(English version)

Priority question for written answer P-004182/25
to the Commission
Eero Heinäluoma (S&D)
(23 October 2025)

Subject: Recent restrictions imposed by technology giants on the communications of social and political actors

Technology giants Meta, Google and Microsoft have significantly tightened the conditions governing advertising by political and social actors on their platforms in the past month. They have blocked political advertising entirely, and henceforward there will be stringent restrictions on the promotion of important social issues. It is particularly worrying that these restrictions are a protest on the part of the digital giants against EU roles intended to encourage transparency and fairness in political advertising.

Social media platforms especially are key communication channels for social actors. Given these recent restrictions, citizens will find it harder to access information about different actors and organisations and political views, which will weaken democracy and civil society capacity.

We therefore ask the Commission how it intends:

1. to respond to the recent restrictions imposed by the technology giants and ensure that the effective communication and advertising of important social questions and different political views are once again possible on socially important platforms;

2. in the wider context, to address the actions of the technology giants, which weaken democracy.

Submitted: 23.10.2025

Answer given by Mr McGrath on behalf of the European Commission
(23 December 2025)

The Political Advertising Regulation ([1]) does not ban political advertising, nor does it regulate the content of political ads.

To support the effective implementation of the regulation, on 8 October, the Commission published guidelines ([2]) with practical guidance and detailed explanations on the definition of political ads and obligations for the different actors involved in political advertising, including online platforms.

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. A new stakeholder Expert Group will be established by the Commission to monitor and collect practical feedback on the application of the regulation. The Commission will also organise an implementation dialogue in 2026 to draw insights as necessary from the application of the rules.

The Commission is aware of the commercial decisions of providers of online platforms to discontinue offering political advertising services. The Commission is engaging with these online platforms as well as with other stakeholders and Member States to monitor and support the application of the regulation.

([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.