

## Published content should remain accountable.

Publish as normal. Give others a lasting way to inspect.

### WHAT ES RECORD DOES

ES Record adds an independent, inspectable record to published digital content. It connects a defined publication state to its accountable publisher, authority route, official channel and recorded lifecycle.

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### ACCOUNTABLE PUBLISHED DIGITAL STATE

Keep publishing through your normal channels. Readers, customers and partners can inspect the supporting record without creating an account. Inspection is free.

#### HOW ES RECORD WORKS

### From published content to accountable digital state



*The content stays usable as normal. Its recorded state and later lifecycle remain inspectable.*

#### WHAT PEOPLE CAN CHECK

### A matching EviState record exists

- The accountable publisher behind the recorded state
- The authority route and official channel associated with it
- What content state was recorded and when
- Whether it was later superseded, corrected or withdrawn

#### WHERE IT MATTERS

### Published digital content

- Official websites and announcements
- Social posts and creator campaigns
- Advertisements, offers and landing pages
- Public guidance, notices and updates

#### THE ACCOUNTABILITY EFFECT

### One publisher gives every reader a direct inspection route.

When advertisers, agencies, creators and platforms participate, the publication chain becomes easier to inspect across parties and over time.

#### IMPORTANT BOUNDARY

ES Record preserves evidence of publication state, accountability and change. It does not, by itself, prove that every proposition is true, that the publisher owns all underlying rights or that the content is lawful, safe or authorised.

#### SEE ES RECORD IN PRACTICE

### Explore ES Record

[evistate.co.uk/products/record](https://evistate.co.uk/products/record)

Inspect the product, its uses and its evidential boundary.



#### ES STAMP - ISSUED

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Select to inspect the evidence record