

Itaú Unibanco launches platform to uphold right of reply and safeguard factual accuracy in public debate

SÃO PAULO, July 1st, 2026 – Itaú Unibanco today announced the launch of Factópoles, a public platform designed to consolidate the bank's official positions and to ensure its right of reply in proportion to any grievance, a principle enshrined in Article 5 of Brazil's Federal Constitution.

The initiative was prompted by a shift in the editorial approach of a specific media outlet since mid-April 2026. Over a 70-day window, the outlet published 42 articles and approximately 50 social media posts containing distorted information, without providing the bank with the opportunity to reply in line with standard journalistic practice and the profession's codes of ethics.

Itaú Unibanco has a long-standing record of engaging with the press in a collaborative, transparent, and timely manner, making available data, reports, spokespeople, and official statements — including on the most sensitive, complex, or controversial matters. The bank stresses that Factópoles is not a fact-checking tool for disinformation — for that purpose, the institution maintains its dedicated channel, ÉFake. Factópoles is, rather, a public record of facts that brings together the data, context, and official positions of Itaú Unibanco that were omitted or overlooked in the original reporting. Its purpose is to restore balance to the public debate and to ensure transparency of information for the market, clients, and investors.

Itaú Unibanco reaffirms its full respect for freedom of the press, free access to sources, professional confidentiality, and investigative journalism — pillars that are essential to holding institutions accountable and to strengthening democracy. The boundaries the bank upholds are those of legality, ethical standards, and balance in public discourse. The platform is available at factopoles.itaunibanco.com.br (Content only available in portuguese).

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