



jti Journalism
Trust Initiative

JTI REPORT

Report Date: February 3, 2026

TMB. | TreatMyBrand.com

Transparency Report - TMB. | TreatMyBrand.com

Published on: February 3, 2026

Media Outlet Information

Name	TMB. TreatMyBrand.com
Media Type	online
Organisation address	Rue du Sablon 2
Organisation email	haider.alleg@kainjoo.com
Organisation phone	41791531888
Circulation	10000
Logo	1907
Available online	yes
Organisation country	CH
Organisation region	Vaud
Organisation city	Morges
Organisation postal code	1110
Primary contact	68573
Organisation description	We're a brand-tech focused media covering news and articles about marketing, technology and branding for regulated industries.

Transparency Report

1. What is the Legal Entity Name?

Media Outlet Response:

Kainjoo SA

2. What is the postal address for the Legal Entity?

Media Outlet Response:

Kainjoo SA

ADDRESS LINE 1

Media Outlet Response:

Rue du Sablon 2

ADDRESS LINE 2

Media Outlet Response:

CP 116

POST CODE

Media Outlet Response:

1110

CITY

Media Outlet Response:

Morges

STATE / PROVINCE / REGION

Media Outlet Response:

Vaud

COUNTRY

Media Outlet Response:

CH

3. What is the general telephone number for the Legal Entity?

Media Outlet Response:

+41215613496

4. What is the email address for the Legal Entity?

Media Outlet Response:

info@kainjoo.com

5. Is the Legal Entity required to have a Tax ID, a Registration ID, a DUNS number and/or other identifiers?

Media Outlet Response:

Yes

5.a. What are these IDs for the Legal Entity?

Media Outlet Response:

CHE-138.523.761

6. Are there any other governmental or other identifiers that a certification body could use to verify the identity of the Legal Entity?

Media Outlet Response:

Yes

6.a. What are those identifiers?

Media Outlet Response:

D-U-N-S 11-953-4887

7. What Brand Name(s), titles, publication names, etc. do you use to publish Content?

Media Outlet Response:

TMB.
Treatmybrand.com
Treat My Brand

8. Does the Media Outlet publish on any URLs?

Media Outlet Response:

Yes

8.a. On what URLs do you publish?

Media Outlet Response:

treatmybrand.com

9. Does the Media Outlet publish any content on any social media?

Media Outlet Response:

Yes

9.a. What are the social media URLs, handles, addresses or names that you use to publish?

Media Outlet Response:

<https://www.linkedin.com/showcase/treatmybrand/>

10. Does the Media Outlet publish any content by broadcasting and/or streaming?

Media Outlet Response:

Yes

10.a. What are the terrestrial frequencies, channels, satellite identifiers, other platforms or applications that you use to publish?

Media Outlet Response:

Youtube

11. Do the Media Outlet's Editorial Guidelines state that the safety of all journalists shall be treated as a primary concern?

Media Outlet Response:

Yes

12. Are there any reasons that the Media Outlet has for withholding information on any of the questions as part of this JTI Standard process?

Media Outlet Response:

No

13. Is the physical address of the Legal Entity different from the postal address according to question no. 2?

Media Outlet Response:

No

14. Do you have a safety-related reason for not providing it?

Media Outlet Response:

No

15. What is the founding date of the Legal Entity?

Media Outlet Response:

2026-01-01

Month

Media Outlet Response:

2026-01-01

Year

Media Outlet Response:

2026-01-01

16. Is the founding date of the Media Outlet (as in clause 1.3. question no. 7) different from that of the Legal Entity (as in clause 1.1. question no. 1)?

Media Outlet Response:

Yes

16.a. Provide a history of previous/former Legal Entities and their founding dates.

Media Outlet Response:

Kainjoo SA is a company active in brand technology and due to our expertise and coverage of global conferences and leaders, a lot of people asked us to make these findings free for access.

17. Does your Media Outlet have an editorial mission statement, or stated set of principles or editorial values?

Media Outlet Response:

Yes

17.a. Provide that statement here

Media Outlet Response:

TreatMyBrand is an independent media platform covering technology, branding, and business through the lens of regulated industries.

We analyse how organisations operating under regulatory, scientific, and compliance constraints build trust, scale innovation, and create durable value. Our editorial focus connects strategy, technology, branding, and execution, grounding insight in operational reality rather than theory or hype.

TreatMyBrand speaks to founders, executives, investors, and operators navigating complex environments such as healthcare, pharmaceuticals, finance, energy, and public-interest sectors. We examine decisions, trade-offs, and frameworks that shape growth in industries where credibility, precision, and governance define success.

Our mission is to elevate the signal in regulated markets by delivering rigorous analysis, informed perspective, and actionable insight—so leaders can make sharper decisions with confidence and accountability.

18. Is that statement posted online?

Media Outlet Response:

Yes

18.a. What is the URL where it is published?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

19. Is the Media Outlet a Public Service Media?

Media Outlet Response:

No

20. Is the Media Outlet or the Legal Entity privately owned?

Media Outlet Response:

Yes

20.a. What is the form and status of the Media Outlet or Legal Entity according to the legal definition in the country of registration?

Media Outlet Response:

Treatmybrand.com is owned at 100% by Kainjoo SA

21. Is the Media Outlet or the Legal Entity owned by the state, a unit of the government or any other public entity?

Media Outlet Response:

No

22. Is the Media Outlet or the Legal Entity publicly traded?

Media Outlet Response:

No

23. Is the ownership of the Media Outlet or the Legal Entity different from the three previous clauses in this section? For example, is it a co-operative or member-owned?

Media Outlet Response:

No

24. What are the names of all direct, indirect or beneficial owners?

Media Outlet Response:

Haider Alleg

25. Are the names of the owners in the previous question available online?

Media Outlet Response:

No

26. What are the names of the members of supervisory boards?

Media Outlet Response:

Haider Alleg

27. Are the names of the members of the supervisory board members in the previous question available online?

Media Outlet Response:

No

28. Are the listed owners also founders or owners of other companies?

Media Outlet Response:

Yes

28.a. State here the names and main activities of those companies.

Media Outlet Response:

Kainjoo Inc. in the US 100% owned by Kainjoo SA

28.b. What are the business sectors for the companies listed in the previous question?

Media Outlet Response:

Consulting for regulated industries

29. Are any of the owners active members of a political party or movement or candidates in a political election or current office holders?

Media Outlet Response:

No

30. What is the contact information for all direct and indirect owners?

Media Outlet Response:

Haider Alleg
Promenade de Castellane 9 1110 Morges
+41791531888
haider@treatmybrand.com

31. Is the contact information in the previous question available online?

Media Outlet Response:

No

32. What is the contact information for the members of the board of directors?

Media Outlet Response:

Haider Alleg
Promenade de Castellane 9 1110 Morges
+41791531888
haider@treatmybrand.com

33. Is the contact information in the previous question available online?

Media Outlet Response:

No

34. What are the names of the direct, majority or controlling shareholders? (If shareholders are companies, list the main activity and business sector of that company along with the name.)

Media Outlet Response:

Haider Alleg

35. List the shareholders and the percentage of the holdings.

Media Outlet Response:

Haider Alleg 100%

36. Is the Media Outlet member-owned?

Media Outlet Response:

No

37. What are the names, positions, and contact details of all members of management for the Media Outlet?

Media Outlet Response:

Haider Alleg | Editor
Nermin Demir | Developer

38. What is the physical address, phone number and email address of the headquarters of the Media Outlet?

Media Outlet Response:

Treat My Brand
C/O Kainjoo SA CP 116
CH-Vaud 1110 Morges
Switzerland

39. Does the Media Outlet have other main branches and offices?

Media Outlet Response:

Yes

39.a. What are the physical addresses, including phone numbers and email addresses, of those other main branches and offices?

Media Outlet Response:

Treat My Brand
C/O Kainjoo Inc.
14 Wall Street Fl 20
Manhattan 10005 New York
United States

40. Do you have a safety-related reason for not providing it?

Media Outlet Response:

No

41. Does the Media Outlet have social media accounts for the public to use to make queries or respond to Content?

Media Outlet Response:

Yes

41.a. What are the URLs or other identification of all social media accounts used by members of the public to contact the Media Outlet?

Media Outlet Response:

<https://www.linkedin.com/showcase/treatmybrand/>

42. Does the Media Outlet have a person responsible for dealing with communication from the public regarding the Content?

Media Outlet Response:

No

43. Is the method for contacting that person or others at the Media Outlet clearly visible to the public?

Media Outlet Response:

Yes

44. In what ways does the staff of the Media Outlet responsible for the Content communicate back to the public results of queries, concerns, etc.?

Media Outlet Response:

Fully responsible

45. Does the Media Outlet have a department or a single person who is responsible for customer service?

Media Outlet Response:

Yes

45.a. What are the contact details, including telephone numbers, email addresses, correspondence addresses, for customer service or the equivalent within the Media Outlet?

Media Outlet Response:

Customer support
support@treatmybrand.com
+41 21 561 34 96

46. What are the categories of sources of revenue for the Media Outlet, ranked from largest to smallest? These may include subscriptions, advertising, major donors, donations, subsidies, fees, sales, memberships, sponsorships, events, etc.

Media Outlet Response:

Subscriptions and Press Release services

47. Is the Media Outlet required to make financial disclosures?

Media Outlet Response:

No

48. What is the revenue of the Media Outlet?

Media Outlet Response:

1K monthly

49. What is the ratio of the categories of revenue sources (as in question no. 46)?

Media Outlet Response:

100% from subscriptions

50. Is there any reason for safety and security that you have given incomplete data in this section?

Media Outlet Response:

No

51. Does your Media Outlet process any personal information from online visitors on its own or with third parties?

Media Outlet Response:

Yes

51.a. What information is processed?

Media Outlet Response:

First Name Last Name and Address and Credit Cards via Stripe

51.b. What is the purpose for gathering that information?

Media Outlet Response:

Subscription and access to our own social network though people can use pseudo to connect there

51.c. By what methods is the information processed?

Media Outlet Response:

Stripe (Credit Card form)

1.1. Legal Entity Name

1. What is the Legal Entity Name?

Media Outlet Response:

Kainjoo SA

1.2. Contact Details and Identifiers

2. What is the postal address for the Legal Entity?

Media Outlet Response:

Kainjoo SA

ADDRESS LINE 1

Media Outlet Response:

Rue du Sablon 2

ADDRESS LINE 2

Media Outlet Response:

CP 116

POST CODE

Media Outlet Response:

1110

CITY

Media Outlet Response:

Morges

STATE / PROVINCE / REGION

Media Outlet Response:

Vaud

COUNTRY

Media Outlet Response:

CH

3. What is the general telephone number for the Legal Entity?

Media Outlet Response:

+41215613496

4. What is the email address for the Legal Entity?

Media Outlet Response:

info@kainjoo.com

5. Is the Legal Entity required to have a Tax ID, a Registration ID, a DUNS number and/or other identifiers?

Media Outlet Response:

Yes

5.a. What are these IDs for the Legal Entity?

Media Outlet Response:

CHE-138.523.761

6. Are there any other governmental or other identifiers that a certification body could use to verify the identity of the Legal Entity?

Media Outlet Response:

Yes

6.a. What are those identifiers?

Media Outlet Response:

D-U-N-S 11-953-4887

1.3. Description of Media Outlet

7. What Brand Name(s), titles, publication names, etc. do you use to publish Content?

Media Outlet Response:

TMB.
Treatmybrand.com
Treat My Brand

1.4. Distribution Channels and URLs

8. Does the Media Outlet publish on any URLs?

Media Outlet Response:

Yes

8.a. On what URLs do you publish?

Media Outlet Response:

treatmybrand.com

9. Does the Media Outlet publish any content on any social media?

Media Outlet Response:

Yes

9.a. What are the social media URLs, handles, addresses or names that you use to publish?

Media Outlet Response:

<https://www.linkedin.com/showcase/treatmybrand/>

10. Does the Media Outlet publish any content by broadcasting and/or streaming?

Media Outlet Response:

Yes

10.a. What are the terrestrial frequencies, channels, satellite identifiers, other platforms or applications that you use to publish?

Media Outlet Response:

Youtube

1.5. Safety Concerns

11. Do the Media Outlet's Editorial Guidelines state that the safety of all journalists shall be treated as a primary concern?

Media Outlet Response:

Yes

12. Are there any reasons that the Media Outlet has for withholding information on any of the questions as part of this JTI Standard process?

Media Outlet Response:

No

1.6. Location

13. Is the physical address of the Legal Entity different from the postal address according to question no. 2?

Media Outlet Response:

No

14. Do you have a safety-related reason for not providing it?

Media Outlet Response:

No

1.7. Founding Date

15. What is the founding date of the Legal Entity?

Media Outlet Response:

2026-01-01

Month

Media Outlet Response:

2026-01-01

Year

Media Outlet Response:

2026-01-01

16. Is the founding date of the Media Outlet (as in clause 1.3. question no. 7) different from that of the Legal Entity (as in clause 1.1. question no. 1)?

Media Outlet Response:

Yes

16.a. Provide a history of previous/former Legal Entities and their founding dates.

Media Outlet Response:

Kainjoo SA is a company active in brand technology and due to our expertise and coverage of global conferences and leaders, a lot of people asked us to make these findings free for access.

2.1. Editorial Mission Statement

17. Does your Media Outlet have an editorial mission statement, or stated set of principles or editorial values?

Media Outlet Response:

Yes

17.a. Provide that statement here

Media Outlet Response:

TreatMyBrand is an independent media platform covering technology, branding, and business through the lens of regulated industries.

We analyse how organisations operating under regulatory, scientific, and compliance constraints build trust, scale innovation, and create durable value. Our editorial focus connects strategy, technology, branding, and execution, grounding insight in operational reality rather than theory or hype.

TreatMyBrand speaks to founders, executives, investors, and operators navigating complex environments such as healthcare, pharmaceuticals, finance, energy, and public-interest sectors. We examine decisions, trade-offs, and frameworks that shape growth in industries where credibility, precision, and governance define success.

Our mission is to elevate the signal in regulated markets by delivering rigorous analysis, informed perspective, and actionable insight—so leaders can make sharper decisions with confidence and accountability.

18. Is that statement posted online?

Media Outlet Response:

Yes

18.a. What is the URL where it is published?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

3.1. Public Service Media Mission, Governance and Independence

19. Is the Media Outlet a Public Service Media?

Media Outlet Response:

No

4.1. Privately held

20. Is the Media Outlet or the Legal Entity privately owned?

Media Outlet Response:

Yes

20.a. What is the form and status of the Media Outlet or Legal Entity according to the legal definition in the country of registration?

Media Outlet Response:

Treatmybrand.com is owned at 100% by Kainjoo SA

4.2. State or Publicly owned

21. Is the Media Outlet or the Legal Entity owned by the state, a unit of the government or any other public entity?

Media Outlet Response:

No

4.3. Publicly Traded Company

22. Is the Media Outlet or the Legal Entity publicly traded?

Media Outlet Response:

No

4.4. Other

23. Is the ownership of the Media Outlet or the Legal Entity different from the three previous clauses in this section? For example, is it a co-operative or member-owned?

Media Outlet Response:

No

5.1. Names of Owners and Board Members

24. What are the names of all direct, indirect or beneficial owners?

Media Outlet Response:

Haider Alleg

25. Are the names of the owners in the previous question available online?

Media Outlet Response:

No

26. What are the names of the members of supervisory boards?

Media Outlet Response:

Haider Alleg

27. Are the names of the members of the supervisory board members in the previous question available online?

Media Outlet Response:

No

28. Are the listed owners also founders or owners of other companies?

Media Outlet Response:

Yes

28.a. State here the names and main activities of those companies.

Media Outlet Response:

Kainjoo Inc. in the US 100% owned by Kainjoo SA

28.b. What are the business sectors for the companies listed in the previous question?

Media Outlet Response:

Consulting for regulated industries

29. Are any of the owners active members of a political party or movement or candidates in a political election or current office holders?

Media Outlet Response:

No

5.2. Contact Details of Direct and Indirect Owners

30. What is the contact information for all direct and indirect owners?

Media Outlet Response:

Haider Alleg
Promenade de Castellane 9 1110 Morges
+41791531888
haider@treatmybrand.com

31. Is the contact information in the previous question available online?

Media Outlet Response:

No

32. What is the contact information for the members of the board of directors?

Media Outlet Response:

Haider Alleg
Promenade de Castellane 9 1110 Morges
+41791531888
haider@treatmybrand.com

33. Is the contact information in the previous question available online?

Media Outlet Response:

No

5.3. Names of Shareholders

34. What are the names of the direct, majority or controlling shareholders? (If shareholders are companies, list the main activity and business sector of that company along with the name.)

Media Outlet Response:

Haider Alleg

5.4. Percentage of Shareholdings

35. List the shareholders and the percentage of the holdings.

Media Outlet Response:

Haider Alleg 100%

5.5. Exception for Member-owned Media Outlets

36. Is the Media Outlet member-owned?

Media Outlet Response:

No

6.1. Management Directory

37. What are the names, positions, and contact details of all members of management for the Media Outlet?

Media Outlet Response:

Haider Alleg | Editor
Nermin Demir | Developer

6.2. Location of Branches and Offices

38. What is the physical address, phone number and email address of the headquarters of the Media Outlet?

Media Outlet Response:

Treat My Brand
C/O Kainjoo SA CP 116
CH-Vaud 1110 Morges
Switzerland

39. Does the Media Outlet have other main branches and offices?

Media Outlet Response:

Yes

39.a. What are the physical addresses, including phone numbers and email addresses, of those other main branches and offices?

Media Outlet Response:

Treat My Brand
C/O Kainjoo Inc.
14 Wall Street Fl 20
Manhattan 10005 New York
United States

40. Do you have a safety-related reason for not providing it?

Media Outlet Response:

No

7.1. Social Media

41. Does the Media Outlet have social media accounts for the public to use to make queries or respond to Content?

Media Outlet Response:

Yes

41.a. What are the URLs or other identification of all social media accounts used by members of the public to contact the Media Outlet?

Media Outlet Response:

<https://www.linkedin.com/showcase/treatmybrand/>

7.2. Newsroom Contact Details

42. Does the Media Outlet have a person responsible for dealing with communication from the public regarding the Content?

Media Outlet Response:

No

43. Is the method for contacting that person or others at the Media Outlet clearly visible to the public?

Media Outlet Response:

Yes

44. In what ways does the staff of the Media Outlet responsible for the Content communicate back to the public results of queries, concerns, etc.?

Media Outlet Response:

Fully responsible

7.3. Customer Service Contact Details

45. Does the Media Outlet have a department or a single person who is responsible for customer service?

Media Outlet Response:

Yes

45.a. What are the contact details, including telephone numbers, email addresses, correspondence addresses, for customer service or the equivalent within the Media Outlet?

Media Outlet Response:

Customer support
support@treatmybrand.com
+41 21 561 34 96

8.1. Sources of Revenue

46. What are the categories of sources of revenue for the Media Outlet, ranked from largest to smallest? These may include subscriptions, advertising, major donors, donations, subsidies, fees, sales, memberships, sponsorships, events, etc.

Media Outlet Response:

Subscriptions and Press Release services

47. Is the Media Outlet required to make financial disclosures?

Media Outlet Response:

No

48. What is the revenue of the Media Outlet?

Media Outlet Response:

1K monthly

49. What is the ratio of the categories of revenue sources (as in question no. 46)?

Media Outlet Response:

100% from subscriptions

50. Is there any reason for safety and security that you have given incomplete data in this section?

Media Outlet Response:

No

8.2. Data collection disclosure

51. Does your Media Outlet process any personal information from online visitors on its own or with third parties?

Media Outlet Response:

Yes

51.a. What information is processed?

Media Outlet Response:

First Name Last Name and Address and Credit Cards via Stripe

51.b. What is the purpose for gathering that information?

Media Outlet Response:

Subscription and access to our own social network though people can use pseudo to connect there

51.c. By what methods is the information processed?

Media Outlet Response:

Stripe (Credit Card form)

65. Do you have internal rules and a systematic editorial process to ensure the accuracy of your content?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

66. Do you have internal rules and a systematic editorial process to ensure that the Editorial Guidelines are adhered to?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

Our internal committee is in charge for ensuring we adhere to our line of information. Our goal is to promote our topics and raise the awareness on our industries.

67. Do you have a verification process for content and the role of editorial oversight?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

We have 2 one is a watch dog on news we should cover for public utility and one is a review process on social media on comments on our articles.

68. Do you have a mechanism for periodic review of the effectiveness of the implementation of your Editorial Guidelines in your editorial processes?

Media Outlet Response:

No

69. Is your accountability mechanism (internal or external) subject to periodic review?

Media Outlet Response:

No

70. Do your Editorial Guidelines require that statistics should be sourced and verified?

Media Outlet Response:

Yes

71. Do your Editorial Guidelines require that external photographs/video/audio content should be sourced and verified?

Media Outlet Response:

No

72. Are the Individual Journalists (including external sources) identified, for example through a byline, or recorded in publishing mechanism so that this information can be accessed?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

We link back to the outlet that generated the news

73. Is all News Agency material used by the Media Outlet recorded and tracked?

Media Outlet Response:

No

74. Is location reporting identified in your content?

Media Outlet Response:

No

75. Do your Editorial Guidelines ensure that any constraint on location reporting be explained in the report or in the context of its publication?

Media Outlet Response:

No

76. Do your Editorial Guidelines require transparency where a location report has been facilitated by an external body?

Media Outlet Response:

No

77. Do you publish any content that is automatically generated?

Media Outlet Response:

Yes

77.a. Is it in the Editorial Guidelines of your Media Outlet to clearly indicate content generated, wholly or partly, by means of AI or algorithmic processes?

Media Outlet Response:

Yes

78. Do you use any algorithms for the dissemination or curation of content?

Media Outlet Response:

Yes

78.a. Do you clearly indicate your policy on your use of algorithms for the dissemination and curation of news content?

Media Outlet Response:

Yes

78.b. Does the Media Outlet adhere to best practice requirements from a regulatory or advisory body?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

We follow legal code of conducts from regulated industries such as pharma and banking.

79. Do your Editorial Guidelines ensure the ethically appropriate treatment of violent and explicit content?

Media Outlet Response:

Yes

80. Do your Editorial Guidelines ensure the ethically appropriate treatment of content which features children or other vulnerable people?

Media Outlet Response:

Yes

81. Do your Editorial Guidelines ensure the ethically appropriate handling of live content?

Media Outlet Response:

Yes

82. Does your Media Outlet publish any content that comes not from staff or freelancers but from external sources such as readers/viewers?

Media Outlet Response:

Yes

82.a. Does your Media Outlet have set structures to ensure the checking of externally sourced material undergoes the same principles as that created entirely by its own journalists?

Media Outlet Response:

Yes

82.b. Do your Editorial Guidelines also include provisions for externally-submitted material?

Media Outlet Response:

Yes

82.c. Are there Editorial Guidelines dealing with UGC/eyewitness news content?

Media Outlet Response:

Yes

82.d. Do they include details on the verification processes to be used for this content?

Media Outlet Response:

Yes

82.e. Do they include guidance on the appropriate labelling of such content?

Media Outlet Response:

Yes

82.f. Do they include guidance on dealing with the providers of such content in a responsible and ethical manner?

Media Outlet Response:

Yes

83. Do your Editorial Guidelines also include provision for ensuring comment material is free from defamation?

Media Outlet Response:

Yes

84. Do your Editorial Guidelines also include provision for ensuring comment material is free from invasions of privacy?

Media Outlet Response:

Yes

85. Do your Editorial Guidelines also include provision for ensuring comment material is free from hate speech?

Media Outlet Response:

Yes

86. Do your Editorial Guidelines also include provision for ensuring comment material is free from harassment?

Media Outlet Response:

Yes

87. Is it clear to the public whether your Media Outlet's moderation of such comment is pre- or post-publication?

Media Outlet Response:

Yes

88. Does this policy allow for the removal of offending material?

Media Outlet Response:

Yes

89. Are there guidelines on the procedures to be followed for granting anonymity to sources?

Media Outlet Response:

Yes

90. Are the reasons for granting anonymity made clear to the public?

Media Outlet Response:

Yes

91. Are there guidelines to ensure that the privacy rights and safety of individuals are protected in your journalistic activity?

Media Outlet Response:

Yes

92. Are there guidelines to ensure the independence of journalism relative to the sources for content?

Media Outlet Response:

Yes

93. Do the guidelines ensure that a diversity of sources is used in the production of your journalistic content?

Media Outlet Response:

Yes

94. Do your Editorial Guidelines have specific policies for distinguishing commercial or sponsored content?

Media Outlet Response:

Yes

95. Do you publish any sponsored content?

Media Outlet Response:

Yes

95.a. Do your Editorial Guidelines require all sponsored content to be clearly labelled or otherwise made clear?

Media Outlet Response:

Yes

95.b. Do your Editorial Guidelines require sponsored content to be labelled and made clearly distinguishable from your own content?

Media Outlet Response:

Yes

96. Do your Editorial Guidelines require a clear distinction to be made between news content and opinion content?

Media Outlet Response:

Yes

97. Do your Editorial Guidelines require a clear distinction to be made between news content and commercial content?

Media Outlet Response:

Yes

98. Do you in editorial practice or in Editorial Guidelines require a clear distinction to be made between news content and content supplied by an external non-journalistic body?

Media Outlet Response:

Yes

99. Do you have a clear process to allow potential errors to be communicated to the Media Outlet by the public?

Media Outlet Response:

Yes

99.a. Do you publish that process?

Media Outlet Response:

Yes

99.a.i. What is the URL where it can be seen? Or, where is it seen next to each bit of Content?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

100. Do you have a clear process to allow potential errors to be communicated to the Media Outlet by those with direct involvement in the story?

Media Outlet Response:

Yes

100.a. Do you have a clear process for assessing and dealing with the claims?

Media Outlet Response:

Yes

101. Is there a systematic editorial structure in the Media Outlet to ensure that any inaccuracies in its content are corrected in a timely and transparent manner?

Media Outlet Response:

Yes

102. Does your Media Outlet guarantee the publication of the correction of all significant inaccuracies and errors in a similar place and manner as the original version, such as the same URL or in similar time and format of broadcast?

Media Outlet Response:

Yes

103. Does your organisation have a designated contact in the event of complaints about potential breaches of its journalism principles or Editorial Guidelines?

Media Outlet Response:

Yes

104. Does your organisation have a designated process for the public to open a dialogue with you regarding potential breaches of its journalism principles or Editorial Guidelines? (These may follow the Uniform Correction or Clarification act adopted by most U.S. States.)

Media Outlet Response:

Yes

104.a. Is that information clearly available?

Media Outlet Response:

Yes

104.a.i. What is the URL of where this information is available? If it is not on a single page, describe where people can find it.

Media Outlet Response:

<https://treatmybrand.com/contact/>

105. Are your staff (Employees and Freelance) aware of the process that must be followed in the event of such complaints?

Media Outlet Response:

Yes

106. Are they aware that all such complaints must be brought to the attention of a senior member of staff (of organisations large enough to have a staff) not directly connected with the creation of the story?

Media Outlet Response:

Yes

107. Is your Media Outlet committed to the resolution of any such complaints in a fair, reasonable and timely manner?

Media Outlet Response:

Yes

108. Does the Media Outlet have an Ombudsperson?

Media Outlet Response:

Yes

108.a. Is the Ombudsperson appointed by the Media Outlet?

Media Outlet Response:

Yes

108.b. Is there a transparent process for their appointment and is their independence protected?

Media Outlet Response:

Yes

108.c. Does that person have full power to remedy any breaches of the organisation's Editorial Guidelines?

Media Outlet Response:

Yes

108.d. Does that person have full power to provide redress to affected parties?

Media Outlet Response:

Yes

108.e. Does that person have full power to deter future breaches?

Media Outlet Response:

Yes

108.f. Does that person have full power to provide opportunity for any decisions to be reviewed or appealed?

Media Outlet Response:

Yes

109. Have you committed to a system or systems of external accountability for your editorial content?

Media Outlet Response:

No

110. Is your Media Outlet committed to comply with any directions or guidance issued by the external accountability body to which you subscribe?

Media Outlet Response:

No

111. Is your Media Outlet subject to an external regulatory mechanism for content that you find it not possible to comply with?

Media Outlet Response:

No

112. Are the mechanisms for the public to complain about breaches of your Editorial Guidelines to an external body publicly available?

Media Outlet Response:

Yes

112.a. What is the link?

Media Outlet Response:

<https://terraxis.ch/>

113. Do you belong to any other bodies that require members to adhere to published guidelines, standards or norms to maintain status in that organisation?

Media Outlet Response:

Yes

113.a. What are they?

Media Outlet Response:

Federation Vaudoise du Numérique

If the body is not in the above list, add it here with a URL.

Media Outlet Response:

Fédération Vaudoise du Numérique

URL

Media Outlet Response:

vaudnumerique.ch

113.b. Do you publish those groups, and their contact details?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

FVN Fédération Vaudoise du Numérique
Rue du Sablon 2 1110 Morges

114. Do you have guidelines for the recruitment and training of editorial staff?

Media Outlet Response:

No

115. Do the regulations and guidelines for the employment of staff and engagement of contract journalists protect their editorial independence?

Media Outlet Response:

Yes

116. Are your employees (including freelance) covered by legal contracts and insurance?

Media Outlet Response:

Yes

117. Does your staff have the freedom to organise?

Media Outlet Response:

Yes

119. Are there guidelines for contracts of engagement with freelance journalists?

Media Outlet Response:

Yes

119.a. Do these guidelines ensure the ability of freelancers to adhere to the editorial principles?

Media Outlet Response:

Yes

120. Does your Media Outlet's rules and procedures protect against discrimination in the workplace?

Media Outlet Response:

Yes

121. Does your Media Outlet's rules and procedures support equality of opportunity?

Media Outlet Response:

Yes

122. Does your Media Outlet have a safety at work policy, which includes specific protection for journalists working in hostile environments?

Media Outlet Response:

Yes

123. Does your Media Outlet have guidelines to support editorial staff who have been exposed to material of a sensitive or upsetting nature?

Media Outlet Response:

Yes

124. Does your Media Outlet have guidelines to support editorial staff who suffered physical or psychological harm in the course of their work?

Media Outlet Response:

Yes

125. Does your Media Outlet have a training programme for editorial staff that includes sections on the Editorial Guidelines and other legal and ethical issues?

Media Outlet Response:

Yes

126. Is there refresher training available for significant changes in the law or guidelines?

Media Outlet Response:

Yes

127. Does your staff have expert advice available for consultation when dealing with legal and compliance issues?

Media Outlet Response:

Yes

128. Does your Media Outlet publish your answers to this self-assessment based on the JTI Standard?

Media Outlet Response:

Yes

128.a. Is it available to readers?

Media Outlet Response:

No

129. Does your Media Outlet publish your answers in a machine-readable format?

Media Outlet Response:

No

52. Does your Media Outlet have a set of guidelines, or adhere to an external set of guidelines, for journalistic content, distribution and conduct to which its journalistic operations comply?

Media Outlet Response:

Yes

52.a. Are they made available to the public in a readily accessible form?

Media Outlet Response:

Yes

52.a.i. What is the URL?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

53. Is there a person or a group of persons responsible for these guidelines clearly identified?

Media Outlet Response:

No

53.a. Is that identification visible on the page with the guidelines?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

The editorial committee under Haider Alleg responsibility is the one in charge of the publication.

54. Do the guidelines referred to in the section on Editorial Guidelines set clear expectations for the behaviour for all the contributors, including editorial staff (journalists, editors) and all other contributors?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

55. Do the guidelines referred to in the section on Editorial Guidelines make clear the structure of editorial responsibility for each stage of the publication process within the organisation?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

56. Do your Editorial Guidelines include requirements for Accuracy (as prescribed in the Preamble) in your output?

Media Outlet Response:

Yes

What is the URL?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

57. Do they include requirements for Independence (as prescribed in the Preamble) of editorial decision making?

Media Outlet Response:

Yes

What is the URL?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

58. Do they include requirements of Fairness (as prescribed in the Preamble) in the practice of journalism?

Media Outlet Response:

Yes

What is the URL?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

59. Do they include requirements for Accountability (as prescribed in the Preamble) in the practice of its journalism?

Media Outlet Response:

Yes

What is the URL?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

60. Do your Editorial Guidelines include protections against real, potential, or perceived conflicts of interest?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

61. Do the guidelines include guidance on how to deal with conflicts related to business?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

62. Do the guidelines include guidance on how to deal with conflicts related to political interests?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

63. Do the guidelines include guidance on how to deal with conflicts related to personal interests?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

64. Does the Media Outlet's structure protect the editorial processes from any undue influence from within or without?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

9.1 Editorial Guidelines

52. Does your Media Outlet have a set of guidelines, or adhere to an external set of guidelines, for journalistic content, distribution and conduct to which its journalistic operations comply?

Media Outlet Response:

Yes

52.a. Are they made available to the public in a readily accessible form?

Media Outlet Response:

Yes

52.a.i. What is the URL?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

53. Is there a person or a group of persons responsible for these guidelines clearly identified?

Media Outlet Response:

No

53.a. Is that identification visible on the page with the guidelines?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

The editorial committee under Haider Alleg responsibility is the one in charge of the publication.

9.2. Purpose of Guidelines

54. Do the guidelines referred to in the section on Editorial Guidelines set clear expectations for the behaviour for all the contributors, including editorial staff (journalists, editors) and all other contributors?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

55. Do the guidelines referred to in the section on Editorial Guidelines make clear the structure of editorial responsibility for each stage of the publication process within the organisation?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

9.3. Guidelines and Journalism Principles

56. Do your Editorial Guidelines include requirements for Accuracy (as prescribed in the Preamble) in your output?

Media Outlet Response:

Yes

What is the URL?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

57. Do they include requirements for Independence (as prescribed in the Preamble) of editorial decision making?

Media Outlet Response:

Yes

What is the URL?

Media Outlet Response:

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What is the URL?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

59. Do they include requirements for Accountability (as prescribed in the Preamble) in the practice of its journalism?

Media Outlet Response:

Yes

What is the URL?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

9.4. Conflicts of Interest

60. Do your Editorial Guidelines include protections against real, potential, or perceived conflicts of interest?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

61. Do the guidelines include guidance on how to deal with conflicts related to business?

Media Outlet Response:

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If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

62. Do the guidelines include guidance on how to deal with conflicts related to political interests?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

63. Do the guidelines include guidance on how to deal with conflicts related to personal interests?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

64. Does the Media Outlet's structure protect the editorial processes from any undue influence from within or without?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

10.1. Processes for Ensuring Accuracy

65. Do you have internal rules and a systematic editorial process to ensure the accuracy of your content?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

66. Do you have internal rules and a systematic editorial process to ensure that the Editorial Guidelines are adhered to?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

Our internal committee is in charge for ensuring we adhere to our line of information. Our goal is to promote our topics and raise the awareness on our industries.

67. Do you have a verification process for content and the role of editorial oversight?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

We have 2 one is a watch dog on news we should cover for public utility and one is a review process on social media on comments on our articles.

10.2. Process Review

68. Do you have a mechanism for periodic review of the effectiveness of the implementation of your Editorial Guidelines in your editorial processes?

Media Outlet Response:

No

69. Is your accountability mechanism (internal or external) subject to periodic review?

Media Outlet Response:

No

10.3. Statistics and External Content

70. Do your Editorial Guidelines require that statistics should be sourced and verified?

Media Outlet Response:

Yes

71. Do your Editorial Guidelines require that external photographs/video/audio content should be sourced and verified?

Media Outlet Response:

No

10.4. Identification of Journalists, Agencies

72. Are the Individual Journalists (including external sources) identified, for example through a byline, or recorded in publishing mechanism so that this information can be accessed?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

We link back to the outlet that generated the news

73. Is all News Agency material used by the Media Outlet recorded and tracked?

Media Outlet Response:

No

10.5. Location Reporting

74. Is location reporting identified in your content?

Media Outlet Response:

No

75. Do your Editorial Guidelines ensure that any constraint on location reporting be explained in the report or in the context of its publication?

Media Outlet Response:

No

76. Do your Editorial Guidelines require transparency where a location report has been facilitated by an external body?

Media Outlet Response:

No

10.6. Automatically Generated Content

77. Do you publish any content that is automatically generated?

Media Outlet Response:

Yes

77.a. Is it in the Editorial Guidelines of your Media Outlet to clearly indicate content generated, wholly or partly, by means of AI or algorithmic processes?

Media Outlet Response:

Yes

10.7. Algorithmic Dissemination and Curation

78. Do you use any algorithms for the dissemination or curation of content?

Media Outlet Response:

Yes

78.a. Do you clearly indicate your policy on your use of algorithms for the dissemination and curation of news content?

Media Outlet Response:

Yes

78.b. Does the Media Outlet adhere to best practice requirements from a regulatory or advisory body?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

We follow legal code of conducts from regulated industries such as pharma and banking.

10.8. Treatment of Explicit Content

79. Do your Editorial Guidelines ensure the ethically appropriate treatment of violent and explicit content?

Media Outlet Response:

Yes

80. Do your Editorial Guidelines ensure the ethically appropriate treatment of content which features children or other vulnerable people?

Media Outlet Response:

Yes

81. Do your Editorial Guidelines ensure the ethically appropriate handling of live content?

Media Outlet Response:

Yes

11.1. User Generated Content/Eyewitness News

82. Does your Media Outlet publish any content that comes not from staff or freelancers but from external sources such as readers/viewers?

Media Outlet Response:

Yes

82.a. Does your Media Outlet have set structures to ensure the checking of externally sourced material undergoes the same principles as that created entirely by its own journalists?

Media Outlet Response:

Yes

11.2. Editorial Guidelines for UGC/Eyewitness News

82.b. Do your Editorial Guidelines also include provisions for externally-submitted material?

Media Outlet Response:

Yes

82.c. Are there Editorial Guidelines dealing with UGC/eyewitness news content?

Media Outlet Response:

Yes

82.d. Do they include details on the verification processes to be used for this content?

Media Outlet Response:

Yes

82.e. Do they include guidance on the appropriate labelling of such content?

Media Outlet Response:

Yes

82.f. Do they include guidance on dealing with the providers of such content in a responsible and ethical manner?

Media Outlet Response:

Yes

11.3. Opinion Guidelines

83. Do your Editorial Guidelines also include provision for ensuring comment material is free from defamation?

Media Outlet Response:

Yes

84. Do your Editorial Guidelines also include provision for ensuring comment material is free from invasions of privacy?

Media Outlet Response:

Yes

85. Do your Editorial Guidelines also include provision for ensuring comment material is free from hate speech?

Media Outlet Response:

Yes

86. Do your Editorial Guidelines also include provision for ensuring comment material is free from harassment?

Media Outlet Response:

Yes

87. Is it clear to the public whether your Media Outlet's moderation of such comment is pre- or post-publication?

Media Outlet Response:

Yes

88. Does this policy allow for the removal of offending material?

Media Outlet Response:

Yes

12.1. Anonymity

89. Are there guidelines on the procedures to be followed for granting anonymity to sources?

Media Outlet Response:

Yes

90. Are the reasons for granting anonymity made clear to the public?

Media Outlet Response:

Yes

12.2. Privacy Rights

91. Are there guidelines to ensure that the privacy rights and safety of individuals are protected in your journalistic activity?

Media Outlet Response:

Yes

12.3. Independence and Sources

92. Are there guidelines to ensure the independence of journalism relative to the sources for content?

Media Outlet Response:

Yes

12.4. Diversity of Sources

93. Do the guidelines ensure that a diversity of sources is used in the production of your journalistic content?

Media Outlet Response:

Yes

13.1. Sponsored Content Policies

94. Do your Editorial Guidelines have specific policies for distinguishing commercial or sponsored content?

Media Outlet Response:

Yes

13.2. Sponsored Content Indicators

95. Do you publish any sponsored content?

Media Outlet Response:

Yes

95.a. Do your Editorial Guidelines require all sponsored content to be clearly labelled or otherwise made clear?

Media Outlet Response:

Yes

95.b. Do your Editorial Guidelines require sponsored content to be labelled and made clearly distinguishable from your own content?

Media Outlet Response:

Yes

13.3. Separation of News and Opinion

96. Do your Editorial Guidelines require a clear distinction to be made between news content and opinion content?

Media Outlet Response:

Yes

97. Do your Editorial Guidelines require a clear distinction to be made between news content and commercial content?

Media Outlet Response:

Yes

98. Do you in editorial practice or in Editorial Guidelines require a clear distinction to be made between news content and content supplied by an external non-journalistic body?

Media Outlet Response:

Yes

14.1. Dealing with Inaccuracies

99. Do you have a clear process to allow potential errors to be communicated to the Media Outlet by the public?

Media Outlet Response:

Yes

99.a. Do you publish that process?

Media Outlet Response:

Yes

99.a.i. What is the URL where it can be seen? Or, where is it seen next to each bit of Content?

Media Outlet Response:

<https://treatmybrand.com/editorial-mission-statement/>

100. Do you have a clear process to allow potential errors to be communicated to the Media Outlet by those with direct involvement in the story?

Media Outlet Response:

Yes

100.a. Do you have a clear process for assessing and dealing with the claims?

Media Outlet Response:

Yes

101. Is there a systematic editorial structure in the Media Outlet to ensure that any inaccuracies in its content are corrected in a timely and transparent manner?

Media Outlet Response:

Yes

14.2. Publishing Corrections

102. Does your Media Outlet guarantee the publication of the correction of all significant inaccuracies and errors in a similar place and manner as the original version, such as the same URL or in similar time and format of broadcast?

Media Outlet Response:

Yes

14.3. Contact and Process for Complaints

103. Does your organisation have a designated contact in the event of complaints about potential breaches of its journalism principles or Editorial Guidelines?

Media Outlet Response:

Yes

104. Does your organisation have a designated process for the public to open a dialogue with you regarding potential breaches of its journalism principles or Editorial Guidelines? (These may follow the Uniform Correction or Clarification act adopted by most U.S. States.)

Media Outlet Response:

Yes

104.a. Is that information clearly available?

Media Outlet Response:

Yes

104.a.i. What is the URL of where this information is available? If it is not on a single page, describe where people can find it.

Media Outlet Response:

<https://treatmybrand.com/contact/>

14.4. Internal Process for Complaints

105. Are your staff (Employees and Freelance) aware of the process that must be followed in the event of such complaints?

Media Outlet Response:

Yes

106. Are they aware that all such complaints must be brought to the attention of a senior member of staff (of organisations large enough to have a staff) not directly connected with the creation of the story?

Media Outlet Response:

Yes

107. Is your Media Outlet committed to the resolution of any such complaints in a fair, reasonable and timely manner?

Media Outlet Response:

Yes

14.5. Independence of Ombudsperson

108. Does the Media Outlet have an Ombudsperson?

Media Outlet Response:

Yes

108.a. Is the Ombudsperson appointed by the Media Outlet?

Media Outlet Response:

Yes

108.b. Is there a transparent process for their appointment and is their independence protected?

Media Outlet Response:

Yes

14.6. Powers of Ombudsperson

108.c. Does that person have full power to remedy any breaches of the organisation's Editorial Guidelines?

Media Outlet Response:

Yes

108.d. Does that person have full power to provide redress to affected parties?

Media Outlet Response:

Yes

108.e. Does that person have full power to deter future breaches?

Media Outlet Response:

Yes

108.f. Does that person have full power to provide opportunity for any decisions to be reviewed or appealed?

Media Outlet Response:

Yes

15.1. External Oversight

109. Have you committed to a system or systems of external accountability for your editorial content?

Media Outlet Response:

No

15.2. Compliance with External Accountability

110. Is your Media Outlet committed to comply with any directions or guidance issued by the external accountability body to which you subscribe?

Media Outlet Response:

No

15.3. Absence of external oversight

111. Is your Media Outlet subject to an external regulatory mechanism for content that you find it not possible to comply with?

Media Outlet Response:

No

15.4. Contact Details of External Accountability Bodies

112. Are the mechanisms for the public to complain about breaches of your Editorial Guidelines to an external body publicly available?

Media Outlet Response:

Yes

112.a. What is the link?

Media Outlet Response:

<https://terraxis.ch/>

15.5. Other Associations

113. Do you belong to any other bodies that require members to adhere to published guidelines, standards or norms to maintain status in that organisation?

Media Outlet Response:

Yes

113.a. What are they?

Media Outlet Response:

Federation Vaudoise du Numérique

If the body is not in the above list, add it here with a URL.

Media Outlet Response:

Fédération Vaudoise du Numérique

URL

Media Outlet Response:

vaudnumerique.ch

113.b. Do you publish those groups, and their contact details?

Media Outlet Response:

Yes

If you want to publish additional information, please provide it here.

Media Outlet Response:

FVN Fédération Vaudoise du Numérique
Rue du Sablon 2 1110 Morges

16.1. Recruitment and Training

114. Do you have guidelines for the recruitment and training of editorial staff?

Media Outlet Response:

No

16.2. Working Conditions, Contract Policy and Labour Relations

115. Do the regulations and guidelines for the employment of staff and engagement of contract journalists protect their editorial independence?

Media Outlet Response:

Yes

116. Are your employees (including freelance) covered by legal contracts and insurance?

Media Outlet Response:

Yes

117. Does your staff have the freedom to organise?

Media Outlet Response:

Yes

119. Are there guidelines for contracts of engagement with freelance journalists?

Media Outlet Response:

Yes

119.a. Do these guidelines ensure the ability of freelancers to adhere to the editorial principles?

Media Outlet Response:

Yes

16.3. Staff Welfare

120. Does your Media Outlet's rules and procedures protect against discrimination in the workplace?

Media Outlet Response:

Yes

121. Does your Media Outlet's rules and procedures support equality of opportunity?

Media Outlet Response:

Yes

122. Does your Media Outlet have a safety at work policy, which includes specific protection for journalists working in hostile environments?

Media Outlet Response:

Yes

123. Does your Media Outlet have guidelines to support editorial staff who have been exposed to material of a sensitive or upsetting nature?

Media Outlet Response:

Yes

124. Does your Media Outlet have guidelines to support editorial staff who suffered physical or psychological harm in the course of their work?

Media Outlet Response:

Yes

17.1. Training in Editorial Guidelines

125. Does your Media Outlet have a training programme for editorial staff that includes sections on the Editorial Guidelines and other legal and ethical issues?

Media Outlet Response:

Yes

126. Is there refresher training available for significant changes in the law or guidelines?

Media Outlet Response:

Yes

127. Does your staff have expert advice available for consultation when dealing with legal and compliance issues?

Media Outlet Response:

Yes

18.1. General Public

128. Does your Media Outlet publish your answers to this self-assessment based on the JTI Standard?

Media Outlet Response:

Yes

128.a. Is it available to readers?

Media Outlet Response:

No

18.2. Machine-readability

129. Does your Media Outlet publish your answers in a machine-readable format?

Media Outlet Response:

No