

Digital Guiding Principles 2024 update:

Leading BEER, WINE, and SPIRITS producers surpass their implementation target, and continue to work towards full compliance

The members of the International Alliance for Responsible Drinking (IARD) are committed to embedding the Digital Guiding Principles (DGPs) on their online alcohol marketing channels. These five key safeguards help ensure that their marketing reaches only adults who can lawfully buy their products. In 2020, IARD's members aimed for these safeguards to be in place for at least 95% of their online alcohol marketing by 2024, and to reach complete compliance at the earliest opportunity. These results have been independently assessed by Accenture and include members and associate members that have joined and been monitored since the DGPs were established: Moët Hennessy, William Grant & Sons, and the Coca-Cola Company.

MONITORING SAFEGUARDS

- ▶ In 2024, the full compliance score for URLs was **98%** (98.2%). "Full compliance" indicates URLs that fulfilled all five key safeguards of the DGPs:
 - ▶ An age-affirmation mechanism
 - ▶ A forward advance notice
 - ▶ A responsible-drinking message
 - ▶ A transparency message
 - ▶ A user-generated-content policy
- ▶ The average compliance score for each key safeguard was **100%** (99.5%).

IARD members are committed to continue building on these results. The DGPs are part of IARD members' ongoing efforts to prevent those underage from seeing or interacting with alcohol marketing online, alongside their unique partnership with the leading digital platforms.

IARD'S MEMBER COMPANIES INVOLVED



including new member companies that joined IARD up to end 2023:

COUNTRIES MONITORED IN 2024



PLATFORMS MONITORED

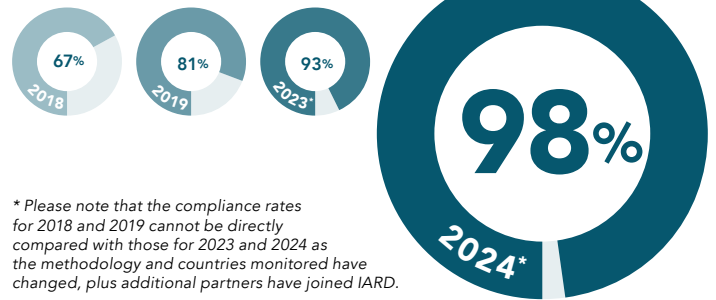


TOTAL NUMBER OF URLS AUDITED AND SCORED



OVERALL FULL COMPLIANCE RATE

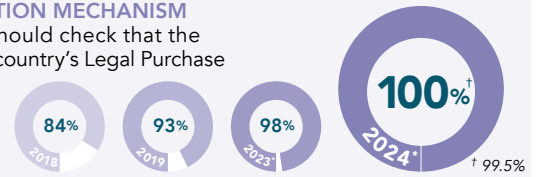
Presence of all safeguards on URLs:



COMPLIANCE RATE PER SAFEGUARD

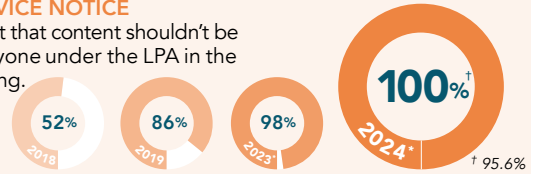
AGE-AFFIRMATION MECHANISM

A mechanism should check that the user is over the country's Legal Purchase Age (LPA).



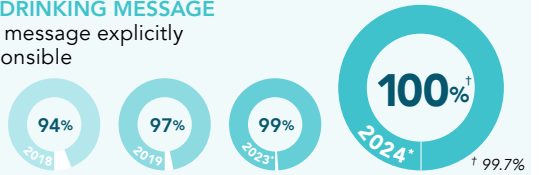
FORWARD ADVICE NOTICE

A clear statement that content shouldn't be forwarded to anyone under the LPA in the country of viewing.



RESPONSIBLE-DRINKING MESSAGE

A clearly visible message explicitly promoting responsible consumption.



TRANSPARENCY MESSAGE

It must be clear that the digital marketing communication page is the official brand page.



USER-GENERATED-CONTENT POLICY

A clear statement that any user posts that condone irresponsible drinking will be removed.

