

Question for written answer E-003332/2026
to the Commission
Rule 144
Sandro Gozi (Renew)

Subject: ChatGPT advertisements across EU countries: transparency, profiling and consumer protection

Since 24 August 2026, OpenAI has begun showing advertisements in ChatGPT across 31 European countries. These advertisements have reportedly been selected based on conversation context and displayed alongside AI-generated responses.

OpenAI states that advertisers cannot access conversations, ads are clearly labelled and separate from responses, and advertising does not influence answers.

This raises concerns about transparency, profiling, and consumer protection, particularly where commercial content may be selected using sensitive information disclosed during a conversation, and where the conversational format may blur the line between AI recommendations and paid promotion.

Can the Commission clarify:

1. Whether it has assessed this development's compatibility with relevant provisions of the General Data Protection Regulation¹, the Digital Services Act², the AI Act³, and the Unfair Commercial Practices Directive⁴?
2. Whether the existing EU legal framework ensures users can clearly distinguish AI output from paid content, and prevents targeting based on sensitive information disclosed during AI interactions or exploitation of user trust?
3. Whether, if gaps in the legal framework exist, it will take measures to address the risks from such practices, including the designation of ChatGPT as a very large online search engine (VLOSE)?

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¹ Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (OJ L 119, 4.5.2016, p. 1, ELI: <http://data.europa.eu/eli/reg/2016/679/oj>).

² Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market For Digital Services and amending Directive 2000/31/EC (Digital Services Act) (OJ L 277, 27.10.2022, p. 1, ELI: <http://data.europa.eu/eli/reg/2022/2065/oj>).

³ Regulation (EU) 2024/1689 of the European Parliament and of the Council of 13 June 2024 laying down harmonised rules on artificial intelligence and amending Regulations (EC) No 300/2008, (EU) No 167/2013, (EU) No 168/2013, (EU) 2018/858, (EU) 2018/1139 and (EU) 2019/2144 and Directives 2014/90/EU, (EU) 2016/797 and (EU) 2020/1828 (Artificial Intelligence Act) (OJ L, 2024/1689, 12.7.2024, ELI: <http://data.europa.eu/eli/reg/2024/1689/oj>).

⁴ Directive 2005/29/EC of the European Parliament and of the Council of 11 May 2005 concerning unfair business-to-consumer commercial practices in the internal market and amending Council Directive 84/450/EEC, Directives 97/7/EC, 98/27/EC and 2002/65/EC of the European Parliament and of the Council and Regulation (EC) No 2006/2004 of the European Parliament and of the Council ('Unfair Commercial Practices Directive') (OJ L 149, 11.6.2005, p. 22, ELI: <http://data.europa.eu/eli/dir/2005/29/oj>).