Question for written answer E-000181/2025
to the Commission
Rule 144
Dimitris Tsiodras (PPE)

Subject: Protecting children from targeted online advertising

Surveys show that minors have difficulty distinguishing online advertising messages or influencers' content on social media from genuine content.

In addition, advertisements are becoming increasingly personalised and are often targeted at children, surreptitiously exploiting their vulnerability. This is happening despite online platforms' obligation[1] not to present advertisements based on profiling using personal data of the recipient of the service when they are aware with reasonable certainty that the recipient of the service is a minor.

In view of this:

1. Within the scope of the forthcoming Digital Fairness Act, what action will the Commission take to ensure that providers do not design their services in a manner which exploits the vulnerabilities of children or guides and unjustifiably influences them to take a particular action (e.g. purchasing a product)?

2. What does the Commission intend to do to ensure that online advertising is transparent and that the advertising message or content is presented in a clear manner, particularly in cases where children are likely to see it?

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[1] Digital Services Act