

(English version)

**Question for written answer E-004689/25
to the Commission
Karin Karlsbro (Renew)
(25 November 2025)**

Subject: Circumvention of rules on political advertising

Recent investigations in Sweden indicate that political messages linked to the Swedish political party, *Socialdemokraterna*, have been disseminated through anonymous social media accounts operated via companies connected to the party. These accounts, which resemble independent news sources, do not disclose their political party affiliation.

If such activities fall outside the scope of the Transparency and Targeting of Political Advertising Regulation (TTPA), then this significantly weakens the aim of the regulation. It would suggest that political actors may avoid transparency requirements simply by routing communication through subsidiary companies.

The Commission has stressed the importance of transparent political communication for maintaining trust in democratic processes. Ensuring that the TTPA cannot be circumvented is essential in upholding this objective.

1. Does the Commission consider that political advertising disseminated through companies owned or controlled by political parties falls under the TTPA's transparency obligations, even when the publisher in question is not formally a political actor?
2. If such practices are currently capable of evading the TTPA, does the Commission intend to propose clarifications or amendments to close this loophole?
3. How will the Commission monitor attempts to circumvent the TTPA through similar arrangements in Member States?

Submitted: 25.11.2025

**Answer given by Mr McGrath on behalf of the European Commission
(3 February 2026)**

The Commission cannot comment on the presented case, which falls under the responsibility of the national competent authority.

Indeed, national competent authorities, including data protection ones, are primarily responsible for supervising and enforcing the Political Advertising Regulation ⁽¹⁾.

A dedicated network of contact points has been established for cooperation at EU level among Member States and with the Commission on all aspects of the regulation.

To support the effective implementation of the regulation, on 8 October 2025, the Commission published guidelines ⁽²⁾ with practical guidance and detailed explanations on scope of the definition of political ads, transparency and accountability rules and obligations for the different actors involved in political advertising.

According to the regulation, content subject to editorial responsibility shall generally not be considered political advertising ⁽³⁾, while a message by, for or on behalf of a political actor constitutes a political advertisement, unless it is of a purely private or purely commercial nature ⁽⁴⁾.

The regulation further clarifies that an entity directly or indirectly related to the sphere of activity of a political party also qualifies as a political actor.

The Commission will continue to support and monitor the application of the rules, together with the network of contact points and with the support of a dedicated expert group, and provide additional guidance where relevant. The Commission will also organise an implementation dialogue in 2026 to draw insights from the application of the rules.

⁽¹⁾ Regulation (EU) 2024/900 provides common transparency standards for political ads and addresses the targeting and ad-delivery of online political ads relying on the processing of personal data, upholding the fundamental right to data protection — <https://eur-lex.europa.eu/eli/reg/2024/900/oj/eng>.

⁽²⁾ https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:C_202505514.

⁽³⁾ Article 1(2) of the regulation.

⁽⁴⁾ Article 3(2), point a) of the regulation.