

(English version)

**Question for written answer E-000511/26
to the Commission
Emmanouil Fragkos (ECR)
(8 February 2026)**

Subject: Illegal advertising of the occupied areas on social networks

Advertisements promoting investments in real estate and tourist activities in the occupied areas of the Republic of Cyprus are increasingly being displayed on social networks. This phenomenon is not only a matter of ethics, but also raises serious legal issues, as it concerns commercial activity in the territory of a Member State of the European Union that is under illegal military occupation, in violation of international law and relevant UN resolutions.

The display of such advertisements may lead to an indirect legitimisation of the occupation in the perception of public opinion, mislead European consumers as to the legal status of properties and undermine the sovereignty of a Member State, while at the same time raising questions as to the responsibility of digital platforms operating in the single market.

In view of the above:

1. How does the Commission assess the compatibility of the display of such advertisements with EU law, consumer protection and the sanctions framework relating to the Republic of Cyprus?
2. Does the Commission intend to require digital platforms to impose an immediate ban and effective monitoring of advertisements relating to economic activity in the occupied areas?
3. Will the Commission consider creating a mechanism for reporting and rapid removal of such content, with the possibility of imposing sanctions in the event of non-compliance?

Submitted: 8.2.2026

**Answer given by Executive Vice-President Fitto on behalf of the European Commission
(13 April 2026)**

Pursuant to Protocol 10 to the Accession Act ⁽¹⁾, the application of the *acquis* is suspended in the areas of the Republic of Cyprus in which the government of the Republic of Cyprus does not exercise effective control.

The Digital Services Act (DSA) ⁽²⁾ applies across the EU. However, the DSA itself does not regulate specific content. Instead, it imposes procedural obligations on online platforms, requiring them to have systems in place so that illegal content can be detected, flagged and addressed. Illegal content is defined in other EU laws or in relevant national legislation.

At EU level, Directive (EC) 2005/29 ⁽³⁾ seeks to protect the economic interests of consumers in the EU by prohibiting misleading advertising that causes, or is likely to cause, consumers to take a transactional decision that they would not have taken otherwise.

However, for practical and legal reasons, there are difficulties to enforce the directive if the sellers are registered in an unrecognised jurisdiction.

The EU recognises only the Republic of Cyprus as a subject of international law, in accordance with the relevant UN Security Council resolutions.

The EU remains fully committed to a comprehensive settlement of the Cyprus problem within the UN framework, in accordance with all relevant UN Security Council resolutions and in line with the principles on which the EU is founded and the *acquis*.

It is ready to play an active role in supporting all stages of the UN-led process, with all appropriate means at its disposal.

⁽¹⁾ https://eur-lex.europa.eu/eli/treaty/acc_2003/act_1/pro_10/sign/eng.

⁽²⁾ <https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng>.

⁽³⁾ <https://eur-lex.europa.eu/eli/dir/2005/29/oj>.