partisanship-policy/

Details of the Team - https://factly.in/fact-check-team/

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 23/03/2025

Given Factly Media & Research's internal policies, it appears to be compliant with the criteria and requirement.

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: 24/02/2025

Link to the policy - https://factly.in/non-partisanship-policy/

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 23/03/2025

Factly.in's non-partisanship policy as well as a quick check of its content indicates that it is picking up issues that are relevant to the mission of fact-checking, bolstering democracy, and improving general transparency and accountability of various state-run units.

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: 24/02/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 23/03/2025

Factly.in adheres to the practice of identifying the sources of all significant evidence used in its fact-checks and provides relevant links when available online.
As part of their methodology, they
Verify Claims: Factly.in verifies and crosschecks claims through official press statements, videos of speeches, events, and verified social media handles. The source of each claim is hyperlinked in the fact-check story.

Research and Fact-Check: The team uses government data, authoritative news websites, and image repositories such as Getty and AP for research. Relevant data and information are presented in tables and charts to support the fact-check. All sources used are hyperlinked in the fact-check story, allowing readers to verify the information themselves.

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: 24/02/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 23/03/2025

Factly.in's fact-checking methodology incorporates both primary and secondary sources to ensure accuracy and reliability.

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: 24/02/2025

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **COMPLIANT**

Date: 23/03/2025

A random review of fact checks done by Factly.in shows multiple sources being used for the fact check. In some cases, the number of sources from where the information has been verified goes up to five or six.

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: 24/02/2025

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **COMPLIANT**

Date: 23/03/2025

A random review of Factly.in's fact checks, its methodology and non-partisanship policy shows compliance to this. At the same time, no fact checks that required such disclosures were found.

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: 24/02/2025

Factly is an independent registered for-profit organization & the Fact-checking unit is part of this larger for-profit

entity. All the details are on the 'About Us' page (https://factly.in/about/). The official registration certificate of the organization is also on this page. Names of each source of funding accounting for 7.5% or more of total revenue for its previous financial year (2023-24) are also listed on this page. (https://factly.in/about/).

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **NEEDS MORE INFO**

Date: 23/03/2025

While Factly.in provides some details about its legal entity and revenue sources, including major contributors like Meta and Google, it does not offer a comprehensive breakdown of all funding sources. A detailed and regularly updated financial report would enhance transparency in this area.

Applicant **NEEDS MORE INFO**

Date: 27/03/2025

As required by the code of principles, we have listed each source of funding that accounts for 7.5% or more of total revenue for the previous financial year. However, in the interest of greater transparency, we have listed other sources of funding which do not account for 7.5%.

Assessor **COMPLIANT**

Date: 27/03/2025

Verified.

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: 24/02/2025

Please refer to (https://factly.in/about/) for details of our legal entity and funding

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor **NON COMPLIANT**

Date: 23/03/2025

While Factly.in is a dedicated fact-checking unit of Factly Media & Research, there is no explicit statement on their website declaring that there is no editorial interference by the parent organization in the fact-checking process.

Applicant **NON COMPLIANT**

Date: 27/03/2025

Thanks for pointing this out. We have now added this statement explicitly on the top of the methodology page.

Assessor COMPLIANT

Date: 27/03/2025

Verified. The applicant now complies with the requirement.

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: 24/02/2025

Please refer to (https://factly.in/about/) for details of the names of persons holding more than 10% stake.

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 23/03/2025

The organisation is compliant with this.

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: 24/02/2025

The organisation is run by the Founder & Chief Editor, Rakesh Dubbudu and the fact-check team is led by Editor Bharat Guniganti. The names of the team members including its editors are listed on the team page. The editorial control is exercised by the Chief Editor Rakesh Dubbudu & Editor Bharath Guniganti, as explained in the methodology section.

Team Page - https://factly.in/fact-check-team/

Methodology - https://factly.in/factchecking-methodology/

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 23/03/2025

The organisation is compliant with this.

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: 24/02/2025

The page has a dedicated e-mail ID which is directly accessed by the editors and also a WhatsApp helpline number where readers can get in touch and also submit claims

https://factly.in/contact/

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor

COMPLIANT

Date: 23/03/2025

The organisation is compliant with this.

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: 24/02/2025

The methodology can be accessed from the About Us section on the main menu

https://factly.in/factchecking-methodology/

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor

COMPLIANT

Date: 26/03/2025

While Factly.in is complaint with the requirement, it would help if they explained things like what "Partly True" means in one line. How much of the claim has to be true to be referred as being "partly true"?

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: 24/02/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 26/03/2025

The applicant's methodology is compliant with this.

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: 24/02/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 26/03/2025

The applicant's methodology is compliant with this.

An analysis of random factchecks done by Factly also proves the same.

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: 24/02/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compliant with this.
The applicant's major focus is on claims that are already in the public domain and are available on social media..

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: 24/02/2025

Users have multiple options to reach out to us with claims they would like us to fact-check. We have a WhatsApp helpline (+91 92470 52470), the link to which is available at the end of every fact-check. We also have a dedicated e-mail ID to which users can share their claims to be fact-checked.

Users can also contact us by filling out the form on the following page. We also encourage readers to reach us on Facebook Page or Twitter Handle all of which are detailed on the following page.

https://factly.in/contact/

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compliant with this.

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: 24/02/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compliant with this.
The applicant's major focus is on claims that are already in the public domain and are available on social media. To debunk these, the applicant is mostly reliant on reverse search tools. Where needed, the applicant has reached out to police officials in different places and also verified the same thing from the police's X (Twitter) handles.

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: 24/02/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compliant with this.
The editor and chief editor also check their fact checks. That's two additional rounds of vetting.

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: 24/02/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.

Factly mostly uses a templated style of writing.

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: 24/02/2025

The corrections policy is listed on the corrections page (https://factly.in/corrections-policy/) with details of a dedicated email.

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor

COMPLIANT

Date: 26/03/2025

The applicant does have a corrections policy and covers most of the requirements.
Perhaps they could look at reorganising their top navigation bar and bringing some hidden navigation buttons out in the open instead of being hidden inside.

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: 24/02/2025

Text

We have not received any correction requests in the last 12 months. However, the following are a few fact-checks where we have included updates. Updates are made when additional information is available, or when data or information changes. These are not corrections, but updates intended to inform users of the latest developments.

1. https://factly.in/telugu-thiruvananthapuram-city-police-commissioner-thomson-jose-did-not-pass-away-he-merely-fainted-during-the-republic-day-celebrations-on-26-january-2025/
2. https://factly.in/telugu-ministry-of-rural-development-has-not-released-any-job-notification-under-the-name-of-national-rural-development-and-recreation-mission/
3. https://factly.in/india-has-not-stopped-electricity-supply-to-bangladesh-bangladesh-has-banned-the-export-of-hilsa-fish-to-india/
4. https://factly.in/telugu-government-of-india-did-not-issue-orders-banning-begging/

Assessor´s verdict: **COMPLIANT**

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.

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: 24/02/2025

The corrections policy page provides links to both the IFCN and MCA's FCN complaints section and informs users to reach out to them if they are not satisfied with our response

https://factly.in/corrections-policy/

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.

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: 24/02/2025

The earlier corrections policy is applicable to the entire organization. (https://factly.in/corrections-policy/)

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.

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: 24/02/2025

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.

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: 24/02/2025

Our methodology page has these details (https://factly.in/factchecking-methodology/)

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.

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: 24/02/2025

All of Factly's content (except videos) is licensed under a Creative Commons Attribution 4.0 International License and it is available on the footer of every page.

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.

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: 24/02/2025

Whenever we use information from other fact-checkers, we ensure proper attribution by naming them and providing a link to their article. Below are some examples

1. https://factly.in/telugu-the-incident-that-took-place-in-maharashtra-is-being-shared-in-a-religious-sense-by-linking-it-to-uttar-pradesh/
2. https://factly.in/video-of-a-mob-attacking-a-woman-in-west-bengal-is-being-shared-with-a-false-communal-narrative/
3. https://factly.in/an-unrelated-video-is-shared-as-visuals-of-assault-on-aap-mp-swati-maliwal-at-delhi-cmo-by-kejriwals-pa/
4. https://factly.in/scripted-video-from-bangladesh-shared-as-real-incident-of-hindu-men-abducting-a-muslim-woman-in-rajasthan/

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.

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: 24/02/2025

Yes

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.

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: 24/02/2025

The policy is here - https://factly.in/factchecking-methodology/

We ensure the relevant visuals in our fact-checks are blurred. Below are some examples
https://factly.in/a-video-related-to-a-tragic-incident-that-occurred-in-bihar-in-november-2024-is-being-falsely-shared-with-a-communal-narrative-linking-it-to-bangladesh/
https://factly.in/the-murder-incident-of-a-young-woman-in-punjab-is-shared-as-that-of-rajasthan-with-false-communal-narrative/

Assessor´s verdict: COMPLIANT

Conversation:

Assessor

COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.

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: 24/02/2025

The policy is here - https://factly.in/factchecking-methodology/

We ensure the relevant visuals in our fact-checks are blurred.
https://factly.in/this-image-of-a-child-marriage-is-from-pakistan-not-india/

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.

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: 24/02/2025

The policy is here - https://factly.in/factchecking-methodology/

We ensure the relevant visuals in our fact-checks are blurred.
https://factly.in/all-the-accused-men-in-the-hyderabad-veterinary-rape-murder-case-are-not-muslims/

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.

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: 24/02/2025

Policy is available here - https://factly.in/policy-regarding-trauma-or-harassment-faced-by-staff/

Assessor´s verdict: COMPLIANT

Conversation:

Assessor COMPLIANT

Date: 26/03/2025

The applicant is compatible with this requirement.