

EN

E-001742/2025

Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(25.6.2025)

Several EU regulations and directives target artificially generated or manipulated content in order to ensure a high level of protection of fundamental rights, including privacy and democracy.

As of 2 February 2025, the Artificial Intelligence Act¹ prohibits purposefully deploying manipulative or deceptive artificial intelligence (AI) systems causing significant harm². Moreover, that act sets out transparency obligations for AI systems generating artificially generated or manipulated content, including artistic content, and deepfakes, that will apply as from 2 August 2026³.

The Digital Services Act⁴ obliges providers of very large online platforms (VLOPs) and of very large search engines (VLOSEs) to identify, assess and mitigate the systemic risks stemming from their services⁵, including malicious deepfakes and harmful AI-generated content. Moreover, in March 2024, the Commission sent requests for information to several VLOPs and VLOSEs on generative AI risks and has opened proceedings against Facebook and Instagram on suspected infringements related to the misuse of advertising services that use generative AI to deceive users into financial scam operations.

Non-consensual deepfakes disproportionately affect women and girls online. The Directive on combating violence against women and domestic violence⁶, which needs to be transposed by 14 June 2027, obliges Member States to punish as a criminal offence the production and subsequent sharing of sexually explicit deepfakes without the person's consent. Member States need to ensure that such an offence is punishable by a maximum term of imprisonment of at least one year. The Commission is committed to ensure that these rules are implemented in a timely and effective manner and enforced in the EU and across Member States.

¹ 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).

² See Article 5 (1) (a) of the AI Act and corresponding Commission Guidelines: <https://digital-strategy.ec.europa.eu/en/library/commission-publishes-guidelines-prohibited-artificial-intelligence-ai-practices-defined-ai-act>.

³ Article 50 of the AI Act.

⁴ 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).

⁵ Articles 34 and 35 DSA.

⁶ Directive (EU) 2024/1385 of the European Parliament and of the Council of 14 May 2024 on combating violence against women and domestic violence.