

**Question for written answer E-001363/2023
to the Commission**

Rule 138

Geoffroy Didier (PPE)

Subject: Legal grey area surrounding influencer marketing in the EU

On Thursday 30 March 2023, the French National Assembly voted in favour of a proposal for legislation to combat scams and abuses by influencers on social media.

Most notably, the text legally defines what commercial influencers and influencer agents are, and it seeks to ban the advertising of surgical procedures, including aesthetic procedures, financial products and services and counterfeit goods. A code of conduct for influencers was also produced.

Although France is the first country in the world to impose obligations of this kind, other EU Member States, such as Germany, Italy and Spain, require influencers to be transparent about their sponsored content by specifically stating that it includes an advertising and financial element.

In light of these initiatives taken at national level and the Commission's work on the Digital Services Act, and in order to prevent imbalances and circumventions in the internal market, does the Commission intend to take up this matter by issuing a legislative proposal aiming to establish at EU level a common, harmonised framework for influencer marketing?

Submitted: 26.4.2023