

**Question for written answer E-003181/2023/rev.1  
to the Commission**

Rule 138

**Alexandra Geese** (Verts/ALE)

**Subject:** Microtargeted advertising campaigns by the Commission

On 15 September 2023, the Directorate-General for Migration and Home Affairs launched an advertising campaign on X (formerly Twitter) in certain Member States<sup>1234567</sup>, using sensitive data (political and religious views) to micro-target specific audiences, although the legislative process on the draft regulation to combat child sexual abuse is still ongoing. Commissioner Johansson replied that targeting messages to millions of voters and policy-makers ahead of the Council vote is ‘standard normal practice’<sup>8</sup>.

Can the Commission:

1. Indicate all microtargeted campaigns on social media during this mandate launched by the Commission to influence Parliament’s or the Council decisions?
2. Advise if there have been communications with Commissioner Breton, who is currently actively engaging with very large online platforms?
3. Advise if it shares the view that using illegal microtargeting undermines EU legislation such as the Digital Services Act<sup>9</sup>?

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<sup>1</sup> Twitter/X transparency report data: Belgium: <https://ton.twitter.com/ads-repository/ads-repository/1711840471926919539.csv>

<sup>2</sup> Czech Republic: <https://ton.twitter.com/ads-repository/ads-repository/1711837907810504751.csv>

<sup>3</sup> Finland: <https://ton.twitter.com/ads-repository/ads-repository/1711837769683619880.csv>

<sup>4</sup> Netherlands: <https://ton.twitter.com/ads-repository/ads-repository/1711840731994665240.csv>

<sup>5</sup> Portugal: <https://ton.twitter.com/ads-repository/ads-repository/1711840606450848098.csv>

<sup>6</sup> Sweden: <https://ton.twitter.com/ads-repository/ads-repository/1712470444392264139.csv>

<sup>7</sup> Slovenia: <https://ton.twitter.com/ads-repository/ads-repository/1712471208632188998.csv>

<sup>8</sup> Reply on Twitter/X: <https://twitter.com/YlvaJohansson/status/1712840885870698945>

<sup>9</sup> OJ L 277, 27.10.2022, p. 1.