

**Question for written answer E-004182/2026
to the Commission**
Rule 144
Valentina Palmisano (The Left)

Subject: Apple and Siri AI: EU consumers pay more for less. What safeguards against misleading advertising?

Apple is promoting the iPhone 17 by means of Apple Intelligence¹. The beta version of Siri AI has been available in the US since 6 October 2026, but it remains unavailable in the EU, including for the iPhone 17, and no release date has been announced²³⁴. The price in Italy of the iPhone 17 with 256 GB of storage is about 11.6 % higher than in the US, after tax and using the ECB exchange rate. The Commission has made clear that the Digital Markets Act does not prevent launches⁵.

It is unacceptable that European consumers should pay even higher prices for fewer features without being clearly informed before they buy⁶.

In the light of the above:

1. Will the Commission alert the Consumer Protection Cooperation (CPC) network and arrange for an audit of Apple's advertising in the EU pursuant to Articles 6 and 7 of Directive 2005/29/EC to establish whether there have been any misleading actions or omissions regarding functions that are unavailable in the EU?
2. If infringements come to light, will it coordinate with national authorities to ensure that Apple ends those practices and publishes advertisements that make clear to European consumers the functions available, restrictions and release dates in the EU?
3. Will it, within the framework of CPC coordination, secure commitments from Apple to compensate European consumers who have suffered harm, including refunds or price reductions where applicable, with verifiable deadlines?

Submitted: 14.10.2026

¹ <https://www.apple.com/iphone-17/specs/>

² <https://support.apple.com/en-gb/127893>

³ <https://www.apple.com/apple-intelligence/>

⁴ <https://www.apple.com/newsroom/2026/06/due-to-dma-siri-ai-delayed-in-eu-for-ios-27-and-ipados-27/>

⁵ https://digital-markets-act.ec.europa.eu/citizens-and-whistleblower-portal/eu-citizens-qa_en

⁶ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:02005L0029-20260927>