

**Question for written answer E-003495/2023/rev.1
to the Commission**

Rule 138

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Subject: Targeted advertising by the Commission

NOYB, an Austrian NGO involved in digital rights advocacy, filed a complaint on Thursday 16 November 2023 about the Commission having run an advertising campaign targeting people based on their political and religious views, in breach of the GDPR¹.

It consisted of propaganda in support of a draft EU regulation which, under the guise of combating child pornography, provides for an effective ban on data encryption and would give authorities the right to conduct wholesale espionage on users' private communications.

Social media users identified as supporting patriotism, sovereignty or Christianity in particular were excluded from the campaign.

In late October, Commissioner Ylva Johansson said there had been questions raised about the legality of the targeting and gave an assurance that it was being investigated.

Can the Commission therefore:

1. Say whether that investigation has been completed and, if it has, what conclusions were drawn from it?
2. Publish the contract concluded with the online platforms for the advertising campaign?
3. Explain why patriotic and Christian profiles were excluded from the campaign?

Submitted: 29.11.2023

¹ Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation), OJ L 119, 4.5.2016, p. 1-88.