

(English version)

**Question for written answer E-004433/25
to the Commission**

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(10 November 2025)

Subject: Sale of childlike sex dolls on the Shein e-commerce platform

A case has recently emerged in France of sex dolls with childlike features being sold on the Shein e-commerce platform, which has caused indignation and raised concerns about the protection of minors and consumer safety. The French authorities have launched investigations to ascertain how these products came to be marketed by circumventing the European rules in force.

The products, which bear childlike features for sexual purposes, are in clear violation of children's rights and highlight a regulatory gap in the definition of child pornography under Directive 2011/92/EU, and one that the Commission should close.

Can the Commission therefore state:

1. How it will ensure that e-commerce platforms apply effective preventive control systems, such as automatic filters, verification of sellers' identity, blacklists of keywords and independent audits, to prevent the sale of products that violate children's rights?
2. Whether it will propose a common definition and an explicit ban at EU level on the manufacture, import and sale of childlike sex dolls, which are viewed as being instrumental in the sexualisation of children?
3. What immediate and coordinated actions it will take to close the supervisory gaps that exist between Member States and ensure that online child protection is made a binding priority throughout the European Union?

Supporters ⁽¹⁾

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Answer given by Executive Vice-President Virkkunen on behalf of the European Commission
(6 January 2026)

The protection of minors, as well as the safeguarding of consumers online, are key priorities for the Commission.

Under the Digital Services Act (DSA) ⁽¹⁾, providers of very large online marketplaces must comply with certain obligations, including identifying and mitigating systemic risks and undergoing independent audits, establishing effective control systems, and meeting specific requirements regarding the traceability of traders, notice and action mechanisms, compliance by design, and transparency towards consumers.

Non-compliance may lead to enforcement proceedings, which could result in a fine of up to 6% of the provider's global turnover if the Commission establishes a breach of the DSA.

The DSA does not define illegal content, rather it requires platforms to act upon content considered to be illegal under national or EU law. Regarding the sale of child-like sex dolls detected on platforms such as Shein, AliExpress, Temu, and Wish, the Commission welcomes the French authorities' actions and is in close contact with them.

On 26 November 2025, the Commission sent a request for information to Shein as the Commission suspects that Shein's systems may pose a systemic risk to consumers across the EU.

The DSA requires platforms accessible to minors to ensure a high level of privacy, safety, and security for minors. The protection of minors guidelines ⁽²⁾ under the DSA are the most ambitious in the world.

Through the European Board for Digital Services, Digital Services Coordinators meet to ensure consistent enforcement and cross-border cooperation.

¹ This question is supported by Members other than the authors: Carlo Fidanza (ECR), Paolo Inselvini (ECR), Sergio Berlato (ECR).

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

⁽²⁾ <https://digital-strategy.ec.europa.eu/en/library/commission-publishes-guidelines-protection-minors>.

The working group on protection of minors coordinates enforcement actions targeting pornographic platforms ⁽³⁾ and actions to ensure compliance by smaller platforms with the DSA and the Guidelines on the protection of minors ⁽⁴⁾.

⁽³⁾ Shaping Europe's digital future: <https://digital-strategy.ec.europa.eu/en/news/european-board-digital-services-launches-coordinated-action-reinforce-protection-minors-regards>.

⁽⁴⁾ The Commission takes further action to promote a safe environment for minors <https://digital-strategy.ec.europa.eu/en/news/commission-takes-further-action-promote-safe-environment-minors>.