

**Question for written answer E-001351/2023
to the Commission**

Rule 138

Morten Løkkegaard (Renew)

Subject: Advertising for leasing cars

With reference to the Commission's reply¹, information is provided below on the national measures in question, as regards their scope and objective, to enable the Commission to answer the questions previously asked.

The objective of Section 11b of the Marketing Practices Act is set out in the explanatory memoranda².

The scope of Section 11b of the Marketing Practices Act is set out in the Act³.

I hope that the Commission will then be able to answer my questions.

Is it contrary to Directive 2005/29/EC to introduce a blanket ban on advertising for:

1. Financial businesses (not financial services), e.g. the name of a bank or its logo, in connection with the marketing of gambling or gambling operators?
2. Leasing cars (which do not constitute a financial service) in connection with the marketing of gambling or gambling operators because an advertisement gives the name of the leasing firm, which is a financial business and which in other contexts provides financial services?
3. What action will the Commission take vis-à-vis Denmark if it considers that Section 11b of the Marketing Practices Act is contrary to Directive 2005/29/EC?

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¹ www.europarl.europa.eu/doceo/document/E-9-2021-001346-ASW_DA.html

² L 149 www.ft.dk/samling/20191/lovforslag/L149/som_fremsat.htm

³ www.retsinformation.dk/eli/ta/2022/866