

(English version)

**Priority question for written answer P-002122/26
to the Commission
Sandro Gozi (Renew), Martin Hojsík (Renew)
(22 May 2026)**

Subject: Meta's disregard for EU rules on political advertising

Public information and data from Meta's ad library show that Slovak MEP Ľuboš Blaha continued to sponsor political content on Facebook after Meta announced the suspension of political advertising in the EU following the implementation of Regulation (EU) 2024/900 on the transparency and targeting of political advertising ⁽¹⁾.

This content, disseminated by a political figure known for his pro-Kremlin stances, reportedly reached tens of thousands of users despite the platform's stated rules on political advertising.

This situation raises serious concerns about effective compliance with EU rules on political advertising and Meta's ability to prevent their circumvention.

1. Does the Commission consider that Meta is fully complying with its online political advertising obligations under the EU regulation?
2. Has the Commission initiated, or is it considering initiating, any discussions or proceedings regarding these potential breaches?
3. What measures does the Commission intend to take to ensure the effective application of EU rules on political advertising by very large online platforms?

Submitted: 22.5.2026

**Answer given by Mr McGrath on behalf of the European Commission
(8 July 2026)**

The Commission closely monitors the application of the Political Advertising Regulation ⁽¹⁾, in cooperation with the Network of national contact points ⁽²⁾ which acts as a forum for structured cooperation and the exchange of best practices.

It is for national authorities to enforce and ensure that different actors, including sponsors, comply with their obligations under EU law.

The Commission is in contact with platforms to discuss the implications of their commercial decisions.

In October 2025, the Commission published guidelines ⁽³⁾ to support the effective implementation of the Political Advertising Regulation.

These guidelines include practical guidance and detailed explanations to help those sponsoring advertisements (ads) — such as political actors — and providers of political advertising services to comply with the rules.

The primary responsibility for declaring the political nature of ads lies with the sponsors, not with the publishers. In cases where a political ad does not fulfil the transparency requirements, the publishers must attempt to correct or complete missing transparency information, and, if necessary, withhold its dissemination until this takes place.

The Commission continues to actively work with Member States, economic operators and other stakeholders to support the smooth application of the rules.

The Commission will also organise an implementation dialogue in 2026 to draw insights as necessary from the application of the rules.

¹ Regulation (EU) 2024/900 of the European Parliament and of the Council of 13 March 2024 on the transparency and targeting of political advertising (OJ L, 2024/900, 20.3.2024, ELI: <http://data.europa.eu/eli/reg/2024/900/oj>).

⁽¹⁾ <https://eur-lex.europa.eu/eli/reg/2024/900/oj/eng>.

⁽²⁾ https://commission.europa.eu/strategy-and-policy/policies/justice-and-fundamental-rights/democracy-eu-citizenship-anti-corruption/democracy-and-electoral-rights/transparency-and-targeting-political-advertising/network-national-contact-points-transparency-and-targeting-political_en?prefLang=es.

⁽³⁾ https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:C_202505514.