

EN

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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(7.8.2025)

Under the Digital Services Act (DSA)¹, providers of online platforms accessible to minors must ensure a high level of privacy, safety and security of minors, and online advertisements targeted to minors based on profiling are banned. In addition, the DSA contains strong provisions to protect public health and consumers.

Providers of very large online platforms and very large search engines are required to diligently identify, assess, analyse and mitigate the systemic risks stemming from the design, functioning and use made of their services in relation to the dissemination of illegal content², to high-level of consumer protection, to negative effects to the protection of minors and public health, and to the person's physical and mental well-being.

The Commission has published guidelines³ to aid providers of online platforms accessible to minors describing measures to comply with their obligation under Article 28(1) of the DSA,⁴ including to tackle unrealistic beauty standards and the marketing of products or services impacting physical and mental health.

The Commission has initiated proceedings against TikTok and Meta and has sent requests of information to YouTube, including in relation to the protection of minors obligations⁵.

The Commission is planning an EU-wide inquiry on the broader impacts of social media on mental health. In addition, within the framework of the Consumer Protection Cooperation⁶, the Commission and national consumer authorities scrutinize influencers active on social media platforms⁷, including in the beauty, food, and sport sectors. The results of the sweep 2023 on influencers⁸ showed that 21% of selected posts⁹ promoted unhealthy or hazardous activities, such as medical or aesthetic treatments.

¹ <https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng>.

² Including illegal and unsafe products.

³ <https://digital-strategy.ec.europa.eu/en/library/commission-publishes-guidelines-protection-minors>.

⁴ I.e. to ensure a high level of privacy, safety and security for minors on their service.

⁵ <https://digital-strategy.ec.europa.eu/en/policies/list-designated-vlops-and-vloses>.

⁶ (CPC) Regulation 2017/2394.

⁷ Including on TikTok, Facebook, Instagram, YouTube and other social media platforms.

⁸ https://ec.europa.eu/commission/presscorner/detail/en/ip_24_708.

⁹ 119 posts of influencers out of 576.