

**Question for written answer E-003698/2026/rev.1
to the Commission**
Rule 144
Tomasz Buczek (P/E)

Subject: Application of the AI Act

In recent weeks, Rafał Brzoska, a businessman, has made repeated posts on X documenting mass campaigns of paid advertisements for financial scams, in which deepfake technology has been used to exploit the likenesses of the President of Poland, Karol Nawrocki, the Deputy Speaker of the Sejm, Krzysztof Bosak, Prime Minister Donald Tusk, the Governor of the Bank of Poland, and Mr Brzoska himself¹, among others. The adverts encourage the public to sign up to supposed investment and finance schemes. Mr Brzoska maintains that not only do the platforms concerned – especially Meta – fail to remove the content promptly, but they also generate advertising revenue from it. He has also pointed out that, according to Reuters, the scam accounts for around 10 % of the group's advertising revenue.

With the above in mind:

1. What specific investigations and enforcement action is the Commission currently carrying out in respect of Meta and Google in relation to paid deepfake adverts exploiting the likenesses of people in public office?
2. In the course of these proceedings, is the Commission requesting access to data on revenue from advertising for schemes classified as scams in individual national markets, including Poland?
3. Does the Commission believe that exploiting the likeness of the president of a Member State, the speaker of a national parliament or other top officials in paid advertising for fraudulent activities constitutes not only consumer fraud but also a threat to the integrity of democratic processes and public safety within the meaning of the Digital Services Act, requiring immediate interim measures?

Submitted: 16.9.2026

¹ <https://x.com/RBrzoska/status/2097736328364581367>.