

HANDBOOK OF PRACTICES AND STANDARDS FOR JOURNALISTS

1. Introduction

In information related terms, the truth is a complex concept that cannot be separated from the term of subjectivity. What's true to one is false to other one, that's why the thing that is more close to the truth is the proximity between different truths. In Caracol we try to present the news and the information from every possible angle, to come closer to the truth.

To achieve this goal, Caracol has defined its editorial and informative pillars based in transparency, honesty, balance and humanity. Our only objective is to inform.

This document doesn't pretend to replace the policies and norms established by Caracol Televisión. It represents a specific guide to the News Department and the informative programs of the channel that works as parameter for the presentation of information and the achievement of the fundamental ethical principles that rule the exercise of the journalist profession.

This is an evolution document that can be modified or complemented when the circumstances deserved to do so.

2. PROCESS OF THE RECOLECTION OF INFORMATION

2.1. NEWS PRODUCTION

2.1.1. NEWS GENERATION

The journalist registers the news and generates a headline type mail to pernoticias@caracoltv.com.co. From this moment the content might be commented, corrected and complemented by everyone at the news theme. The goal is to enrich the note for the benefit of the platform.

Taking into account the commentaries generated in pernoticias@caracoltv.com.co, the journalist drafts the text of the note, with introduction and banners to send it to the editorial chair to mesaeditorial@caracoltv.com.co.

2.1.2. EDITORIAL CHAIR APPROVAL

The editorial chair approves the editorial content of the note, checks sources and supervises the rigor of the information.

2.1.3. MULTIMEDIA CONTENT

Cables Caracol completes the beginning headline, generates the cable and hangs it in inews, for the use of all the platforms: News show, internet and social networks.

2.1.4. APPROVAL OF THE CONTENTS IN CONTINUITY

It is mandatory that every line in the news is approved by the emission chief before the beginning of the news show. If the headlines are not approved they don't go on air. The only exception is in the 6am and 12:30pm.

2.2. SEPTIMO DÍA (Seventh Day would be the show's translated name)

2.2.1. STORY RECEPTION: There are different lines for the reception of stories:

- E-mail: septimodia@caracoltv.com.co
- Telephone: 6430430 ext: 1430-13-80-1425-1424-12423-1420
- Official sources

- Social networks (Twitter-Facebook)

2.2.2. PROCESS OF THE SELECTION OF NOTES: The director of the program makes an editorial board on Monday, to analyze each story and looks at the elements such as veracity of the story, the official sources that support the dimension of the subject, and the counterpart of the case.

Before this editorial board, the producer and the reporters have spoken to the directly involved to check on the veracity of the testimonies and the information. The Director of the program approves or rejects the story based on the parameters of the show: authenticity and reality, importance of the subject, importance for the national context, data of the official entities, and most importantly: the interest it may generate for the audience.

2.2.3. PRE-PRODUCTION: Each producer should research on the approved subject and will oversee the concretion of the elements of each story to manage the programming of the recordings and travels (if needed) to complete the investigation.

2.2.4. RECORDING: The responsibility of each recording is in the hands of the reporter who records the story. He/she will be always supported by the producer on the aspects of veracity, clarity on the editorial focus, and the completion of elements established in the editorial board, on the moment of recording. It's important to consider that each interviewee or anyone that appears on the show should have a release and that this is the responsibility of each reporter to have it signed. When a facing is being made, an interview is required before the facing, this could be developed in a public space to reduce the possibility of any type of legal issue.

2.2.5. EDITION AND EMISSION OF THE STORY: Each note has an edition process of one week, the director corrects the texts and checks the edition process. A revision is made by the judiciary office of the channel who gives recommendation about the story: juridical concepts, signed releases by the participants and the permit to the use of image (pictures or video).

3. OBJECTIVITY

The informative shows don't get an opinion on the facts. The news is presented from the point of view of each of the actors involved. The classification of facts comes from the interviewed – denouncers – not from the members of the editorial board. This must be seen in each one of the elements that appear on the informative piece and applies to every platform.

3.1. DIFFERENCE BETWEEN OPINION AND INFORMATION

The shows with a component of opinion, establish in a clear manner the difference between opinion and information. The information that is presented as a judgment of value or opinion is against the principle of veracity, especially if it is presented as a certain and definitive fact. That's why, Caracol, in concordance with its corporate social responsibility distinguishes between an opinion and a fact.

The programs that show opinions should express it clearly, allowing the viewer to create a distinction between the purely informative matter and the opinions related to it

3.2. BALANCE

Every report has a part and a counterpart. Its required for the veracity of information to make a contrast between every point of view that the audience creates, to present the information in a complete manner. The denounces should be accompanied with declarations from the denouncers and, in case of not getting answers from the involved, a declaration should be made if the best efforts were made.

3.3. HUMANITY

The management of the interviewed in moments of tension, catastrophe or calamity should always be managed with respect and consideration of the victims or persons involved. The reporters from Caracol will show empathy with everyone especially in sensible moments. Our journalists should always have a sense of community wellbeing.

3.4. TRANSPARENCY

Caracol is clear when showing how and why is a news being made. As a showing of respect and informative transparency there's information on why some editorial determinations are taken. For example, when there's a video that might break the custody chain, the audience must be informed that the video will not be shown since it might affect the investigation. In the same way, whenever the channel can't independently confirm any information, and its relevant to make it public, it will be made.

The transparency of the news and the informative programs is shown trough the elimination of the so called *FALSOS VIVOS*. In case of having a LTT, it must be warned that it was an inform recorded and sent by a reporter.

In Caracol we are conscious of the respect these kinds of details and believe transparency possible in every case.

The edition also plays a main role in the protection of informative transparency. For this reason, our informative team does not use archive information to news in which there are no videos. Also, in case of an attack in a remote area in which there's only information of the facts, we will use a map, to avoid the use of images from similar attacks or a similar zone. The same applies to audio files since they can't be manipulated.

4. REDACTION

The redaction of our informative shows is simple, colloquial and close. Our texts are farther from specialized terms and built to give a general understanding language with certain

elegance. As journalists from Caracol we understand that great part of our labor is to present the facts completely in an easy understanding language for most of the national population.

4.1. ATRIBUTION

Our labor is to inform, that's why each element on the construction of our reports is supported by a camera or documentary source. Only in extreme cases, and with an authorization by the editorial board the use of information could be made without mentioning the source, after a permission from them. But, nonetheless a document that supported need to exist.

4.2. HEADLINES

Our style previews around 10 headlines in the noon edition and around seven in the main edition. This will be read by the anchors in camera and live. There's no pre-recordings with an anchor voice. The headlines will be a combination between a summary and an invitation to continue watching the channel. The headlines must not tell the whole story.

The headlines, in news as in informative shows are subjected to the same rules of impartiality and veracity as the content or programs. By this means, they must not include accusations or value judgments, neither a language that might be interpreted as fake or injurious.

4.2.1. PREVIEWS

In the same way as the headlines, the previews represent an invitation to viewers to keep seeing the channel. The viewers must receive only pieces of information that must create a question, in order to create a need or an incentive.

4.2.2. PROMOS

The Caracol News Unit counts with their own promotion director. He's the one in charge of the execution of the promotional pieces. Nonetheless, the construction must be submitted to the PVC (Content Verification Process).

The language of the previews and promotional material should be subjected to the same standards of the information that will be presented, this since a promo might as well vulnerate the rights of a third-party.

4.3. INTERVIEWS

The interviews will origin as a need from the news show or the program. There will never be an interview due to a personal desire, neither will the interview content negotiated with the interviewed. The edition of the interview is, by general means, a necessity due to time on air and format restriction. The edition, then, must obey this needs and in no case, will affect the essence of what've been said by the interviewed. Also, the edition should always consider the proportionality of participation between the interviewed to guarantee impartiality and equity.



For one on one interview two cameras will be used to avoid the questions being faked.

The interviews represent one of the most delicate moment in the consecution of the news, that's why it's not allowed to be recorded by to news teams simultaneously.

Caracol doesn't pay the people for their interviews. Although, it's appropriate to pay for some expenses the interviewed had to get to the interview i.e. the trip expenses

In some occasions, it's possible the interviewed to request to record in audio or video the interview Caracol News is performing. This is always allowed when the person recording confirms this will be used only to personal used, forbidding to transmit, publish or distribute the said interview.

Caracol News will not deliver unedited material.

Caracol News will not publish any interview made to someone in captivity or under any kind of coercion.

4.3.1. ON THE RECORD / OFF THE RECORD

The Caracol journalists will respect the on the record and off the record concepts. Always they have conversations with the sources they must be clear about which part of the dialogue will be used on the air and which one won't. They must always be a checking with the part about whether the conversation is for journalistic use or not.

This doesn't mean that the interviewed or source could determine what will or will not go on air. Every recorded material is property of the program and its considered on the record, which means its subject to be published.

The background meetings will be considered off the record.

4.3.2. AMBUSHED DECLARATIONS

Caracol News doesn't pick testimonies in a camouflaged way, the interviewed must always know that if its giving a testimony it will be published.

In certain occasions the interviews will be developed whenever the journalist goes to certain public place to seek for the declarations of a determined person. These declarations must be sought in a way that's respectful about the intimacy of the person, without entering the places of work or living.

5. INFORMATION ABOUT CRIMINALS AND SYNDICATED

In Caracol News we don't interview criminals, except in determined cases to be checked by the editorial board.

On the other hand, the armed actors get validation when they're in a negotiation of a peace deal, or when they're trying to be a part of a demobilization process.

The testimony of a member of a criminal gang is valid when its validated by an authority and checked by an investigation team. If the testimony is useful to save lives, to alert of a criminal mode, or to help the justice to clear up the facts, it should be considered if the editorial board consider it so.

All the information that comes from anyone that has not been convicted yet, must be in a conditional tone to be sure to leave the benefit of the doubt about the guiltiness of the one involved.

This applies also to information that comes from developed investigations made by the public force, the police or any official organisms, when it hasn't been confirmed by a judicial providence. This information must be limited to the mention of the people presumably involved and on the circumstances in which the acts happened without presenting a responsibility judgment.

These people must have the possibility of giving their version of the acts.

6. TREATMENT OF MINORITIES

The labor made by Caracol is forced to treat the members of a society with equality and respect. Part of this responsibility is to have consciousness about the existence of groups that have been treated with unfairness in a discriminatory way, and the sensitivity this causes.

The constitution and the Colombian law has established a special protection to minority groups to guarantee the equality and to avoid discrimination over ethnical, sexual, cultural or religious reasons.

The information related with minorities should be careful in the way the different ethnic, sexual and other traditionally stigmatized groups are being presented, avoiding to start generalizations or characterizations that may cause negative stereotypes and that imply discriminatory treatment against these groups.

There should be a special care to not to present minorities as exceptions to a general rule, since this appreciation will imply a discriminatory act. Its precise to recall the diversity as part of our cultural and social wealth, and to manage situations that include minorities in the same way any conflict should be treated.

Whenever the news is referring to a minority and there's a need to make a reference to the difference with other groups, there should be a detailed investigation to avoid the repetition of mistakes or to make quick conclusions from a traditional and not inclusive point of view.

When referring to LGBTI groups, any appreciation related to an interpretation in which the people part of this group is in any way sick or present any kind of physical, psychological or spiritual deviation is strongly prohibited. The language is fundamental within the information related to this subject and our journalists must acknowledge the difference between the different members of the LGBTI community to make a correct identification that is compatible with each one's identity.

Any humoristic reference to a minority group is as well prohibited in our informative programs.

6.1. VOCABULARY AND LANGUAGE

The vocabulary is fundamental to guarantee an adequate management of the information related to minority groups. The way a sentence is pronounced may contain an amount of judgment and may imply approbation or not of certain conduct or a minority group in general.

The journalist must be careful about using inappropriate language that might turn itself discriminatory or that stigmatizes in any possible way a member of a minority community.

We should be conscious that there are preconceptions that are contrary to the principles of exclusion and we must be careful that the informative language doesn't perpetrate the said preconceptions.

6.2. INVESTIGATION OF A MEMBER OF A MINORITY

When the information refers to allegations or investigations against a member of ethnic groups, sexual minorities or other traditionally stigmatized population in any social context, the information must be clear and recognize individual's identification, thus avoiding a description simply as a member of a specific minority. In the same way, if the accusations in which the investigation is based involve members of an ethnic community, the language must be clear about the identification on the community he/she belongs to, avoiding generalizations that might direct to a mistake on the subject or subjects of the investigations.

7. NEWS CONFIRMATION

All information that appears on Caracol News must go through the PVC content verification process.

All sensitive information must have direct confirmation from the source. If it's not possible to contact the source, the information to be published must complete the following requirements:

- Must be confirmed by two independent sources that lack communication between them.
- Must be approved directly by the director of the news program.

- In an exceptional case, the information will not be attributed to a media or informative agency and it is clearly stated that Caracol News hasn't been able to confirm what've been reported by another media agency.

7.1. PROCESS OF VERIFICATION OF INFORMATION

The verification process as presented in section 2 is of mandatory compliance. The information that has not been verified through the PVC parameters cannot be published in any of our platforms.

8. INVESTIGATIONS

As a differential factor from any other news shows, Caracol News has deeper investigations and with more coverage from the sources. We ensure that every fact has a documentary backup and each affirmation must have a reason.

In Caracol News, the research must obey the ethical principles and avoid journalistic harshness. In this sense, every affirmation must be backed with documents and every allegation must have a counterpart. By no means will we use the phrase "it is believed or believed to have been said that..." because these kinds of expressions show more a rumor than real news.

There will be no disobliging statements against anyone and if anyone makes a complaint to camera with their own name, we should ask for evidence in order to disclose it.

8.1. HIDDEN CAMERAS

The use of hidden cameras is not a source admitted by law. The use of hidden cameras to obtain images or videos that can't be obtained in any other situation is a violation of the right to intimacy. In certain cases, the use of hidden cameras is allowed when it pretends to preserve a right of higher hierarchy than the right to intimacy.

The correspondence and any other way of private communication are inviolable. There can only be intercepted or registered by a judicial order, in the cases that the law permits it.

8.2. DRAMATIZATIONS

In Caracol News we do not recreate news. This means that we don't do dramatizations on facts to recreate a scenario. We only use images obtained in the place the news took place. If there are no images, we will appeal to the use of maps of the places where the news happened. We firmly believe we must never recreate a fact.

8.3. SUSPECTS

The presumption of innocence is one of the pillars of our ethical footprint on the divulgation of judicial news. The persons that have been captured are represented as allegedly responsible. When the images of these persons are delivered by the authorities we must quote this fact.

If a public figure is shown as suspect by the authorities, the journalist must act to obtain the declarations of the said person. If the person chooses not to give any declaration or is impossible to reach, it must be shown in a note in the show.

8.4. MINORS

In Caracol News we respect the Child and Adolescent Code (*Código de Infancia y Adolescencia*) related to the responsibilities of mass media with this population. The norm forces the channel to abstain on interviewing, providing the name of the victim, and revealing the author or witness of the criminal acts. For this reason, when the parents of these minors publicly speak their identities are not disclosed to keep and protect the minor's identity.

Whenever the age of the minor is not known there should be an assumption about being underage and give the treatment established by law.

Under no circumstance a minor (victim, offender or witness) should be shown in camera. Neither is it possible to use their voice without showing their faces, we can only use the testimonials from the minors by transcribing them and hiding the name of the minor.

When we publish pictures of videos of children in certain situations is to reestablish a right that has been violated. For example, when a child has been kidnapped, the face is shown to obtain information to start the rescue. This is done only with the authorization of the owner of the custody.

In any situation, different than the ones already mentioned, in order to publish an interview or an image of a minor there should be a permit by the parents or whoever oversees the custody, or approval by the Colombian Institute for Family Wellbeing (*Instituto Colombiano de Bienestar Familiar*).

8.4.1. REPORTAGES WITH MINORS

When a minor is a part of our stories, we will have the corresponding permits from the owners of their right to custody. Also, we should avoid the use of images of minors that have been victims or offenders to avoid a violation of the Child and Adolescent Code.

We can't forget the fact of who are we speaking with when we're referring to children, we can't force them to say anything they don't want to say. To interview a child is a great responsibility because we have the obligation to protect them from any manipulation act committed by a third-party, including our own journalists.

8.5. LIVE COVERAGE

The development of breaking news must always be accompanied with a Chief of Emission after alerting the Director. The Chiefs of emission must be careful when transmitting live or unedited images that might be disturbing, or might violate the norms of Caracol News.

8.5.1. CRIMINAL ACTS

The coverage of situations involving hostages, persecutions and search of suspects can be done live if it doesn't interfere with the work of the authorities. We can never transmit the movement of the authorities if, what's being transmitted, might be used against them.

The classification of the events must be determined by the editorial board, and not by the presenters or reporters. Before the classification and definition of terms such as terrorist acts, kidnaping or occupation there must be a prior discussion.

8.6. INTERVIEWS WITH INJURED PEOPLE

The respect of the human beings and their fundamental rights is one of the pillars of our work at Caracol.

In case an interview is being made to an injured person, there must be protection of the identity specially if there's physical damage. In this case there will be a blurry effect on the person that will placed on camera.

There must be special care with treating the testimony of an injured person, not only because the psychological situation, but also on the way they relate and refer to the tragedy.

9. EDITION

The edition is the central point of our image. We acknowledge that the work our editors do is the key to a good news presentation. The Supervisor of Edition must always monitor their work.

As general rules, we must consider that:

- Caracol reports about news, doesn't recreate them or invents them.
- The falsification of audio files is prohibited.
- The modification of videos is prohibited.
- One long shot is better than a lot of short ones.
- Not everything the reporter said on camera should be shown.
- The use of files must be limited.
- The material we produce internally will precede over the one of other agencies.
- The use of third parties is allowed when the happening is current or news worthy. 48 hours later, the content loses that character and the use of it requires a permit.

9.1. USE OF SENSITIVE MATERIAL

The Director will determine whenever the content of a video is so explicit it requires a warning. Caracol News will not show images of corpses or wounded people. Aggressions to or between minors will not be shown.

The Code of Childhood and Adolescence establishes that the media must “abstain to do transmissions or publications that attempt against the moral, psychic, or fiscal integrity of minors, which may promote any kind of violence, refer to criminal acts, and contain morbid descriptions or pornography.”

In the case that a violent action is disturbing there will be a use of pictures to avoid the movement of the violence.

9.2. MANAGEMENT OF AGGRESSIVE LANGUAGE

Caracol will not publish any insults or aggressive language. In case of extreme necessity there will be sound effects. Caracol won't transmit threats as well. In case of editorial need there will be a reference to it, but will not be published directly.

9.3. MUSIC

Caracol News will report news, not things that are far from reality. The use of music in our news is prohibited since it will be used to exalt the feelings the news evokes. Our job is to reveal the news without any alterations. The only tool the news has is the original audio and the original images; the audio of news should be modified under no circumstances.

In the case of the news of Show Caracol, the music might be used only to make a reference. This means as part of the information and never to the informative piece. Also, the right of author of Colombia forbids the use of intellectual pieces from third parties to decorate information.

9.4. CHARTS

Caracol reports on the news, don't recreate them. That's why in case of an absence of video footage there will be a use of graphs on the place of the event.

There's an exception to this rule, the recreation based on sources or witness, but the Director must authorize it.

9.5. ARCHIVE

The use of archived images or videos for daily news must be minimized or annulled. The news of each day must be covered with images of that same day.

Caracol News will choose the use of long shots over the use of archived images. One example is, in the case of a robbery, if the mayor of the town says there will be more security, the edition will rather use images of the place of the robbery more than the use of the mayor's image.

10. LEGAL ISSUES

10.1. RECTIFICATIONS AND THE USE OF TUTELAGE

Caracol will always process any rectification solicitation, if it is in concordance with the law. In case a journalist receives rectification solicitude, he must transmit it directly to the legal department or the Direction of the news. The journalist will transmit every evidence to the lawyers, for them to check the situation.

Rectifications include unconfirmed data, a poorly placed image, a complaint that doesn't include a counterpart, in sum, an affirmation that does not have any documental or testimonial background. A rectification is perfectly avoidable if the due diligence process is done correctly.

10.2. COPYRIGHT

10.2.1. USE OF PROTECTED CONTENTS

Caracol will comply with the copyright law of Colombia and the Andean Community.

We cannot use an image that is being transmitted by a third party. We can only use images that have been already transmitted because they're news, the only way to use images of a live event is if the event has already ended.

The law is clear about the use of only a fragment of the image to cover the information.

10.2.2. USE OF THIRD PARTY IMAGES TO COVER NEWS

By a general rule every content produced by third parties requires the authorization of its owner to be reproduced or transmitted in our informative shows.

10.2.3. USE OF MUSICAL PLAYS

The use of music must count with previous authorization from the Musical Rights Department that depends on Caracol TV's Secretary General.

To deliver a news about an artist or author we are not authorized to use pieces of their music, unless the song is the pillar of the news. For this use, there's a limitation of 48 hours for its use.

10.3. USE OF AFFILIATE MEDIA

The use of images produced by our associates must only be used based on the accord with them. If we want to use content outside of the agreement, we must get a special authorization.

With allied channels, the use of content is restriction free.

11. USE OF INTERNET

Internet is viewed as a medium, but not considered a source. To give credit to a video downloaded from the Internet is as wrong as not using any reference at all in a video used during Caracol News.

In this sense, using YouTube must be considered a medium and not a source. In the case of this platform, the source is the user who uploaded the video; to use it there must be authorization from the uploader to use it and a way to verify its content.

If a video is uploaded it becomes public, but it doesn't explicitly authorize the channel to use it. The only case where it is permitted is when there's newsworthy content in it.

11.1. SOCIAL NETWORKS – TWITTER AND FACEBOOK

Caracol News uses Twitter as a divulgation platform such as the Television. The general rule is: if all the revisions have been made to air it on TV, it is okay to use it on Twitter.

In the same way, a careful management of social networks is expected by any employee of Caracol News. There must be a line between the person and what he represents as part of the Organization.

11.2. ABOUT PERSONAL ACCOUNTS

Social networks are a space for social interaction and a tool that can be used to professional benefit. Still, during the interaction there must be special care on the good name of Caracol Television, the products and the name of the employees. The latter establishes an abstention to publish anything than can affect the good name of Caracol, its credibility and the loyalty to the brand. Anyone that works at Caracol Televisión has the freedom to have their own space of participation in social networks, but must consider the following guidelines:

Creating an account in which the name is related to the brand or any of its products (example: AndreaCaracolTV or JairoNoticiasCaracol) is strictly prohibited. Also, the use of Caracol Television logo as an Avatar or Profile Picture is forbidden. There must be a clear differentiation between personal and professional accounts.

If the profile description identifies the person as part of Caracol Television it is understood that the positions he expresses compromise the brand or its products. In the use of social networks the following parameters will be followed:

- The rule of conduct and negotiation, the politics of protection of information and other company norms must be applied.
- Its forbidden to reveal confidential content of the company on social networks.
- Its forbidden to publish content that attempts the good name of Caracol Television, its products or their workers.

- The journalists, news directors, editors and employees on a directive level must not show political affiliations because it affects the informative balance.
- No one can retweet or share un-confirmed information that might increase the rumors on social networks.
- Any online activity related to the activities of Caracol Television must be discussed and approved by the Director of Digital Contents.
- There must be a respectful with the followers and friends due to the role of the image in Caracol.

For journalists, beside the last part, its forbidden to:

- Publish contents that are not evaluated rigorously.
- Promote the support for political parties or social movements.
- Express opinions in favor or against any policy that's a matter of debate, especially during electoral campaigns.

12. CONFLICTS OF INTEREST

Caracol News will not be used as a tool for personal or family benefit because this is forbidden and considered a conflict of interest. No notes or news that involve direct relatives or friends will be allowed.

When there is coverage on any company or person related to Caracol TV or in which Caracol shares a common interest the relationship will be shown to the audience.

12.1. CORPORATE POLICIES

Every employee in Caracol News must follow the Norms of Conduct o

The employees of Caracol News should avoid any obligation on any coverage they are developing; they must avoid conflicts between personal interest and the interest of the company; they should avoid any activity that interferes with the objectivity.

Caracol employees will not receive anything in exchange for influence on the editorial judgment, integrity or impartiality.

Any gift that is received must be reasonable and must not imply an obligation to return in any way, no money in cash is acceptable. Gifts that exceed 500 dollars must not be accepted, and if may seem rude to return them due to social customs, it must be given to the Administrative Department at Caracol Television S.A who may decide to donate it to a third party. In these cases there will be a note to the donor explaining the gift's destination.

It is forbidden to give any coaching or assistance to someone that might be interviewed in Caracol News, this includes artists, politicians, or employees from companies that may participate in the news' content.



Caracol News doesn't accept any invitation for travels including both for personal or business related trips.

It is important to clearly state that these norms also apply to the private life of the employee. The importance of a conflict is equal even if it is outside the workplace.

Every agreement related to wardrobe, hair and makeup, and other services, provided for personnel that appears on camera in return for a particular sponsorship or product advertisement, always require the management's previous approval.

Caracol News' employees will not be allowed to provide services to any other company or person without prior authorization from the News Director.

Speeches, presentations or interviews from Caracol News' employees must always be approved by the News Director.

12.2. INTERVIEWS AND ADVERTISEMENT

The news team and the presenters must not participate in any advertisement campaign except in the cases that are authorized by the Vice-president of News, Sports and Operations.

Any interview or participation in any other media must count with the authorization of the Direction and Management of Caracol News.

13. CONFIDENTIALITY

All the information that the news personnel has access to is confidential and must not be shared or published in social networks or any other media.

The law, and the policies of the Company forbid that employees to use the information that hasn't been published to obtain personal benefit or to help others, both inside and outside the company. Any un-published information is considered material information, and it might affect a potential investor's decision to buy, sell, or not buy Caracol TV's stocks.

Thus, no employee should buy or sell Caracol stock shares when there's access to material information either positive or negative that has not been published. They should not share it with anyone, including friends and family if the information is confidential and related to the company.

13.1. POLICY OF MANAGEMENT OF CONFIDENTIAL INFORMATION

In the development of their activities, employees might know confidential information related to transactions of the Company, clients or third parties. To keep this information confidential is a pillar of the development of the Company.

The commercial secrets of the Company, the private information and the internal information are very important assets of the Company. The protection of this



information is an obligation of every employee, even after leaving Caracol. The information regarding Caracol TV's intellectual property, and its commercial reserve may consist in the creation, design, plans, or useful data for our businesses, and represent the opportunity to create complete advantages.