

EN  
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Answer given by Mr McGrath  
on behalf of the European Commission  
(23.7.2026)

Regulation (EU) 2024/900<sup>1</sup> provides for EU common standards on the transparency and targeting of political advertising. In line with this Regulation, sponsors have to ensure the truthfulness and accuracy of the relevant information provided to providers of political advertising services. Political actors, including political parties or candidates in elections, typically act as sponsors.

The guidelines<sup>2</sup> issued in October 2025 by the Commission support the effective implementation of Regulation (EU) 2024/900. They include practical guidance and detailed explanations to help those sponsoring ads – such as political actors – and providers of political advertising services to implement the new rules. The Commission may revise these guidelines in the future, to take into account the lessons learned from the implementation, including in the context of recent elections.

The Commission actively supports the recently established network gathering contact points of national competent authorities. This network acts as a forum for structured cooperation and exchanging of best practices among authorities. The Commission has also set up an expert group with providers of political advertising services.

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<sup>1</sup> [https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=OJ:L\\_202400900](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=OJ:L_202400900).

<sup>2</sup> [https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:C\\_202505514](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:C_202505514).