

(English version)

**Priority question for written answer P-001840/26
to the Commission
Alexandra Geese (Verts/ALE)
(6 May 2026)**

Subject: Meta and Google ads for unregulated, dangerous nutraceutical products and potential breaches of the Digital Services Act

Reset Tech's report of 15 April entitled 'Clickbait Cures' ⁽¹⁾ reveals an alarming level of misleading and dangerous medical advertising, which appears to be tolerated on major online platforms. Between 2020 and 2026, over 350 000 adverts for 390 unregulated health products were placed online — including 76 products officially classified by Member State health authorities as illegal or dangerous.

This situation constitutes potential breaches of the Digital Services Act, notably regarding the ban on platforms featuring advertisements based on profiling techniques that use special categories of personal data, the failure to remove illegal content as well as the failure to put in place mitigation measures to address systemic risks for the protection of public health.

Is the Commission planning to launch a compliance investigation into this matter?

Submitted: 6.5.2026

**Answer given by Executive Vice-President Virkkunen on behalf of the European Commission
(10 June 2026)**

The Digital Services Act (DSA) ⁽¹⁾ requires providers of online platforms to have mechanisms in place for reporting and expeditiously removing illegal content, including illegal advertisement (ads) or offers, as defined by EU or national law.

Regarding ads more specifically, the platforms must provide clear information to users on whose behalf an ad is shown, who paid for it, and meaningful information on the targeting parameters and, where applicable, how users can modify them.

Providers of very large online platforms (VLOPs) and very large online search engines (VLOSEs) must identify and mitigate systemic risks, including risks to public health, which could be influenced by systems for selecting and presenting ads.

They must also provide publicly available ad repositories that can facilitate identification and supervision of ads and patterns used by scammers.

On 30 April 2024, the Commission opened formal proceedings against Meta for potentially breaching the DSA, including in relation to the dissemination of deceptive ads, such as financial scam ads.

The proliferation of such content may present a risk in relation to illegal content and consumer protection. The investigation is ongoing. On 24 October 2025, the Commission preliminarily found Meta in breach of its obligations to provide users simple mechanisms to notify illegal content.

In September 2025, the Commission sent requests for information to Google Play and Google Search related to scams and fraudulent content, for instance requesting details about their ad repositories.

The Commission continues to monitor the DSA compliance of all VLOPs and VLOSEs under its supervision and will not hesitate to use its enforcement powers under the DSA if evidence of non-compliance is found.

¹ <https://www.reset.tech/resources/clickbait-cures/>.

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