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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(14.1.2026)

Under the Digital Services Act¹ (DSA), providers of hosting services, including online platforms, must provide an electronic, easy to access and user-friendly notice and action mechanism² ensuring users can report content, including advertisement, considered to be illegal. The Commission has adopted preliminary findings³ under Article 73(2) DSA holding, inter alia, that the provider of Facebook and Instagram appears to have failed to provide users with a user-friendly and easily accessible notice and action mechanism. Investigation is ongoing.

Article 26 DSA requires providers of online platforms to inform users on whose behalf the ads are shown, who paid for the ad, and provide meaningful information on what parameters were used to target users with the ad and, where applicable, how to change those parameters. In addition, providers of very large online platforms and of very large online search engines (such as the provider of Facebook and Instagram) are also required to compile and make publicly available ad repositories⁴ on their online interfaces to allow scrutiny of ads displayed on their services, facilitating supervision and research into risks stemming from the distribution of advertisements online and allowing for the identification of rogue advertisers.

Providers of online platforms accessible to minors must ensure a high level of privacy, safety and security of minors on their services. The Commission recently adopted guidelines⁵ on this matter⁶ describing the measures that the Commission considers providers of online platforms accessible to minors should put in place to comply with that obligation.

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

² Article 16 of the DSA.

³ https://ec.europa.eu/commission/presscorner/detail/en/ip_25_2503.

⁴ Article 39 of the DSA.

⁵ <https://digital-strategy.ec.europa.eu/en/library/commission-publishes-guidelines-protection-minors>.

⁶ Under Article 28(4) DSA.