

**Question for written answer E-001329/2025
to the Commission**

Rule 144

Virginie Joron (Pfe), Catherine Griset (Pfe)

Subject: Brussels' use of targeted anti-Marine Le Pen advertising during the Dutch election campaign in 2023

As a result of the complaint lodged by Max Schrems and his association, noyb, against the Commission, the European Data Protection Supervisor (EDPS) investigated the Commission's attempt to influence public opinion in the Netherlands¹ between 15 and 28 September 2023.

During the parliamentary election campaign, the Commission organised an advertising campaign that excluded users using certain words (e.g. 'EU corruption'), users interested in religion (Christianity and Islam) and patriotic pro-Marine Le Pen, Giorgia Meloni and Viktor Orbán accounts. Conversely, accounts linked to pro-Brussels politicians and parties, such as the People's Party for Freedom and Democracy (VVD), were included.

The Dutch party allied with Marine Le Pen still went on to win the elections in November 2023.

On 13 December 2024, the EDPS reprimanded² the Commission because its Directorate-General for Migration and Home Affairs illegally targeted citizens by using their political opinions without their consent. These emotional adverts³, which suggested that critics of a proposed regulation were failing to protect children, were viewed 600 000 times.

In addition, Commission President Ursula von der Leyen announced the creation of a 'European democracy shield':

1. Has the Commission declared these advertising expenses to the election authorities⁴?
2. What was the price per view⁵?
3. How much has the Commission spent on advertising propaganda in 2024 during national and European elections?

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¹ <https://noyb.eu/en/political-microtargeting-eu-commission-illegal>
https://www.europarl.europa.eu/doceo/document/E-9-2023-003495_EN.html

² https://noyb.eu/sites/default/files/2024-12/EDPSDecision_printed_Redacted.pdf

³ https://www.europarl.europa.eu/doceo/document/P-9-2023-003037_EN.html

⁴ <https://fr.euronews.com/my-europe/2024/07/18/ursula-von-der-leyen-annonce-aux-eurodeputes-un-bouclier-pour-la-democratie>

⁵ For comparison, the Romanian elections were cancelled due to interference (e.g. USD 381 000 was used to pay influencers) and the Commission subsequently launched an investigation into TikTok.

https://ec.europa.eu/commission/presscorner/detail/en/ip_24_6243;

https://www.sgdsn.gouv.fr/files/files/Publications/20250204_NP_SGDSN_VIGINUM_Rapport_public_Elections_roumanie_risques_france_VFF.pdf