



2021/0381(COD)

19.9.2022

AMENDMENTS

140 - 409

Draft report
Sandro Gozi
(PE732.754v01-00)

Transparency and targeting of political advertising

Proposal for a regulation
(COM(2021)0731 – C9-0433/2021 – 2021/0381(COD))

Amendment 140
Edina Tóth

Proposal for a regulation
Title 1

Text proposed by the Commission

Proposal for a
REGULATION OF THE EUROPEAN
PARLIAMENT AND OF THE COUNCIL
on the transparency and targeting of
political advertising
(Text with EEA relevance)

Amendment

Proposal for a
DIRECTIVE OF THE EUROPEAN
PARLIAMENT AND OF THE COUNCIL
on the transparency and targeting of
political advertising
(Text with EEA relevance)

Or. en

Justification

The proposal aims a higher level of harmonization than what is necessary, hence, it would be better to opt for directive rather than regulation as form of legal instrument.

Amendment 141

**Alessandra Basso, Marco Campomenosi, Antonio Maria Rinaldi, Isabella Tovaglieri,
Virginie Joron, Jean-Lin Lacapelle**

Proposal for a regulation
Title 1

Text proposed by the Commission

Proposal for a
REGULATION OF THE EUROPEAN
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on the transparency and targeting of
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Amendment

Proposal for a
DIRECTIVE OF THE EUROPEAN
PARLIAMENT AND OF THE COUNCIL
on the transparency and targeting of
political advertising
(Text with EEA relevance)

(This amendment applies throughout the text. Adopting it will necessitate corresponding changes throughout.)

Or. en

Amendment 142

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria

Grapini, Paul Tang

Proposal for a regulation

Recital 1

Text proposed by the Commission

(1) The supply of and demand for political advertising are growing and increasingly cross-border in nature. A large, diversified and increasing number of services are associated with that activity, such as political consultancies, advertising agencies, “ad-tech” platforms, public relations firms, influencers and various data analytics and brokerage operators. Political advertising can take many forms including paid content, sponsored search results, paid targeted messages, promotion in rankings, promotion of something or someone integrated into content such as product placement, influencers and other endorsements. Related activities can involve for instance the dissemination of political advertising upon request of a sponsor or the publication of content against payment.

Amendment

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Or. en

Amendment 143

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 1

Text proposed by the Commission

(1) The supply of and demand for political advertising are growing and increasingly cross-border in nature. A large, diversified and increasing number of services are associated with that activity, such as political consultancies, advertising agencies, “ad-tech” platforms, public relations firms, influencers and various

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data analytics and brokerage operators. Political advertising can take many forms including paid content, sponsored search results, paid targeted messages, promotion in rankings, promotion of something or someone integrated into content such as product placement, influencers and other endorsements. Related activities can involve for instance the dissemination of political advertising upon request of a sponsor or the publication of content against payment.

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Or. en

Amendment 144

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 2

Text proposed by the Commission

(2) Political advertising can be disseminated or published through various means and media across borders. It can be disseminated or published via traditional offline media such as newspapers, television and radio, and also increasingly via online platforms, websites, mobile applications, computer games and other digital interfaces. The latter are not only particularly prone to be offered cross-border, but also raise novel and difficult regulatory and enforcement challenges. ***The use of online political advertising is strongly increasing, and certain linear offline forms of political advertising, such as radio and television, are also offered online as on-demand services.*** Political advertising campaigns tend to be organised to make use of a range of media and forms.

Amendment

(2) Political advertising can be disseminated or published through various means and media across borders ***both online and offline. It is rapidly increasing*** as it can be disseminated or published via traditional offline media such as newspapers, television and radio, and also increasingly via online platforms, websites, mobile applications, computer games and other digital interfaces. The latter are not only particularly prone to be offered cross-border, but also raise novel and difficult regulatory and enforcement challenges. Political advertising campaigns tend to be organised to make use of a range of media and forms.

Or. en

Amendment 145

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 2

Text proposed by the Commission

(2) Political advertising can be disseminated or published through various means and media across borders. It can be disseminated or published via traditional offline media such as newspapers, television and radio, and also increasingly via online platforms, websites, mobile applications, computer games and other digital interfaces. The latter are not only particularly prone to be offered cross-border, but also raise novel and difficult regulatory and enforcement challenges. The use of online political advertising is strongly increasing, and certain linear offline forms of political advertising, such as radio and television, are also offered online as on-demand services. Political advertising campaigns tend to be organised to make use of a range of media and forms.

Amendment

(2) Political advertising can be disseminated or published through various means and media across borders. It can be disseminated or published via traditional offline media such as newspapers, television and radio, and also increasingly via online platforms, websites, mobile applications, computer games and other digital interfaces, **online and offline**. The latter are not only particularly prone to be offered cross-border, but also raise novel and difficult regulatory and enforcement challenges. The use of online political advertising is strongly increasing, and certain linear offline forms of political advertising, such as radio and television, are also offered online as on-demand services. Political advertising campaigns tend to be organised to make use of a range of media and forms.

Or. en

Amendment 146

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 4

Text proposed by the Commission

(4) The need to ensure transparency is a legitimate public goal, in conformity with the values shared by the EU and its Member States pursuant to Article 2 of the Treaty on European Union ('TEU'). It is not always easy for citizens to recognise political advertisements and exercise their

Amendment

(4) The need to ensure transparency **and due diligence** is a legitimate public goal, in conformity with the values shared by the EU and its Member States pursuant to Article 2 of the Treaty on European Union ('TEU'). It is not always easy for citizens to recognise political

democratic rights in an informed manner. A high level of transparency is necessary, among others, to support an open and fair political debate and free and fair elections or referendums and to combat disinformation and unlawful interference including from abroad. Political advertising can be a vector of disinformation in particular where the advertising does not disclose its political nature, and where it is targeted. Transparency of political advertising contributes to enabling voters to better understand when they are being presented with a political advertisement on whose behalf that advertisement is being made, and how they are being targeted by an advertising service provider, so that voters are better placed to make informed choices.

advertisements and exercise their democratic rights in an informed manner. A high level of transparency ***and due diligence*** is necessary, among others, to support an open and fair political debate and free and fair elections or referendums and to combat disinformation and unlawful interference including from abroad. Political advertising can be a vector of disinformation in particular where the advertising does not disclose its political nature, and where it is targeted. Transparency of political advertising contributes to enabling voters to better understand when they are being presented with a political advertisement on whose behalf that advertisement is being made, and how they are being targeted by an advertising service provider, so that voters are better placed to make informed choices. ***In the context of political advertising, transparency has two layers: at the level of each individual ad and at the level of political campaigns. Each political ad should be recognizable by citizens and contain within it essential information about its political nature, its sponsor, and the use of targeting. Transparency at the level of political campaigns can be obtained by the creation of universal, public advertising repositories, containing all instances of political advertising, as well as detailed information about its characteristics. Due diligence obligations for sponsors and providers of political advertising services are important to ensure transparency, but also a fair distribution of burdens between all actors in the value chain of political advertising.***

Or. en

Amendment 147
Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Recital 4

Text proposed by the Commission

(4) The need to ensure transparency is a legitimate public goal, in conformity with the values shared by the EU and its Member States pursuant to Article 2 of the Treaty on European Union ('TEU'). It is not always easy for citizens to recognise political advertisements and exercise their democratic rights in an informed manner. A high level of transparency is necessary, among others, to support an open and fair political debate and free and fair elections or referendums and to combat disinformation and unlawful interference including from abroad. Political advertising can be a vector of disinformation in particular where the advertising does not disclose its political nature, **and** where it is targeted. Transparency of political advertising contributes to enabling voters to better understand when they are being presented with a political advertisement on whose behalf that advertisement is being made, **and how** they are being targeted by an advertising service provider, so that voters are better placed to make informed choices.

Amendment

(4) The need to ensure transparency is a legitimate public goal, in conformity with the values shared by the EU and its Member States pursuant to Article 2 of the Treaty on European Union ('TEU'). It is not always easy for citizens to recognise political advertisements and exercise their democratic rights in an informed manner. A high level of transparency is necessary, among others, to support an open and fair political debate and free and fair elections or referendums and to combat disinformation and unlawful interference including from abroad. Political advertising can be a vector of disinformation in particular where the advertising does not disclose its political nature, **or** where it is targeted. Transparency of political advertising contributes to enabling voters **and individuals in general** to better understand when they are being presented with a political advertisement on whose behalf that advertisement is being made, **as well as how and why** they are being targeted by an advertising service provider, so that voters are better placed to make informed choices.

Or. en

Amendment 148
Sandro Gozi, Jordi Cañas

Proposal for a regulation
Recital 4 a (new)

Text proposed by the Commission

Amendment

(4 a) Providers of advertising services which are intermediary service providers within the meaning of Regulation XXX [the DSA] involved in the presentation of political advertising on their interface or the interface of another service provider, including providers of programmatic

advertising services, should establish, implement and publish tailored policies and measures to prevent the placement of political advertising together with disinformation. Such policies and measures should be subject to independent audits and should include review of targeting and amplification criteria, screening of the interfaces through which political advertising is to be presented, enhanced transparency to sponsors or providers of political advertising services acting on behalf of sponsors with regards to the placement of their advertising, as well as participation in wider disinformation demonetisation initiatives such as the Code of practice on disinformation.

Or. en

Amendment 149
Sandro Gozi, Dita Charanzová, Jordi Cañas

Proposal for a regulation
Recital 4 b (new)

Text proposed by the Commission

Amendment

(4 b) Publishers of political advertising should establish, implement and publish tailored policies and measures to prevent the publication of political advertising containing disinformation.

Or. en

Amendment 150
Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Recital 5

Text proposed by the Commission

Amendment

(5) In the context of political advertising, targeting techniques are frequently used. Targeting *or amplification* techniques should be understood as techniques that are used either to address a tailored political advertisement only to a specific person or group of persons *or* to increase *the* circulation, reach or visibility *of a political advertisement*. Given the power and the potential for the misuse of personal data of targeting, including through microtargeting and other advanced techniques, such techniques may present particular threats to legitimate public interests, such as fairness, equal opportunities and transparency in the electoral process and the fundamental *right* to be informed in an objective, transparent and pluralistic way.

(5) In the context of political advertising, targeting, *ad delivery and amplification* techniques are frequently used. Targeting techniques should be understood as techniques that are used either to address, *disseminate or present* a tailored political advertisement only to a specific person or group of persons. *Ad delivery techniques should be understood as techniques that are used to determine the dissemination or delivery of a political advertisement to a specific person or group of persons within the targeted group, generally defined by sponsors or providers of political advertising services acting on behalf of sponsors. Amplification techniques should be understood as fully or partially automated techniques that are used to suggest or prioritise a political advertisement to increase its circulation, reach or visibility.* Given the power and the potential for the misuse of personal data of targeting, including through microtargeting and other advanced techniques, such techniques may present particular threats to legitimate public interests, such as *democratic principles*, fairness, equal opportunities and transparency in the electoral process and the fundamental *rights* to be informed in an objective, transparent and pluralistic way, *to data protection, a private life and to non-discrimination. Targeting, delivery and amplification techniques which are incompatible with fundamental rights should be prohibited.*

Or. en

Amendment 151

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini

Proposal for a regulation

Recital 5

Text proposed by the Commission

Amendment

(5) In the context of political advertising, targeting techniques are frequently used. Targeting *or amplification* techniques should be understood as techniques that are used *either to address a tailored political advertisement only to a specific person or group of persons or to increase the circulation, reach or visibility* of a political advertisement. *Given the power and the potential for the misuse of personal data of targeting, including through microtargeting and other advanced techniques, such techniques may present particular threats to legitimate public interests, such as fairness, equal opportunities and transparency in the electoral process and the fundamental right to be informed in an objective, transparent and pluralistic way.*

(5) In the context of political advertising, targeting *and ad delivery* techniques are frequently used. Targeting techniques should be understood as techniques that are used *by the sponsors of the ads to define the potential audience* of a political advertisement, *that is, a group of individuals who are eligible to be displayed the ad.* *Ad delivery techniques should be understood as techniques that are used by publishers of advertising and/or the platforms where ads are featured, to deliver advertisements to specific individuals included within the group of individuals that constitute the targeted audience.* *Automated ad delivery techniques use provided, observed and inferred data about individuals, as well as data on the content of the advertisement.* *The purpose of automated ad delivery techniques is to extract greater impact from the delivery of the ads to individuals, by delivering each advertisement to those individuals most likely to react in specific manners to the advertisement displayed to them.* *The use of these techniques often relies on the use of massive amounts of inferred data.* *The inferential analyses conducted by machine-learning algorithms deployed by platforms are not easy to understand, neither conceptually nor in the substance of the analysis, by the citizens who see ads, rendering any possible transparency measures meaningless.*

Or. en

Justification

Deleted portion is covered by new Recital 5b

Amendment 152

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Recital 5

(5) In the context of political advertising, targeting techniques are frequently used. Targeting or amplification techniques should be understood as techniques that are used either to address a tailored political advertisement only to a specific person or group of persons or to increase the circulation, reach or visibility of a political advertisement. **Given** the power and the potential for the misuse of personal data of targeting, including through microtargeting and other advanced techniques, such techniques **may** present particular threats to legitimate public interests, such as fairness, equal opportunities and transparency in the electoral process and the fundamental right to be informed in an objective, transparent and pluralistic way.

(5) In the context of political advertising, targeting techniques are frequently used. Targeting or amplification techniques should be understood as techniques that are used either to address a tailored political advertisement only to a specific person or group of persons or to increase the circulation, reach or visibility of a political advertisement. **Through** the power and the potential for the misuse of personal data of targeting, including through microtargeting and other advanced techniques, such techniques **have been used to distort electoral or consultation process. They** present particular threats to legitimate public interests, such as fairness, equal opportunities and transparency in the electoral process and the fundamental right to be informed in an objective, transparent and pluralistic way. **Such techniques, and their impact on the framing of the public debate should be closely monitored. Therefore, they should be considered as 'High-Risk AI systems' under the Artificial Intelligence Act**

Or. en

Amendment 153
Arba Kokalari

Proposal for a regulation
Recital 5

(5) In the context of political advertising, targeting techniques are frequently used. Targeting or amplification techniques should be understood as techniques that are used either to address a tailored political advertisement only to a specific person or group of persons or to increase the circulation, reach or visibility of a political advertisement. Given the power and the potential for the misuse of

(5) In the context of political advertising, targeting techniques are frequently used. Targeting or amplification techniques should be understood as techniques that are used either to address a tailored political advertisement only to a specific person or group of persons or to increase the circulation, reach or visibility of a political advertisement. Given the power and the potential for the misuse of

personal data of targeting, including through microtargeting and other advanced techniques, such techniques may ***present particular threats to legitimate public interests, such as fairness, equal opportunities and transparency*** in the electoral process and the fundamental right to be informed in an objective, transparent and pluralistic way.

personal data of targeting, including through microtargeting and other advanced techniques, such techniques may in ***certain cases have a negative impact on*** the electoral process and the fundamental right to be informed in an objective, transparent and pluralistic way. ***However, targeting and amplification techniques also have benefits to democracy, political participation and the right to be informed.***

Or. en

Amendment 154
Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation
Recital 5 a (new)

Text proposed by the Commission

Amendment

(5 a) Targeting techniques and pervasive tracking have reached a level of sophistication that allows them to profile people's preferences while respecting the European legal framework preventing the use of sensitive data. Amplification techniques have been used not only to positively influence voters perception and behaviours but also negatively through the use of deception campaign to lower voters turnouts of specific groups. Both have influenced and distorted political debate and democratic consultation by using disinformation as well as malinformation, pushing forward to specific target audiences the most appropriate narrative fitting the objectives of the sponsors of those practices. This brings critical risks in the ongoing political and societal debates that need discussion and not confrontation.

Or. en

Amendment 155

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Paul Tang

**Proposal for a regulation
Recital 5 a (new)**

Text proposed by the Commission

Amendment

(5 a) Given the power and the potential for the misuse of personal data when targeting, including through microtargeting and other advanced techniques, and delivering advertising online, the use of such techniques for the purpose of political advertising presents particular threats to legitimate public interests, such as fairness, equal opportunities and transparency in the electoral process and the fundamental rights to be informed in an objective, transparent and pluralistic way without increasing information asymmetry, polarisation and "filter bubbles" and be treated equally indifferent of sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation.

Or. en

**Amendment 156
Stelios Kouloglou, Anne-Sophie Pelletier**

**Proposal for a regulation
Recital 5 b (new)**

Text proposed by the Commission

Amendment

(5 b) Technological progress through machine learning and fine tuning of algorithms to the service of attention-seeking economy are reinforcing personal views and biases, thus undermining the basis of democratic life: the acceptance of others opinions and discussion.

Regulators should thus have the tools to spot industry practices in the field of political advertising distorting democratic life and tackle them.

Or. en

Amendment 157

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Recital 5 c (new)

Text proposed by the Commission

Amendment

(5 c) Amplification techniques in the case of political advertising have the proven capacity to inflate disinformation at critical times in democratic processes and in very short delays. It should thus be considered as 'High-Risk AI systems' under the Artificial Intelligence Act.

Or. en

Amendment 158

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 6

Text proposed by the Commission

Amendment

(6) Political advertising is currently regulated heterogeneously in the Member States, which in many cases tends to focus on traditional media forms. Specific restrictions exist including on cross-border provisions of political advertising services. Some Member States prohibit EU service providers established in other Member States from providing services of a political nature or with a political purpose during electoral periods. At the same time, gaps and loopholes in national legislation

(6) Political advertising is currently regulated heterogeneously in the Member States, which in many cases tends to focus on traditional media forms. Specific restrictions exist including on cross-border provisions of political advertising services. Some Member States prohibit EU service providers established in other Member States from providing services of a political nature or with a political purpose during electoral periods. At the same time, gaps and loopholes in national legislation

are likely to exist in some Member States resulting in political advertising sometimes being disseminated without regard to relevant national rules and thus risking undermining the objective of transparency regulation for political advertising.

are likely to exist in some Member States resulting in political advertising sometimes being disseminated without regard to relevant national rules and thus risking undermining the objective of transparency regulation for political advertising.

Therefore, advertisement campaigns that are carried out outside of official electoral periods of a Member State may also be considered as political advertisement for the purpose of this Regulation.

Or. en

Amendment 159

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Recital 6

Text proposed by the Commission

(6) Political advertising is currently regulated heterogeneously in the Member States, which in many cases tends to focus on traditional media forms. Specific restrictions exist including on cross-border provisions of political advertising services. Some Member States prohibit EU service providers established in other Member States from providing services of a political nature or with a political purpose during electoral periods. At the same time, gaps and loopholes in national legislation are likely to exist in some Member States resulting in political advertising sometimes being disseminated without regard to relevant national rules and thus risking undermining the objective of transparency regulation for political advertising.

Amendment

(6) ***Elections and referendums have already been distorted and*** political advertising is currently regulated heterogeneously in the Member States, which in many cases tends to focus on traditional media forms. Specific restrictions exist including on cross-border provisions of political advertising services. Some Member States prohibit EU service providers established in other Member States from providing services of a political nature or with a political purpose during electoral periods. At the same time, gaps and loopholes in national legislation are likely to exist in some Member States resulting in political advertising sometimes being disseminated without regard to relevant national rules and thus risking undermining the objective of transparency regulation for political advertising.

Or. en

Amendment 160

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

**Proposal for a regulation
Recital 6 a (new)**

Text proposed by the Commission

Amendment

(6 a) Providers of political advertising services should not discriminate against sponsors legally established in the Union on grounds of their place of residence or establishment, as it would harm the possibility for the conduction of cross-border political campaigns, essential to foster a European public sphere. Refusal to provide services in a Member State where providers of political advertising services do not conduct business does not constitute discrimination.

Or. en

**Amendment 161
Stelios Kouloglou, Anne-Sophie Pelletier**

**Proposal for a regulation
Recital 6 a (new)**

Text proposed by the Commission

Amendment

(6 a) The Code of Practice on disinformation of 2018, while signed by major online platforms and advertisers has not been able to alleviate concerns, and must therefore be completed by strong Internal market instruments harmonising political advertising rules, oversight and sanctions, but also strengthening data protections rules.

Or. en

**Amendment 162
Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang**

Proposal for a regulation
Recital 8

Text proposed by the Commission

(8) This situation leads to the fragmentation of the internal market, decreases legal certainty for providers of political advertising services preparing, placing, publishing or disseminating political advertisements, creates barriers to the free movement of related services, distorts competition in the internal market, including between offline and online service providers, and requires complex compliance efforts and additional costs for relevant service providers.

Amendment

(8) This situation leads to the fragmentation of the internal market, decreases legal certainty for providers of political advertising services preparing, placing, publishing or disseminating political advertisements, creates barriers to the free movement of related services, distorts competition in the internal market, including between offline and online service providers ***as a consequence of the disparity of compliance obligations***, and requires complex compliance efforts and additional costs for relevant service providers.

Or. en

Amendment 163

Alessandra Basso, Marco Campomenosi, Antonio Maria Rinaldi, Isabella Tovaglieri, Virginie Joron, Jean-Lin Lacapelle

Proposal for a regulation
Recital 8

Text proposed by the Commission

(8) This situation leads to the fragmentation of the internal market, decreases legal certainty for providers of political advertising services preparing, placing, publishing or disseminating political advertisements, creates barriers to the free movement of related services, distorts competition in the internal market, ***including*** between ***offline and*** online service providers, and requires complex compliance efforts and additional costs for relevant service providers.

Amendment

(8) This situation leads to the fragmentation of the internal market, decreases legal certainty for providers of political advertising services preparing, placing, publishing or disseminating political advertisements, creates barriers to the free movement of related services, distorts competition in the internal market, between online service providers, and requires complex compliance efforts and additional costs for relevant service providers.

Or. en

Amendment 164

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 9

Text proposed by the Commission

(9) In this context, providers of political advertising services are likely to be discouraged from providing their political advertising services in cross-border situations. This is particularly true for microenterprises and SMEs, which often do not have the resources to absorb or pass on the high compliance costs connected to the preparation, placement, publication or dissemination of political advertising in more than one Member State. This limits the availability of services and negatively impacts the possibility for service providers to innovate and offer multi-medium and multi-national campaigns within the internal market.

Amendment

(9) In this context, providers of political advertising services are likely to be discouraged from providing their political advertising services in cross-border situations. This is particularly true for microenterprises and SMEs, which often do not have the resources to absorb or pass on the high compliance costs connected to the preparation, placement, ***promotion***, publication or dissemination of political advertising in more than one Member State. This limits the availability of services and negatively impacts the possibility for service providers to innovate and offer multi-medium and multi-national campaigns within the internal market.

Or. en

Amendment 165

Alessandra Basso, Marco Campomenosi, Antonio Maria Rinaldi, Isabella Tovaglieri, Virginie Joron, Jean-Lin Lacapelle

Proposal for a regulation

Recital 11

Text proposed by the Commission

(11) Member States should not ***maintain or*** introduce, in their national laws, provisions ***diverging from*** those laid down in this Regulation, ***in particular more or less stringent provisions to ensure a different level of transparency in political advertising***. Full harmonisation of the transparency requirements linked to political advertisement increases legal certainty and reduces the fragmentation of the obligations that service providers meet

Amendment

(11) Member States should not introduce, in their national laws, provisions ***in contrast with*** those laid down in this Regulation. ***The*** harmonisation of the transparency requirements linked to political advertisement increases legal certainty and reduces the fragmentation of the obligations that service providers meet in the context of political advertising.

in the context of political advertising.

Or. en

Amendment 166

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Recital 11

Text proposed by the Commission

(11) Member States should not maintain or introduce, in their national laws, provisions diverging from those laid down in this Regulation, in particular ***more or*** less stringent provisions to ensure a different level of transparency in political advertising. Full harmonisation of the transparency requirements linked to political advertisement increases legal certainty and reduces the fragmentation of the obligations that service providers meet in the context of political advertising.

Amendment

(11) Member States should not maintain or introduce, in their national laws, provisions diverging from those laid down in this Regulation, in particular less stringent provisions to ensure a different level of transparency in political advertising. Full harmonisation of the transparency requirements linked to political advertisement increases legal certainty and reduces the fragmentation of the obligations that service providers meet in the context of political advertising.

Or. en

Amendment 167

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 12

Text proposed by the Commission

(12) Full harmonisation of the transparency requirements should be without prejudice to the freedom of providers of political advertising services to provide on a voluntary basis further information on political advertising, ***as part of the freedom of expression protected under Article 11 of the Charter of Fundamental Rights.***

Amendment

(12) Full harmonisation of the transparency requirements should be without prejudice to the freedom of providers of political advertising services to provide on a voluntary basis further information on political advertising.

Amendment 168

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 13

Text proposed by the Commission

(13) This Regulation should not affect the substantive content of political advertising nor rules regulating the *display* of political advertising including so-called silence periods preceding elections or referendums.

Amendment

(13) This Regulation should not affect the substantive content of political advertising nor *Union or Member States* rules regulating the *content of political advertisement, presentation* of political advertising, including so-called silence periods preceding elections or referendums, *and rules regarding the organisation and conduct of political campaigning*.

Amendment 169

Sandro Gozi, Dita Charanzová, Jordi Cañas

Proposal for a regulation

Recital 13 a (new)

Text proposed by the Commission

Amendment

(13 a) The specific needs of micro, small and medium-size enterprises should be taken into account in the application and enforcement of this Regulation, in line with the principle of proportionality. The notion of micro, small and medium-sized enterprises should be understood within the meaning of Directive 2013/34/EU.

Amendment 170

Proposal for a regulation
Recital 14

Text proposed by the Commission

(14) The Regulation should provide for harmonised transparency **requirement** applicable to economic actors providing political advertising and related services (i.e. activities that are normally provided for remuneration); those services consist in particular of the preparation, placement, promotion, publication and dissemination of political advertising. The rules of this Regulation that provide for a high level of transparency of political advertising services are based on Article 114 of the TFEU. This Regulation should also address the use of targeting and **amplification** techniques in the context of the publication, dissemination or promotion of political advertising that involve the processing of personal data. The rules of this Regulation that address the use of targeting and **amplification** are based on Article 16 of the TFEU. Political advertising directed to individuals in a Member State should include advertising entirely prepared, placed **or** published by service providers established outside the Union but disseminated to individuals in the Union. To determine whether a political advertisement is directed to individuals in a Member State, account should be taken of factors linking it to that Member State, including language, context, objective of the advertisement and its means of dissemination.

Amendment

(14) The Regulation should provide for harmonised transparency **and due diligence requirements** applicable to economic actors providing political advertising and related services (i.e. activities that are normally provided for remuneration); those services consist in particular of the preparation, placement, promotion, publication and dissemination of political advertising. The rules of this Regulation that provide for a high level of transparency of political advertising services are based on Article 114 of the TFEU. This Regulation should also address the use of targeting and **ad delivery** techniques in the context of the publication, dissemination or promotion of political advertising that involve the processing of personal data. The rules of this Regulation that address the use of targeting and **ad delivery** are based on Article 16 of the TFEU. Political advertising directed to individuals in a Member State should include advertising entirely prepared, placed, **promoted**, published **or disseminated** by service providers established outside the Union but disseminated to individuals in the Union. To determine whether a political advertisement is directed to individuals in a Member State, account should be taken of factors linking it to that Member State, including language, context, objective of the advertisement and its means of dissemination.

Or. en

Amendment 171
Alexandra Geese

Proposal for a regulation

Recital 14

Text proposed by the Commission

(14) The Regulation should provide for harmonised transparency requirement applicable to economic actors providing political advertising and related services (i.e. activities that are normally provided for remuneration); those services consist in particular of the preparation, placement, promotion, publication and dissemination of political advertising. The rules of this Regulation that provide for a high level of transparency of political advertising services are based on Article 114 of the TFEU. This Regulation should also address the use of targeting and amplification techniques in the context of the publication, dissemination or promotion of political advertising that involve the processing of personal data. The rules of this Regulation that address the use of targeting and amplification are based on Article 16 of the TFEU. Political advertising directed to individuals in a Member State should include advertising entirely prepared, placed or published by service providers established outside the Union but disseminated to individuals in the Union. To determine whether a political advertisement is directed to individuals in a Member State, account should be taken of factors linking it to that Member State, including language, context, objective of the advertisement and its means of dissemination.

Amendment

(14) The Regulation should provide for harmonised transparency requirement applicable to economic actors providing political advertising and related services (i.e. activities that are normally provided for remuneration); those services consist in particular of the preparation, placement, promotion, publication, **delivery**, and dissemination of political advertising. The rules of this Regulation that provide for a high level of transparency of political advertising services are based on Article 114 of the TFEU. This Regulation should also address the use of targeting and amplification techniques in the context of the publication, dissemination, **delivery**, or promotion of political advertising that involve the processing of personal data. The rules of this Regulation that address the use of targeting and amplification are based on Article 16 of the TFEU. Political advertising directed to individuals in a Member State should include advertising entirely prepared, placed or published by service providers established outside the Union but disseminated to individuals in the Union. To determine whether a political advertisement is directed to individuals in a Member State, account should be taken of factors linking it to that Member State, including language, context, objective of the advertisement and its means of dissemination.

Or. en

Amendment 172

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Recital 14

(14) The Regulation should provide for harmonised transparency requirement applicable to ***economic*** actors providing political advertising and related services (i.e. activities that are normally provided for remuneration); those services consist in particular of the preparation, placement, promotion, publication and dissemination of political advertising. The rules of this Regulation that provide for a high level of transparency of political advertising services are based on Article 114 of the TFEU. This Regulation should also address the use of targeting and amplification techniques in the context of the publication, dissemination or promotion of political advertising that involve the processing of ***personal*** data. The rules of this Regulation that address the use of targeting and amplification are based on Article 16 of the TFEU. Political advertising directed to individuals in a Member State should include advertising entirely prepared, placed or published by service providers established outside the Union but disseminated to individuals in the Union. To determine whether a political advertisement is directed to individuals in a Member State, account should be taken of factors linking it to that Member State, including language, context, objective of the advertisement and its means of dissemination.

(14) The Regulation should provide for harmonised transparency requirement applicable to actors providing political advertising and related services (i.e. activities that are normally provided for remuneration); those services consist in particular of the preparation, placement, promotion, publication and dissemination of political advertising. The rules of this Regulation that provide for a high level of transparency of political advertising services are based on Article 114 of the TFEU. This Regulation should also address the use of targeting and amplification techniques in the context of the publication, dissemination or promotion of political advertising that involve the processing of data. The rules of this Regulation that address the use of targeting and amplification are based on Article 16 of the TFEU. Political advertising directed to individuals in a Member State should include advertising entirely prepared, placed or published by service providers established outside the Union but disseminated to individuals in the Union. To determine whether a political advertisement is directed to individuals in a Member State, account should be taken of factors linking it to that Member State, including language, context, objective of the advertisement and its means of dissemination.

Or. en

Amendment 173

Sandro Gozi, Dita Charanzová, Jordi Cañas

Proposal for a regulation Recital 14 a (new)

(14 a) The specificities of the medium of

publication or dissemination of the political advertisement should be taken into account in the application of this Regulation, in particular to adapt the modalities to television, radio and newspapers as the case may be, in compliance with EU law.

Or. en

Amendment 174
Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation
Recital 15

Text proposed by the Commission

(15) There is no existing definition of political advertising or political advertisement at Union level. A common definition is needed to establish the scope of application of the harmonised transparency obligations and rules on targeting and amplification. This definition should cover the many forms that political advertising can take and any means and mode of publication or dissemination within the Union, regardless of whether the source is located within the Union or in a third country.

Amendment

(15) There is no existing definition of political advertising or political advertisement at Union level. A common definition is needed to establish the scope of application of the harmonised transparency obligations and rules on targeting and amplification. This definition should cover the ***intention to influence, the*** many forms that political advertising can take and any means and mode of publication or dissemination within the Union, regardless of whether the source is located within the Union or in a third country.

Or. en

Amendment 175
Arba Kokalari

Proposal for a regulation
Recital 16

Text proposed by the Commission

(16) The definition of political advertising should include advertising published or disseminated directly or

Amendment

(16) The definition of political advertising should include advertising published or disseminated directly or

indirectly by or published or disseminated directly or indirectly for or on behalf of a political actor. Since advertisements by, for or on behalf of a political actor cannot be detached from their activity in their role as political actor, they can be presumed to be liable to influence the political debate, except for messages of purely private or purely commercial nature.

indirectly by or published or disseminated directly or indirectly for or on behalf of a political actor. Since advertisements by, for or on behalf of a political actor cannot be detached from their activity in their role as political actor, they can be presumed to be liable to influence the political debate, except for messages of purely private or purely commercial nature, ***and of any editorial content, even when it is political, but is under a media service provider in print.***

Or. en

Amendment 176

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation Recital 16

Text proposed by the Commission

(16) The definition of political advertising should include advertising published or disseminated directly or indirectly by or published or disseminated directly or indirectly for or on behalf of a political actor. Since advertisements by, for or on behalf of a political actor cannot be detached from their activity in their role as political actor, they can be presumed to be liable to influence the political debate, except for messages of purely private or purely commercial nature.

Amendment

(16) The definition of political advertising should include advertising ***presented, promoted,*** published or disseminated directly or indirectly by or ***presented, promoted,*** published or disseminated directly or indirectly for or on behalf of a political actor. Since advertisements by, for or on behalf of a political actor cannot be detached from their activity in their role as political actor, they can be presumed to be liable to influence the political debate, except for messages of purely private or purely commercial nature.

Or. en

Amendment 177

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 16

Text proposed by the Commission

(16) The definition of political advertising should include advertising published or disseminated directly or indirectly by or published or disseminated directly or indirectly for or on behalf of a political actor. Since advertisements by, for or on behalf of a political actor cannot be detached from their activity in their role as political actor, they can be presumed to be **liable** to influence the political debate, except for messages of purely private or purely commercial nature.

Amendment

(16) The definition of political advertising should include advertising **prepared**, published, **delivered** or disseminated directly or indirectly by or published, **delivered** or disseminated directly or indirectly for or on behalf of a political actor. Since advertisements by, for or on behalf of a political actor cannot be detached from their activity in their role as political actor, they can be presumed to be **likely** to influence the political debate, except for messages of purely private or purely commercial nature.

Or. en

Amendment 178

Alessandra Basso, Marco Campomenosi, Antonio Maria Rinaldi, Isabella Tovaglieri, Virginie Joron, Jean-Lin Lacapelle

Proposal for a regulation

Recital 16

Text proposed by the Commission

(16) The definition of political advertising should include advertising published or disseminated directly or indirectly by or published or disseminated directly or indirectly for or on behalf of a political actor. Since advertisements by, for or on behalf of a political actor cannot be detached from their activity in their role as political actor, they can be presumed to be liable to influence the political debate, except for messages of purely private or purely commercial nature.

Amendment

(16) The definition of political advertising should include advertising published or disseminated directly or indirectly by or published or disseminated directly or indirectly, **upon financial remuneration**, for or on behalf of a political actor. Since advertisements by, for or on behalf of a political actor cannot be detached from their activity in their role as political actor, they can be presumed to be liable to influence the political debate, except for messages of purely private or purely commercial nature.

Or. en

Amendment 179

Virginie Joron, Alessandra Basso, Jean-Lin Lacapelle, Isabella Tovaglieri, Markus Buchheit, Tom Vandendriessche, Antonio Maria Rinaldi, Marco Campomenosi

Proposal for a regulation
Recital 17

Text proposed by the Commission

(17) The publication or dissemination **by other actors** of a message that is liable to influence the outcome of an election or referendum, legislative or regulatory process or voting behaviour should **also** constitute political advertising. ***In order to determine whether the publication or dissemination of a message is liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour, account should be taken of all relevant factors such as the content of the message, the language used to convey the message, the context in which the message is conveyed, the objective of the message and the means by which the message is published or disseminated. Messages on societal or controversial issues may, as the case may be, be liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.***

Amendment

(17) The publication or dissemination of a message that is liable to influence the outcome of an election or referendum, legislative or regulatory process or voting behaviour should constitute political advertising.

Or. fr

Amendment 180

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation
Recital 17

Text proposed by the Commission

(17) The publication or dissemination by other actors of a message that is liable to influence the outcome of an election or referendum, legislative or regulatory process or voting behaviour should also constitute political advertising. In order to

Amendment

(17) The ***promotion***, publication or dissemination by other actors of a message that is liable to influence the outcome of an election or referendum, legislative or regulatory process or voting behaviour ***at Union, national, regional, local or at a***

determine whether the publication or dissemination of a message is liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour, account should be taken of all relevant factors such as the content of the message, the language used to convey the message, the context in which the message is conveyed, the objective of the message and the means by which the message is published or disseminated. Messages on societal or controversial issues **may, as the case may be, be** liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

political party level, should also constitute political advertising. In order to determine whether the **promotion**, publication or dissemination of a message is liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour, account should be taken of all relevant factors such as the content of the message, the language used to convey the message, the **potential audience targeted by the sponsor, the** context in which the message is conveyed, the objective of the message and the means by which the message is **promoted**, published or disseminated. Messages on societal or controversial issues **are** liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour **and should fall within the scope of this Regulation**.

Or. en

Amendment 181

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Recital 17

Text proposed by the Commission

(17) The publication or dissemination by other actors of a message that is liable to influence the outcome of an election or referendum, legislative or regulatory process or voting behaviour should also constitute political advertising. In order to determine whether the publication or dissemination of a message is liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour, account should be taken of all relevant factors such as the content of the message, the language used to convey the message, the context in which the message is conveyed, the objective of the message and the means by which the message is published or

Amendment

(17) The publication or dissemination by other actors of a message that is liable **and designed** to influence the outcome of an election or referendum, legislative or regulatory process or voting behaviour should also constitute political advertising. In order to determine whether the publication or dissemination of a message is liable **and designed** to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour, account should be taken of all relevant factors such as **the sponsor of the message**, the content of the message, the language used to convey the message, the context in which the message is conveyed, the objective of the message and the means

disseminated. Messages on societal or controversial issues may, as the case may be, be liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

by which the message is published or disseminated. Messages on societal or controversial issues may, as the case may be, be liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

Or. en

Amendment 182

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 17

Text proposed by the Commission

(17) The publication or dissemination by other actors of a message that is **liable** to influence the outcome of an election or referendum, legislative or regulatory process or voting behaviour should also constitute political advertising. In order to determine whether the publication or dissemination of a message is **liable** to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour, account should be taken of all relevant factors such as the content of the message, the language used to convey the message, the context in which the message is conveyed, the objective of the message and the means by which the message is published or disseminated. Messages on societal or controversial issues may, as the case may be, be **liable** to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

Amendment

(17) The publication, **delivery** or dissemination by other actors of a message that is **likely** to influence the outcome of an election or referendum, legislative or regulatory process or voting behaviour should also constitute political advertising. In order to determine whether the publication or dissemination of a message is **likely** to influence the outcome of an election or referendum, a legislative or regulatory process, or voting behaviour, account should be taken of all relevant factors such as the content of the message, the language used to convey the message, the context in which the message is conveyed, the objective of the message and the means by which the message is published or disseminated. Messages on societal or controversial issues may, as the case may be, be **likely** to influence the outcome of an election or referendum, a legislative or regulatory process, or voting behaviour.

Or. en

Amendment 183

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation
Recital 17

Text proposed by the Commission

(17) The publication or dissemination by other actors of a message that is liable to influence the outcome of an election or referendum, legislative or regulatory process or voting behaviour should also constitute political advertising. In order to determine whether the publication or dissemination of a message is liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour, account should be taken of all relevant factors such as the content of the message, the language used to convey the message, the context in which the message is conveyed, the objective of the message and the means by which the message is published or disseminated. Messages on societal or controversial issues may, as the case may be, be liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

Amendment

(17) The publication or dissemination by other actors of a message that is liable to influence the outcome of an election or referendum, legislative or regulatory process or voting behaviour should also constitute political advertising. In order to determine whether the publication or dissemination of a message is liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour, account should be taken of all relevant factors such as the ***intention to influence, the*** content of the message, the language used to convey the message, the context in which the message is conveyed, the objective of the message and the means by which the message is published or disseminated. Messages on societal or controversial issues may, as the case may be, be liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

Or. en

Amendment 184

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation
Recital 17 a (new)

Text proposed by the Commission

Amendment

(17 a) Communication of a political party with its members is an inherent part of the membership in a political party and should not constitute political advertising.

Or. en

Amendment 185

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 18

Text proposed by the Commission

Amendment

(18) Practical information from official sources regarding the organisation and modalities for participation in the elections or referendums should not constitute political advertising. **deleted**

Or. en

Amendment 186

Sandro Gozi, Dita Charanzová, Jordi Cañas

Proposal for a regulation

Recital 19

Text proposed by the Commission

Amendment

(19) Political views expressed in the programmes of audiovisual linear broadcasts or published in *printed* media *without direct payment or equivalent remuneration* should not be covered by this Regulation.

(19) Political views *and opinions* expressed *for journalistic purposes or under the editorial responsibility of a service provider*, in the programmes of *audio and* audiovisual *media including* linear *and non-linear* broadcasts or published in *print or in online* media, *should not be considered political advertising and* should not be covered by this Regulation, *if no payment is provided specifically for the expression of the views or opinions. Such political views and opinions which are additionally promoted, published or disseminated by service provider should in any case be considered to be political advertising. Journalistic practices established either in national law or by media and press councils in accordance with Union law, including the Charter of Fundamental Rights, should apply. Any form of surreptitious*

advertising should be prohibited.

Or. en

Amendment 187

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Recital 19

Text proposed by the Commission

(19) Political views expressed in the programmes of audiovisual linear broadcasts or published in printed media without direct payment or equivalent remuneration should not be covered by this Regulation.

Amendment

(19) ***Medias contribute to the well functioning of democratic processes and play an essential role in the freedom of expression and right to information. They provide a space for public debate and contribute to public opinion-forming. This Regulation should therefore not affect medias editorial freedom.*** Political views expressed ***under editorial responsibility*** or in the programmes of audiovisual linear broadcasts or published in printed media without direct payment or equivalent remuneration should not be covered by this Regulation.

Or. en

Amendment 188

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 19

Text proposed by the Commission

(19) Political views expressed ***in the programmes of audiovisual linear broadcasts or published in printed*** media without direct payment or equivalent remuneration should not be covered by this Regulation.

Amendment

(19) Political views expressed ***under the editorial responsibility of a media service provider*** without direct payment or equivalent remuneration should not be covered by this Regulation. ***Editorial responsibility should be understood as the exercise of effective control both over the selection of the programmes or press***

*publications and over their organisation,
for the purposes of the provision of a
media service*

Or. en

Amendment 189
Arba Kokalari

Proposal for a regulation
Recital 19

Text proposed by the Commission

(19) Political views expressed in the programmes of audiovisual linear broadcasts or published in printed media without direct payment or equivalent remuneration should not be covered by this Regulation.

Amendment

(19) Political views expressed in the programmes of audiovisual linear broadcasts or published in printed media without direct payment or equivalent remuneration should not be covered by this Regulation. ***The Regulation shall not affect the media's editorial freedom or freedom of speech.***

Or. en

Amendment 190
Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Recital 19

Text proposed by the Commission

(19) Political views expressed in the programmes of audiovisual linear broadcasts or published in printed media without direct payment or equivalent remuneration should not be covered by this Regulation.

Amendment

(19) Political views expressed ***or disseminated*** in the programmes of audiovisual linear broadcasts or published in printed media without direct payment or equivalent remuneration should not be covered by this Regulation.

Or. en

Amendment 191

Edina Tóth

Proposal for a regulation

Recital 20

Text proposed by the Commission

(20) For the purpose of this Regulation, election should be understood as the elections to the European Parliament as well as ***all elections or*** referendums organised at ***national, regional and local level in the Member States and elections to establish political party leadership***. It should not include other forms of elections such as privately organised ballots.

Amendment

(20) For the purpose of this Regulation, election should be understood as the elections to the European Parliament as well as referendums organised at ***European Union*** level. It should not include other forms of elections such as privately organised ballots.

Or. en

Justification

The procedure related to the election system belongs to the competence of Member States. Union law in this regard can only be complementary to national law, respecting the principles of subsidiarity and proportionality.

Amendment 192

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 21

Text proposed by the Commission

(21) ***It is necessary to define political advertisement as an instance of political advertising. Advertisements include the means by which the advertising message is communicated, including in print, by broadcast media or via an online platforms service.***

Amendment

deleted

Or. en

Amendment 193

Virginie Joron, Alessandra Basso, Jean-Lin Lacapelle, Isabella Tovaglieri, Markus

Proposal for a regulation

Recital 21

Text proposed by the Commission

(21) It is necessary to define political advertisement as an instance of political advertising. Advertisements include the means by which the advertising message is communicated, ***including in print, by broadcast media or*** via an online platforms service.

Amendment

(21) It is necessary to define political advertisement as an instance of political advertising. Advertisements include the means by which the advertising message is communicated via an online platforms service.

Or. fr

Amendment 194

Edina Tóth

Proposal for a regulation

Recital 22

Text proposed by the Commission

(22) Political actors within the meaning of this Regulation should refer to concepts defined under Union law, ***as well as under national law in line with international legal instruments such as those of the Council of Europe.*** The concept of political parties should include their affiliated and subsidiary entities established, with or without legal personality, in order to support them or pursue their objectives, for instance by engaging with a specific group of voters or for a specific electoral purpose.

Amendment

(22) Political actors within the meaning of this Regulation should refer to concepts defined under Union law ***for elections of the European Parliament.*** The concept of political parties should include their affiliated and subsidiary entities established, with or without legal personality, in order to support them or pursue their objectives, for instance by engaging with a specific group of voters or for a specific electoral purpose.

Or. en

Amendment 195

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 23

Text proposed by the Commission

(23) The concept of political actors should also include unelected officials, elected officials, candidates and members of Government at European, national, regional or local level. Other political organisations should also be included in that definition.

Amendment

(23) The concept of political actors should also include unelected officials, elected officials, candidates and members of Government at European, national, regional or local level, ***as well as governments, parliaments, Union bodies and international or intergovernmental organisations***. Other political organisations should also be included in that definition.

Or. en

Amendment 196

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 23

Text proposed by the Commission

(23) The concept of political actors should also include unelected officials, elected officials, candidates and members of Government at European, national, regional or local level. Other political organisations should also be included in that definition.

Amendment

(23) The concept of political actors should also include unelected officials, elected officials, candidates and members of Government at European, national, regional or local level. Other political organisations ***such as lobbying organisations and think tanks*** should also be included in that definition.

Or. en

Amendment 197

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 24

Text proposed by the Commission

Amendment

(24) An advertising campaign should refer to the preparation, publication and dissemination of a series of linked advertisements in the course of a contract for political advertising, on the basis of common preparation, sponsorship and funding. It should include the preparation, placement, promotion, publication and dissemination of an advertisement or versions of an advertisement on different media and at different times within the same electoral cycle.

(24) An advertising campaign should refer to the preparation, **placement, promotion**, publication and dissemination of a series of linked advertisements in the course of a contract for political advertising, on the basis of common preparation, sponsorship and funding. It should include the preparation, placement, promotion, publication and dissemination of an advertisement or versions of an advertisement on different media and at different times within the same electoral cycle.

Or. en

Amendment 198

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 24

Text proposed by the Commission

(24) An advertising campaign should refer to the preparation, publication and dissemination of a series of linked advertisements ***in the course of a contract*** for political advertising, on the basis of common preparation, sponsorship and funding. It should include the preparation, placement, promotion, publication and dissemination of an advertisement or versions of an advertisement on different media and at different times within the same electoral cycle.

Amendment

(24) An advertising campaign should refer to the preparation, publication and dissemination of a series of linked advertisements for political advertising, on the basis of common preparation, sponsorship and funding. It should include the preparation, placement, promotion, publication, ***delivery*** and dissemination of an advertisement or versions of an advertisement on different media and at different times within the same electoral cycle ***or legislative process***.

Or. en

Amendment 199

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 25

Text proposed by the Commission

Amendment

(25) The definition of political advertising should not affect national definitions of political party, political aims or campaign periods at national level.

(25) The definition of political advertising should not affect national definitions of political party, political aims or ***political*** campaign periods at national level.

Or. en

Amendment 200

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 26

Text proposed by the Commission

Amendment

(26) In order to cover the broad range of relevant service providers connected to political advertising services, providers of political advertising services should be understood as comprising providers involved in the preparation, placement, promotion, publication and dissemination of political advertising.

(26) In order to cover the broad range of relevant service providers connected to political advertising services, providers of political advertising services should be understood as comprising providers involved in the preparation ***such as the design and planning of an advertisement or campaign, or in the*** placement, promotion, publication ***delivery*** and dissemination of political advertising.

Or. en

Amendment 201

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 27

Text proposed by the Commission

Amendment

(27) The notion of political advertising services should not include messages that are shared by individuals in their purely personal capacity. Individuals should not

(27) The notion of political advertising services should not include messages that are shared by individuals in their purely personal capacity. Individuals should not

be considered as acting in their personal capacity if they are publishing messages the dissemination or publication of which *is paid for by another*.

be considered as acting in their personal capacity if they are publishing messages the dissemination or publication of which *involves remuneration or benefits in kind from third parties*.

Or. en

Amendment 202

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 28

Text proposed by the Commission

(28) Once an advertisement is indicated as being connected to political advertising, this should be clearly indicated to other service providers involved in the political advertising services. In addition, once an advertisement has been identified as political advertisement, its further dissemination should still comply with transparency requirements. For instance, when *sponsored content* is shared organically, the advertising should still *be labelled* as political advertising.

Amendment

(28) Once an advertisement is indicated as being connected to political advertising, this should be clearly indicated to other service providers involved in the political advertising services. In addition, once an advertisement has been identified as political advertisement, its further dissemination should still comply with transparency requirements. For instance, when *political advertising as defined in this regulation* is shared organically, the advertising should still *include its label identifying it* as political advertising *and providing additional information*.

Or. en

Amendment 203

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 28

Text proposed by the Commission

(28) Once an advertisement is indicated as being connected to political advertising, this should be clearly indicated to other

Amendment

(28) Once an advertisement is indicated as being connected to political advertising, this should be clearly *and without delay*

service providers involved in the political advertising services. In addition, once an advertisement has been identified as political advertisement, its further dissemination should still comply with transparency requirements. For instance, when sponsored content is shared organically, the advertising should still be labelled as political advertising.

indicated to other service providers involved in the political advertising services. In addition, once an advertisement has been identified as political advertisement, its further dissemination should still comply with transparency requirements. For instance, when sponsored content is shared organically, the advertising should still be labelled as political advertising.

Or. en

Amendment 204

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Recital 29

Text proposed by the Commission

(29) The rules on transparency laid down in this Regulation should only apply to political advertising services, i.e. political advertising that is normally provided against remuneration, which may include a benefit in kind. The transparency requirements should not apply to content uploaded by a user of an online intermediary service, such as an online platform, and disseminated by the online intermediary service without consideration for the placement, publication or dissemination for the specific message, unless the user has been remunerated by a third party for the political advertisement.

Amendment

(29) The rules on transparency laid down in this Regulation should only apply to political advertising services, i.e. political advertising that is normally provided against remuneration, which may include a ***benefit or expected*** benefit in kind. The transparency requirements should not apply to content uploaded by a user of an online intermediary service, such as an online platform, and disseminated by the online intermediary service without consideration for the placement, publication or dissemination for the specific message, unless the user has been remunerated ***or received benefit in kind*** by a third party for the political advertisement.

Or. en

Amendment 205

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 29

Text proposed by the Commission

(29) The rules on transparency laid down in this Regulation should only apply to political advertising services, i.e. political advertising that is normally provided against remuneration, which may include a benefit in kind. The transparency requirements should not apply to content uploaded by a user of an online intermediary service, such as an online platform, and disseminated by the online intermediary service without consideration for the placement, publication or dissemination for the specific message, unless the user has been remunerated by a third party for the political advertisement.

Amendment

(29) The rules on transparency laid down in this Regulation should only apply to political advertising services, i.e. political advertising that is normally provided against remuneration, which may include a benefit in kind. The transparency requirements should not apply to content uploaded by a user of an online intermediary service, such as an online platform, and disseminated by the online intermediary service without consideration for the placement, publication, **delivery**, or dissemination for the specific message, unless the user has been remunerated by a third party for the political advertisement.

Or. en

Amendment 206

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 30

Text proposed by the Commission

(30) The transparency requirements should also not apply to the sharing of information through electronic communication services such as electronic message services or telephone calls, as long as no political advertising service is involved.

Amendment

(30) The transparency requirements should also not apply to the sharing of information through electronic **interpersonal** communication services such as electronic message services or telephone calls, as long as no political advertising service is involved.
The transparency requirement should apply however, when making available information to a potentially unlimited number of persons, that is, making the information easily accessible to users in general without further action by the individual or entity providing the information being required, irrespective of whether those persons actually access the information in question. Accordingly, where access to information requires

registration or admittance to a group of users, the transparency requirements only apply where users seeking to access the information are automatically registered or admitted without a human decision on whom to grant access.

Or. en

Amendment 207

Virginie Joron, Alessandra Basso, Jean-Lin Lacapelle, Isabella Tovaglieri, Markus Buchheit, Tom Vandendriessche, Antonio Maria Rinaldi, Marco Campomenosi

Proposal for a regulation Recital 30

Text proposed by the Commission

(30) The transparency requirements should also not apply to the sharing of information through electronic communication services such as electronic message services or telephone calls, *as long as no political advertising service is involved.*

Amendment

(30) The transparency requirements should also not apply to the sharing of information through electronic communication services such as electronic message services or telephone calls.

Or. fr

Amendment 208

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation Recital 31

Text proposed by the Commission

(31) Freedom of expression as protected by Article 11 of the Charter of Fundamental Rights covers an individual's right to hold political opinions, receive and impart political information and share political ideas. Every limitation to it has to comply with Article 52 of the Charter of Fundamental Rights and that freedom can be subject to modulations and restrictions

Amendment

(31) Freedom of expression as protected by Article 11 of the Charter of Fundamental Rights covers an individual's right to hold political opinions, receive and impart political information and share political ideas. Every limitation to it has to comply with Article 52 of the Charter of Fundamental Rights and that freedom can be subject to modulations and restrictions

where they are justified by the pursuit of a legitimate public interest and comply with the general principles of EU law, such as proportionality and legal certainty. ***That is inter alia the case where the political ideas are communicated through advertising service providers.***

where they are justified by the pursuit of a legitimate public interest and comply with the general principles of EU law, such as proportionality and legal certainty.

Or. en

Amendment 209

Pablo Arias Echeverría, Marion Walsmann, Tom Vandenkendelaere

Proposal for a regulation Recital 31 a (new)

Text proposed by the Commission

Amendment

(31 a) Given the importance of political advertising, it is essential that this Regulation ensures a regulatory framework which ensures full, equal and unrestricted access to political advertising and its required transparency information for all recipients of services, including persons with disabilities. Therefore, it is important that accessibility requirements for providers of political advertising services are consistent with existing Union law, such as the European Accessibility Act and the Web Accessibility Directive and that Union law is further developed, so that no one is left behind as result of digital innovation.

Or. en

Amendment 210 Antonius Manders

Proposal for a regulation Recital 31 a (new)

Text proposed by the Commission

Amendment

(31 a) In view of the importance of

political advertising for transparent democracies in the Union and stability of its internal market, all political actors should have equal access to political advertising. Therefore, Member States should, inter alia, financially support all political actors equally in political advertising.

Or. en

Amendment 211

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 32

Text proposed by the Commission

(32) As regards online intermediaries, Regulation (EU) 2021/XX [Digital Services Act] applies to political advertisements published or disseminated by online intermediaries through horizontal rules applicable to all types of online advertising, including commercial and political advertisements. Based on the definition of political advertising established in this Regulation, it is appropriate to provide additional granularity of the transparency requirements laid out for advertising publishers falling under the scope of Regulation (EU) 2021/XX [Digital Services Act], notably very large platforms. This concerns in particular information related to the funding of political advertisements. The requirements of this Regulation leave unaffected the provisions of the Digital Services Act, including as regards risk assessment and mitigation obligations for very large online platforms as regards their advertising systems.

Amendment

(32) As regards online intermediaries, Regulation (EU) 2021/XX [Digital Services Act] applies to political advertisements published or disseminated by online intermediaries through horizontal rules applicable to all types of online advertising, including commercial and political advertisements. Based on the definition of political advertising established in this Regulation, it is appropriate to provide additional granularity of the transparency requirements laid out for advertising publishers falling under the scope of Regulation (EU) 2021/XX [Digital Services Act], notably very large platforms. This concerns in particular information related to the funding of political advertisements. The requirements of this Regulation leave unaffected the provisions of the Digital Services Act, including as regards risk assessment and mitigation obligations for very large online platforms as regards their advertising systems. *To assist Member States and service providers, the Commission should provide guidelines on how to interpret the interaction between and complementary*

nature of different Union legal acts and this Regulation and how to prevent any duplication of requirements on providers or potential conflicts in the interpretation of similar requirements.

Or. en

Amendment 212

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 32

Text proposed by the Commission

(32) As regards online intermediaries, Regulation (EU) **2021/XX** [Digital Services Act] applies to political advertisements ***published or disseminated*** by online intermediaries through horizontal rules applicable to all types of online advertising, ***including commercial and political advertisements***. Based on the definition of political advertising established in this Regulation, it is appropriate to provide additional granularity of the transparency requirements laid out for advertising publishers falling under the scope of Regulation (EU) **2021/XX** [Digital Services Act], notably very large platforms. This concerns in particular information related to the funding of political advertisements. The requirements of this Regulation leave unaffected the provisions of the Digital Services Act, including as regards risk assessment and mitigation obligations for very large online platforms as regards their advertising systems.

Amendment

(32) As regards online intermediaries, Regulation (EU) **2022/XX** [Digital Services Act] applies to political advertisements ***presented*** by online intermediaries through horizontal rules applicable to all types of online advertising. Based on the definition of political advertising established in this Regulation, it is appropriate to provide additional granularity of the transparency requirements ***and rules for processing of personal data*** laid out for advertising publishers falling under the scope of Regulation (EU) **2022/XX** [Digital Services Act], notably very large ***online*** platforms. This concerns in particular information related to the funding of political advertisements. The requirements of this Regulation leave unaffected the provisions of the Digital Services Act, including as regards risk assessment and mitigation obligations for very large online platforms as regards their advertising systems.

Or. en

Amendment 213

Proposal for a regulation
Recital 33

Text proposed by the Commission

(33) The preparation, placement, promotion, publication and dissemination of political advertising can involve a complex chain of service providers. This is the case in particular where the selection of advertising content, the selection of targeting criteria, the provision of data used for the targeting of an advertisement, the provisions of targeting techniques, the delivery of an advertisement and its dissemination may be controlled by different service providers. ***For instance, automated services can support matching the profile of the user of an interface with the advertising content provided, using personal data collected directly from the user of the service and from the users' online conduct, as well as inferred data.***

Amendment

(33) The preparation, placement, promotion, publication and dissemination of political advertising can involve a complex chain of service providers. This is the case in particular where the selection of advertising content, the selection of targeting criteria, the provision of data used for the targeting of an advertisement, the provisions of targeting techniques, the delivery of an advertisement and its dissemination may be controlled by different service providers.

Or. en

Amendment 214
Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Recital 33

Text proposed by the Commission

(33) The preparation, placement, promotion, publication and dissemination of political advertising can involve a complex chain of service providers. This is the case in particular where the selection of advertising content, the selection of targeting criteria, the provision of data used for the targeting of an advertisement, the provisions of targeting techniques, the delivery of an advertisement and its

Amendment

(33) The preparation, placement, promotion, publication, ***delivery***, and dissemination of political advertising can involve a complex chain of service providers. This is the case in particular where the selection of advertising content, the selection of targeting criteria, the provision of data used for the targeting of an advertisement, the provisions of targeting techniques, the delivery of an

dissemination may be controlled by different service providers. *For instance, automated services can support matching the profile of the user of an interface with the advertising content provided, using personal data collected directly from the user of the service and from the users' online conduct, as well as inferred data.*

advertisement and its dissemination may be controlled by different service providers.

Or. en

Amendment 215

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation Recital 34

Text proposed by the Commission

(34) In view of the importance of guaranteeing in particular the effectiveness of the transparency requirements including to ease their oversight, providers of political advertising services should ensure that the relevant information they collect in the provision of their services, including the indication that an advertisement is political, is provided to the political advertising publisher which brings the political advertisement to the public. In order to support the efficient implementation of this requirement, and the timely and accurate provision of this information, providers of political advertising services should ***consider and support automating*** the transmission of information among providers of political advertising services.

Amendment

(34) In view of the importance of guaranteeing in particular the effectiveness of the transparency requirements including to ease their oversight ***and fairly distribute the responsibility for compliance,*** providers of political advertising services should ensure that the relevant information they collect in the provision of their services, including the indication that an advertisement is political, is ***verified and*** provided to the political advertising publisher which brings the political advertisement to the public. In order to support the efficient implementation of this requirement, and the timely and accurate provision of this information, providers of political advertising services should ***transmit that information at the same time with the provision of the relevant service and automate*** the transmission of information among providers of political advertising services. ***When providers of political advertising services become aware that information which they have transmitted has been updated, they should ensure that this updated information is communicated to the relevant political***

advertising publisher.

Or. en

Amendment 216

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 34

Text proposed by the Commission

(34) In view of the importance of guaranteeing in particular the effectiveness of the transparency requirements including to ease their oversight, providers of political advertising services should ensure that the relevant information they collect in the provision of their services, including the indication that an advertisement is political, is provided to the political advertising publisher which **brings** the political advertisement **to the public**. In order to support the efficient implementation of this requirement, and the timely and accurate provision of this information, providers of political advertising services should consider and support automating the transmission of information among providers of political advertising services.

Amendment

(34) In view of the importance of guaranteeing in particular the effectiveness of the transparency requirements including to ease their oversight, providers of political advertising services should ensure that the relevant information they collect in the provision of their services, including the indication that an advertisement is political, is provided to the political advertising publisher which **disseminates** the political advertisement. In order to support the efficient implementation of this requirement, and the timely and accurate provision of this information, providers of political advertising services should consider and support automating the transmission of information among providers of political advertising services **by adapting their online interfaces to facilitate compliance. When providers of political advertising services become aware that information which they have transmitted has been updated, they should ensure that this updated information is communicated to the relevant political advertising publisher.**

Or. en

Amendment 217

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation
Recital 36

Text proposed by the Commission

(36) Steps could also include providing an efficient mechanism for individuals to indicate that a political advertisement is political, **and taking** effective action in response to such indications.

Amendment

(36) Steps could also include **advertising publishers** providing an efficient mechanism for individuals to indicate that a political advertisement is political, **permitting them to take** effective action in response to such indications.

Or. en

Amendment 218

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation
Recital 37

Text proposed by the Commission

(37) While providing for specific requirements, none of the obligations laid down in this Regulation should be understood as imposing a general monitoring obligation on intermediary service providers for political content shared by natural or legal persons, nor should they be understood as imposing a general obligation on intermediary service providers to take proactive measures in relation to illegal content or activities which those providers transmit or store.

Amendment

(37) While providing for specific requirements, none of the obligations laid down in this Regulation should be understood as imposing a general monitoring obligation on intermediary service providers for political content shared **organically** by natural or legal persons nor should they be understood as imposing a general obligation on intermediary service providers to take proactive measures in relation to illegal content or activities which those providers transmit or store.

Or. en

Amendment 219

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation
Recital 38

(38) Transparency of political advertising should enable *citizens* to understand that they are confronted with a political advertisement. Political advertising publishers should ensure the publication in connection to each political advertisement of a clear statement to the effect that it is a political advertisement and of the identity of its sponsor. Where appropriate, the name of the sponsor *could* include a political logo. ***Political advertising publishers should make use of*** labelling ***which is effective***, taking into account developments in relevant scientific research and best practice on the provision of transparency through the labelling of advertising. They should also ensure the publication in connection to each political advertisement of information to enable the wider context of the political advertisement and its aims to be understood, which can either be included in the advertisement itself, or be provided by the publisher on its website, accessible through a link or equivalent clear and user-friendly direction included in the advertisement.

(38) Transparency of political advertising should enable *individuals* to understand that they are confronted with a political advertisement. Political advertising publishers should ensure the publication in connection to each political advertisement of a clear statement to the effect that it is a political advertisement, ***the amount of money spend in total on the political advertisement campaign*** and of the identity of its sponsor. Where appropriate, the name of the sponsor ***should*** include a political logo. ***In order to ensure harmonised and effective*** labelling, ***the Commission should be empowered to supplement the provisions of this Regulation by adopting delegated acts laying down the standards for labelling***, taking into account developments in relevant scientific research and best practice on the provision of transparency through the labelling of ***advertisement***. ***Political advertising publishers should make use of such labelling***. They should also ensure the publication in connection to each political advertisement of information to enable the wider context of the political advertisement and its aims to be understood, which can either be included in the advertisement itself, or be provided by the publisher on its website, accessible through a ***direct, permanent and clearly visible*** link or equivalent clear and user-friendly direction included in the advertisement.

Or. en

Amendment 220

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 38

(38) Transparency of political advertising should enable citizens to understand that they are confronted with a political advertisement. Political advertising publishers should ensure the publication in connection to each political advertisement of a clear statement to the effect that it is a political advertisement and of the identity of its sponsor. Where appropriate, the name of the sponsor could include a political logo. Political advertising publishers should make use of labelling which is effective, taking into account developments in relevant scientific research and best practice on the provision of transparency through the labelling of advertising. They should also ensure the publication in connection to each political advertisement of information to enable the wider context of the political advertisement and its aims to be understood, which can either be included in the advertisement itself, or be provided by the publisher on its website, accessible through a link or equivalent clear and user-friendly direction included in the advertisement.

(38) Transparency of political advertising should enable citizens to understand that they are confronted with a political advertisement ***and obtain information about the sponsor and the political campaign it is a part of.*** Political advertising publishers should ensure the publication in connection to each political advertisement of a clear statement to the effect that it is a political advertisement and of the identity of its sponsor. Where appropriate, the name of the sponsor could include a political logo. Political advertising publishers should make use of labelling which is effective, taking into account developments in relevant scientific research and best practice on the provision of transparency through the labelling of advertising. They should also ensure the publication in connection to each political advertisement of information to enable the wider context of the political advertisement and its aims to be understood, which can either be included in the advertisement itself, or be provided by the publisher on its website, accessible through a link, ***a QR code,*** or equivalent clear and user-friendly direction included in the advertisement.

Or. en

Amendment 221

Arba Kokalari

Proposal for a regulation

Recital 38

(38) Transparency of political advertising should enable citizens to understand that they are confronted with a political advertisement. Political advertising publishers should ***ensure*** the publication in connection to each political advertisement of a clear statement to the

(38) Transparency of political advertising should enable citizens to understand that they are confronted with a political advertisement. Political advertising publishers should ***make reasonable efforts for*** the publication in connection to each political advertisement

effect that it is a political advertisement and of the identity of its sponsor. Where appropriate, the name of the sponsor could include a political logo. Political advertising publishers should make use of labelling which is effective, taking into account developments in relevant scientific research and best practice on the provision of transparency through the labelling of advertising. They should also ensure the publication in connection to each political advertisement of information to enable the wider context of the political advertisement and its aims to be understood, which can either be included in the advertisement itself, or be provided by the publisher on its website, accessible through a link or equivalent clear and user-friendly direction included in the advertisement.

of a clear statement to the effect that it is a political advertisement and of the identity of its sponsor. Where appropriate, the name of the sponsor could include a political logo. Political advertising publishers should make use of labelling which is effective, taking into account developments in relevant scientific research and best practice on the provision of transparency through the labelling of advertising. They should also ensure the publication in connection to each political advertisement of information to enable the wider context of the political advertisement and its aims to be understood, which can either be included in the advertisement itself, or be provided by the publisher on its website, accessible through a link or equivalent clear and user-friendly direction included in the advertisement.

Or. en

Amendment 222

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Recital 38

Text proposed by the Commission

(38) Transparency of political advertising should enable citizens to understand that they are confronted with a political advertisement. Political advertising publishers should ensure the publication in connection to each political advertisement of a clear statement to the effect that it is a political advertisement and of the identity of its sponsor. Where appropriate, the name of the sponsor could include a political logo. Political advertising publishers should make use of labelling which is effective, taking into account developments in relevant scientific research and best practice on the provision of transparency through the labelling of advertising. They should also ensure the

Amendment

(38) Transparency of political advertising should enable citizens to understand that they are confronted with a political advertisement. Political advertising publishers should ensure the publication in connection to each political advertisement of a clear statement to the effect that it is a political advertisement and of the identity of its sponsor. Where appropriate, the name of the sponsor could include a political logo. Political advertising publishers should make use of labelling which is ***the most*** effective, taking into account developments in relevant scientific research and best practice on the provision of transparency through the labelling of advertising. They

publication in connection to each political advertisement of information to enable the wider context of the political advertisement and its aims to be understood, which can either be included in the advertisement itself, or be provided by the publisher on its website, accessible through a link or equivalent clear and user-friendly direction included in the advertisement.

should also ensure the publication in connection to each political advertisement of information to enable the wider context of the political advertisement and its aims to be understood, which can either be included in the advertisement itself, or be provided by the publisher on its website, accessible through a link or equivalent clear and user-friendly direction included in the advertisement.

Or. en

Amendment 223

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 39

Text proposed by the Commission

(39) This information should be provided in a transparency notice which should also include the identity of the sponsor, in order to support accountability in the political process. The place of establishment of the sponsor and whether the sponsor is a natural or legal person should be clearly indicated. Personal data concerning individuals involved in political advertising, unrelated to the sponsor or other involved political actor should not be provided in the transparency notice. The transparency notice should also contain information on the dissemination period, any linked election, the amount spent for and the value of other benefits received in part or full exchange for the specific advertisement as well for the entire advertising campaign, the source of the funds used and other information to ensure the fairness of the dissemination of the political advertisement. Information on the source of the funds used concerns for instance its public or private origin, the fact that it originates from inside or outside the European Union. Information concerning

Amendment

(39) This information should be provided in a transparency notice which should also include the identity of the sponsor, in order to support accountability in the political process. The ***transparency notice should be available immediately when the advertising is published or disseminated, and the information it presents should be updated regularly, as relevant. The*** place of establishment of the sponsor and whether the sponsor is a natural or legal person, ***and whether it is a commercial or not-for-profit entity***, should be clearly indicated. Personal data concerning individuals involved in political advertising, unrelated to the sponsor or other involved political actor should not be provided in the transparency notice. The transparency notice should also contain information on the dissemination period, any linked election, ***the number of interactions with the political advertisement from public pages, public groups, or public figures, including the number of impressions and engagements, such as the number of reactions, shares***

linked elections or referendums should include, when possible, a link to information from official sources regarding the organisation and modalities for participation or for promoting participation in those elections or referendums. The transparency notice should further include information on how to flag political advertisements in accordance with the procedure established in this Regulation. This requirement should be without prejudice to provisions on notification according to **Article 14, 15 and 19** of Regulation (EU) 2021/XXX [Digital Services Act].

or comments, the amount spent for and the value of other benefits received in part or full exchange for the specific advertisement as well for the entire advertising campaign, the source of the funds used and other information to ensure the fairness of the dissemination of the political advertisement. Information on the source of the funds used concerns for instance its public or private origin, the fact that it originates from inside or outside the European Union. Information concerning linked elections or referendums should include, when possible, a link to information from official sources regarding the organisation and modalities for participation or for promoting participation in those elections or referendums. ***When using targeting or amplification techniques in the context of political advertising involving the processing of personal data, the transparency notice shall include additional information. Such transparency information should include at least the criteria for determining the presentation of an advertisement to individuals, including where information is based on their online behaviour.*** The transparency notice should further include ***clear and concise*** information on how to flag political advertisements in accordance with the procedure established in this Regulation. This requirement should be without prejudice to provisions on notification according to **Articles 16 and 17** of Regulation (EU) 2021/XXX [Digital Services Act].

Or. en

Amendment 224
Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation
Recital 39

(39) This information should be provided in a transparency notice which should also include the identity of the sponsor, in order to support accountability in the political process. The place of establishment of the sponsor and whether the sponsor is a natural or legal person should be clearly indicated. Personal data concerning individuals involved in political advertising, unrelated to the sponsor or other involved political actor should not be provided in the transparency notice. The transparency notice should also contain information on the dissemination period, any linked election, the amount spent for and the value of other benefits received in part or full exchange for the specific advertisement as well for the entire advertising campaign, the source of the funds used and other information to ensure the fairness of the dissemination of the political advertisement. Information on the source of the funds used concerns for instance its public or private origin, the fact that it originates from inside or outside the European Union. Information concerning linked elections or referendums should include, when possible, a link to information from official sources regarding the organisation and modalities for participation or for promoting participation in those elections or referendums. The transparency notice should further include information on how to flag political advertisements in accordance with the procedure established in this Regulation. This requirement should be without prejudice to provisions on notification according to Article 14, 15 and 19 of Regulation (EU) 2021/XXX [Digital Services Act].

(39) This information should be provided in a transparency notice which should also include the identity of the sponsor, in order to support accountability in the political process. The place of establishment of the sponsor and whether the sponsor is a natural or legal person should be clearly indicated. Personal data concerning individuals involved in political advertising, unrelated to the sponsor or other involved political actor should not be provided in the transparency notice. The transparency notice should also contain information on the dissemination period, any linked election, the amount spent for and the value of other benefits received in part or full exchange for the specific advertisement as well for the entire advertising campaign, the source of the funds used and other information to ensure the fairness of the dissemination of the political advertisement. Information on the source of the funds used concerns for instance its public or private origin, the fact that it originates from inside or outside the European Union. Information concerning linked elections or referendums should include, when possible, a link to information from official sources regarding the organisation and modalities for participation or for promoting participation in those elections or referendums. The transparency notice should further include information on how to flag political advertisements in accordance with the procedure established in this Regulation. This requirement should be without prejudice to provisions on notification according to Article 14, 15 and 19 of Regulation (EU) 2021/XXX [Digital Services Act]. ***Providers of political advertising services should ensure that the information provided is complete and correct.***

Or. en

Amendment 225

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 39

Text proposed by the Commission

(39) This information should be provided in a transparency notice which should also include the identity of the sponsor, in order to support accountability in the political process. The place of establishment of the sponsor and whether the sponsor is a natural or legal person should be clearly indicated. Personal data concerning individuals involved in political advertising, unrelated to the sponsor or other involved political actor should not be provided in the transparency notice. The transparency notice should also contain information on the dissemination period, any linked election, the amount spent for and the value of other benefits received in part or full exchange for the specific advertisement as well for the entire advertising campaign, the source of the funds used and other information to ensure the fairness of the dissemination of the political advertisement. Information on the source of the funds used concerns for instance its public or private origin, the fact that it originates from inside or outside the European Union. Information concerning linked elections or referendums should include, when possible, a link to information from official sources regarding the organisation and modalities for participation or for promoting participation in those elections or referendums. The transparency notice should further include information on how to flag political advertisements in accordance with the procedure established in this Regulation. This requirement should be without prejudice to provisions on notification according to Article 14, 15 and 19 of Regulation (EU) 2021/XXX [Digital Services Act].

Amendment

(39) This information should be provided in a transparency notice which should also include the identity of the sponsor, in order to support accountability in the political process. The place of establishment of the sponsor and whether the sponsor is a natural or legal person should be clearly indicated, ***as well as who is the entity ultimately controlling or funding the sponsor.*** Personal data concerning individuals involved in political advertising, unrelated to the sponsor or other involved political actor should not be provided in the transparency notice. The transparency notice should also contain information on the dissemination period, any linked election, the amount spent for and the value of other benefits received in part or full exchange for the specific advertisement as well for the entire advertising campaign, the source of the funds used and other information to ensure the fairness of the dissemination of the political advertisement. Information on the source of the funds used concerns for instance its public or private origin, the fact that it originates from inside or outside the European Union. Information concerning linked elections or referendums should include, when possible, a link to information from official sources regarding the organisation and modalities for participation or for promoting participation in those elections or referendums. The transparency notice should further include information on how to flag political advertisements in accordance with the procedure established in this Regulation. This requirement should be without prejudice to provisions on notification according to Article 14, 15 and 19 of

Amendment 226

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 40

Text proposed by the Commission

(40) **The** information to be included in the transparency notice should be provided in the advertisement itself or be easily retrievable on the basis of an indication provided in the advertisement. The requirement that the information about the transparency notice is to be inter alia clearly visible should entail that it features prominently in or with the advertisement. The requirement that information published in the transparency notice is to be easily accessible, machine readable where technically possible, and user friendly should entail that it addresses the needs of people with disabilities. Annex I of Directive 2019/882 (European Accessibility Act) contains accessibility requirements for information, including digital information that should be used to render political information accessible for persons with disabilities.

Amendment

(40) **The** information to be included in the transparency notice should be provided in the advertisement itself or be easily retrievable on the basis of an indication provided in the advertisement. The requirement that the information about the transparency notice is to be inter alia clearly visible should entail that it features prominently in or with the advertisement. The requirement that information published in the transparency notice is to be easily accessible, machine readable where technically possible, and user friendly should entail that it addresses the needs of people with disabilities. Annex I of Directive 2019/882 (European Accessibility Act) contains accessibility requirements for information, including digital information that should be used to render political information accessible for persons with disabilities. ***Where appropriate, political advertising in the form of audiovisual media should include subtitles for the deaf and hard of hearing, sign language interpretation, audio description and spoken subtitles.***

Amendment 227

Sandro Gozi, Dita Charanzová, Jordi Cañas, Anna Júlia Donáth

Proposal for a regulation
Recital 40

Text proposed by the Commission

(40) ***The information to be included in the transparency notice should be provided in the advertisement itself or be easily retrievable on the basis of an indication provided in the advertisement.*** The requirement that the information about the transparency notice is to be inter alia clearly visible should entail that it features prominently in ***or with*** the advertisement. The requirement that information published in the transparency notice is to be easily accessible, machine readable where technically possible, and user friendly should entail that it addresses the needs of people with disabilities. Annex I of Directive 2019/882 (European Accessibility Act) contains accessibility requirements for information, including digital information that should be used to render political information accessible for persons with disabilities.

Amendment

(40) ***Political advertising publishers should ensure that each political advertisement contains a clear indication of where the transparency notice could be easily retrieved. The presentation of the information may vary depending on the means used.*** The requirement that the information about the transparency notice is to be inter alia clearly visible should entail that it features prominently in the advertisement - ***use could be made, for example, of a dedicated webpage link, a Quick Response code (or “QR code”), or equivalent clear and user-friendly technical measures.*** The requirement that information published in the transparency notice is to be easily accessible, machine readable where technically possible, and user friendly should entail that it addresses the needs of people with disabilities. Annex I of Directive 2019/882 (European Accessibility Act) contains accessibility requirements for information, including digital information that should be used to render political information accessible for persons with disabilities.

Or. en

Amendment 228
Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Recital 40

Text proposed by the Commission

(40) The information to be included in the transparency notice should be provided in the advertisement itself or be easily retrievable on the basis of an indication provided in the advertisement. The

Amendment

(40) The information to be included in the transparency notice should be provided in the advertisement itself or be easily, ***permanently and directly*** retrievable on the basis of an indication provided in the

requirement that the information about the transparency notice is to be inter alia clearly visible should entail that it features prominently in or **with** the advertisement. The requirement that information published in the transparency notice is to be easily accessible, machine readable where technically possible, and user friendly should entail that it addresses the needs of people with disabilities. Annex I of Directive 2019/882 (European Accessibility Act) contains accessibility requirements for information, including digital information that should be used to render political information accessible for persons with disabilities.

advertisement. The requirement that the information about the transparency notice is to be inter alia clearly visible should entail that it features prominently in or **attached to** the advertisement. The requirement that information published in the transparency notice is to be easily accessible, machine readable where technically possible, and user friendly should entail that it addresses the needs of people with disabilities. Annex I of Directive 2019/882 (European Accessibility Act) contains accessibility requirements for information, including digital information that should be used to render political information accessible for persons with disabilities.

Or. en

Amendment 229

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 41

Text proposed by the Commission

(41) Transparency notices should be designed to raise user awareness and help the clear identification of the political advertisement as such. They should be designed to remain in place or remain accessible in the event a political advertisement is further disseminated for instance posted on another platform or forwarded between individuals. The information included in the transparency notice should be published when the publication of the political advertisements start and be retained for a period of **one year** after the last publication. The retained information should also include information about political advertising which was terminated or which was taken down by the publisher.

Amendment

(41) Transparency notices should be designed to raise user awareness and help the clear identification of the political advertisement as such. They should be designed to remain in place or remain accessible in the event a political advertisement is further disseminated for instance posted on another platform or forwarded between individuals. The information included in the transparency notice should be published when the publication of the political advertisements start and be retained for a period of **seven years** after the last publication. The retained information should also include information about political advertising which was terminated or which was taken down by the publisher **and why**.

Amendment 230

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 42

Text proposed by the Commission

(42) Since political advertising publishers make political advertisements available to the public, they should publish or disseminate that information to the public together with the publication or dissemination of the political advertisement. Political advertising publishers should not make available to the public those political advertisements not fulfilling the transparency requirements under this Regulation. ***In addition, political advertising publishers which are very large online platforms within the meaning of Regulation (EU) 2021/XXX [Digital Services Act] should make the information contained in the transparency notice available through the repositories of advertisements published pursuant to Article 30 Regulation [Digital Services Act]. This will facilitate the work of interested actors including researchers in their specific role to support free and fair elections or referendums and fair electoral campaigns including by scrutinising the sponsors of political advertisement and analysing the political advertisement landscape.***

Amendment

(42) Since political advertising publishers make political advertisements available to the public, they should publish or disseminate that information to the public together with the publication or dissemination of the political advertisement. Political advertising publishers should not make available to the public those political advertisements not fulfilling the transparency requirements under this Regulation.

Amendment 231

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 42

Text proposed by the Commission

(42) Since political advertising publishers make political advertisements available to the public, they should publish or disseminate that information to the public together with the publication or dissemination of the political advertisement. Political advertising publishers should not make available to the public those political advertisements not fulfilling the transparency requirements under this Regulation. In addition, political advertising publishers which are very large online platforms within the meaning of Regulation (EU) 2021/XXX [Digital Services Act] should make the information contained in the transparency notice available through the repositories of advertisements published pursuant to Article 30 Regulation [Digital Services Act] . This will facilitate the work of interested actors including researchers in their specific role to support free and fair elections or referendums and fair electoral campaigns including by scrutinising the sponsors of political advertisement and analysing the political advertisement landscape.

Amendment

(42) Since political advertising publishers make political advertisements available to the public, they should publish or disseminate that information to the public together with the publication or dissemination of the political advertisement. Political advertising publishers should not make available to the public those political advertisements not fulfilling the transparency requirements under this Regulation. In addition, political advertising publishers which are very large online platforms within the meaning of Regulation (EU) 2021/XXX [Digital Services Act] should make the information contained in the transparency notice available through the repositories of advertisements published pursuant to Article 39 Regulation [Digital Services Act] . This will facilitate the work of interested actors including researchers in their specific role to support free and fair elections or referendums and fair electoral campaigns including by scrutinising the sponsors of political advertisement , ***the mode of delivery, placement and dissemination of the advertisement*** and analysing the political advertisement landscape.

Or. en

Amendment 232

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation Recital 42 a (new)

Text proposed by the Commission

Amendment

(42 a) Political advertising publishers should make the information contained in the transparency notice available through

a European Repository for Political Advertising. This repository should include, for each instance of political advertisement, a copy of it and the information available through the transparency rules laid down in this regulation. Information about removed political advertisement and the reason for its withdrawal should also be available in the repository. The repository, established by the Commission, will avoid the multiplication of burdens in the set up of the infrastructure to host this information, which would be particularly damaging for smaller providers. Use should be made of interoperability solutions and reporting duplications should be avoided. It should enable the public to search, in a single location, information about all political advertisements, and it should enable advanced searches by sponsor or election. This will facilitate the work of interested actors including researchers and journalists in their specific role to support and scrutinise free and fair elections or referendums and fair electoral campaigns, including by scrutinising the sponsors and sources of funding of political advertisement and analysing the political advertisement landscape.

Or. en

Amendment 233
Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation
Recital 42 a (new)

Text proposed by the Commission

Amendment

(42 a) Ad repositories should include a set of minimum functionalities, as well as a set of minimum search criteria that enables users and researchers to perform customised searches to retrieve real-time data in standard format and allow for

easier cross-platform comparison, research and monitoring. Those should include: access in real time to the repositories data; be comprehensive with data granularity on each individual advertising; designed and structure following common standards and thus comparable; easily accessible, online and in machine-readable format; contain all the information requested in article 7 as well as annex I and II.

Or. en

Amendment 234

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

**Proposal for a regulation
Recital 42 b (new)**

Text proposed by the Commission

Amendment

(42 b) In order to allow specific entities to play their role in democracies, it is appropriate to facilitate access through the European Repository for Political Advertising to interested actors such as vetted researchers, journalists, civil society organisations, open-source intelligence (OSINT) communities, and accredited election observers, in order to support the performance of their respective roles in the democratic process.

Or. en

Amendment 235

Alexandra Geese

on behalf of the Verts/ALE Group

**Proposal for a regulation
Recital 43**

Text proposed by the Commission

Amendment

(43) Where the provider of the political advertising service which hosts or otherwise stores and provides the content of a political advertisement is separate from the provider of the political advertising service which controls the website or other interface which eventually **displays** the political advertisement, these should be considered **together** as advertising publishers, with respective responsibility in respect of the specific service they provide, to ensure that **labelling is provided and that the transparency notice and relevant information is available**. Their contractual arrangements should reflect the way they organise compliance with this Regulation.

(43) Where the provider of the political advertising service which hosts or otherwise stores and provides the content of a political advertisement is separate from the provider of the political advertising service which controls the website or other interface which eventually **presents** the political advertisement, these should **both** be considered as advertising publishers, with respective responsibility in respect of the specific service they provide, to ensure that **all applicable obligations are fulfilled**. **Similarly, where the political advertising publisher which presents or disseminates a political advertisement is different from the political advertising publisher which controls the website or other interface to which the political advertisement is delivered, such as is the case with ad exchanges and demand-side platforms cooperating with news websites or online platforms, these should both be considered as publishers of political advertising, with respective responsibility in respect of the specific service they provide, to ensure that all applicable obligations are fulfilled**. Their contractual arrangements should reflect the way they organise compliance with this Regulation.

Or. en

Amendment 236

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 43

Text proposed by the Commission

(43) Where the provider of the political advertising service which hosts or otherwise stores and provides the content of a political advertisement is separate from the provider of the political advertising service which controls the website or other interface which eventually

Amendment

(43) Where the provider of the political advertising service which hosts or otherwise stores and provides the content of a political advertisement is separate from the provider of the political advertising service which controls the website or other interface which eventually

displays the political advertisement, these should be considered together as advertising publishers, with respective responsibility in respect of the specific service they provide, to ensure that labelling is provided and that the transparency notice and relevant information is available. Their contractual arrangements should reflect the way they organise compliance with this Regulation.

presents the political advertisement, these should be considered together as advertising publishers, with respective responsibility in respect of the specific service they provide, to ensure that labelling is provided and that the transparency notice and relevant information is available **and correct**. Their contractual arrangements should reflect the way they organise compliance with this Regulation.

Or. en

Amendment 237

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation Recital 44

Text proposed by the Commission

(44) Information about the amounts spent on and the value of other benefits received in part or full exchange for political advertising services can usefully contribute to the political debate. It is necessary to ensure that an appropriate overview of political advertising activity can be obtained from the annual reports prepared by **relevant** political advertising **publishers**. To support oversight and accountability, such reporting should include information about expenditure on the targeting of political advertising in the relevant period, **aggregated to campaign or candidate. To avoid disproportionate burdens, those transparency reporting obligations should not apply to enterprises qualifying under Article 3(3) of Directive 2013/34/EU.**

Amendment

(44) Information about the amounts spent on and the value of other benefits received in part or full exchange for political advertising services can usefully contribute to the political debate. It is necessary to ensure that an appropriate overview of political advertising activity can be obtained from the annual reports prepared by **providers of** political advertising **services**. To support oversight and accountability, such reporting should include **detailed** information about expenditure on the targeting of political advertising in the relevant period.

Or. en

Amendment 238

Proposal for a regulation
Recital 44

Text proposed by the Commission

(44) Information about the amounts spent on and the value of other benefits received in part or full exchange for political advertising services can usefully contribute to the political debate. It is necessary to ensure that an appropriate overview of political advertising activity can be obtained from the annual reports prepared by relevant political advertising publishers. To support oversight and accountability, such reporting should include information about expenditure on the targeting of political advertising in the relevant period, aggregated to campaign or candidate. To avoid disproportionate burdens, those transparency reporting obligations should not apply to enterprises qualifying under Article 3(3) of Directive 2013/34/EU.

Amendment

(44) Information about the amounts spent on and the value of other benefits received in part or full exchange for political advertising services can usefully contribute to the political debate. It is necessary to ensure that an appropriate overview of political advertising activity can be obtained from the annual reports prepared by relevant political advertising publishers. To support oversight and accountability, such reporting should include ***at least*** information about expenditure on the targeting ***and amplification*** of political advertising in the relevant period, aggregated to campaign or candidate. To avoid disproportionate burdens, those transparency reporting obligations should not apply to enterprises qualifying under Article ***3(1) and 3(2)*** of Directive 2013/34/EU.

Or. en

Amendment 239

Virginie Joron, Alessandra Basso, Jean-Lin Lacapelle, Isabella Tovaglieri, Markus Buchheit, Tom Vandendriessche, Antonio Maria Rinaldi, Marco Campomenosi

Proposal for a regulation
Recital 44

Text proposed by the Commission

(44) Information about the amounts spent on and the value of other benefits received in part or full exchange for political advertising services can usefully contribute to the political debate. It is necessary to ensure that an appropriate overview of political advertising activity can be obtained from the annual reports

Amendment

(44) Information about the amounts spent on and the value of other benefits received in part or full exchange for political advertising services can usefully contribute to the political debate. It is necessary to ensure that an appropriate overview of political advertising activity can be obtained from the annual reports

prepared by relevant political advertising publishers. To support oversight and accountability, such reporting should include information about expenditure on the targeting of political advertising in the relevant period, aggregated to campaign or candidate. To avoid disproportionate burdens, those transparency reporting obligations should not apply to enterprises qualifying under Article 3(3) of Directive 2013/34/EU.

prepared by relevant political advertising publishers. To support oversight and accountability, such reporting should include information about expenditure on the targeting of political advertising in the relevant period, aggregated to campaign or candidate. To avoid disproportionate burdens, those transparency reporting obligations should not apply to enterprises qualifying under Article 3(1), (2) and (3) of Directive 2013/34/EU.

Or. fr

Amendment 240

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 45

Text proposed by the Commission

(45) Political advertising publishers providing political advertising services should put in place mechanisms to enable individuals to report to them that a particular political advertisement which they have published does not comply with this Regulation. The mechanisms to report such advertisement should be easy to access and use, and should be adapted to the form of advertising distributed by the advertising publisher. As far as possible, these mechanisms should be accessible from the advertisement itself, for instance on the advertising publisher's website. Political advertising publishers should be able to rely on existing mechanisms where appropriate. Where political advertising publishers are online hosting services providers within the meaning of the Digital Services Act, with regards to the political advertisements hosted at the request of the recipients of their services, the provisions of Article 14 of the Digital Services Act continue to apply for notifications concerning non-compliance of such

Amendment

(45) Political advertising publishers providing political advertising services should put in place mechanisms to enable individuals to report to them that a particular political advertisement which they have published does not comply with this Regulation. The mechanisms to report such advertisement should be easy to access and use, and should be adapted to the form of advertising distributed by the advertising publisher. As far as possible, these mechanisms should be ***directly and permanently*** accessible from the advertisement itself, ***from the label and from the transparency notice***, for instance on the advertising publisher's website. Political advertising publishers should be able to rely on existing mechanisms where appropriate. Where political advertising publishers are online hosting services providers within the meaning of the Digital Services Act, with regards to the political advertisements hosted at the request of the recipients of their services, the provisions of Article 16 of the Digital Services Act

advertisements with this Regulation.

continue to apply for notifications concerning non-compliance of such advertisements with this Regulation.

Or. en

Amendment 241

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation Recital 46

Text proposed by the Commission

Amendment

(46) In order to allow specific entities to play their role in democracies, it is appropriate to lay down rules on the transmission of information published with the political advertisement or contained in the transparency notice to interested actors such as vetted researchers, journalists, civil society organisations and accredited election observers, in order to support the performance of their respective roles in the democratic process. Providers of political advertising services should not be required to respond to requests which are manifestly unfounded or excessive. Further, the relevant service provider should be allowed to charge a reasonable fee in case of repetitive and costly requests, taking into account the administrative costs of providing the information. **deleted**

Or. en

Justification

The information is publicly available in the repositories, thus there is no need to have this recital.

Amendment 242 Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 46

Text proposed by the Commission

(46) In order to allow specific entities to play their role in democracies, it is appropriate to lay down rules on the transmission of information published with the political advertisement or contained in the transparency notice to interested actors such as vetted researchers, journalists, civil society organisations and accredited election observers, in order to support the performance of their respective roles in the democratic process. Providers of political advertising services should not be required to respond to requests which are ***manifestly unfounded or excessive***. Further, the relevant service provider should be allowed to charge a reasonable fee in case of repetitive and costly requests, taking into account the administrative costs of providing the information.

Amendment

(46) In order to allow specific entities to play their role in democracies, it is appropriate to lay down rules on the transmission of information published with the political advertisement or contained in the transparency notice to interested actors such as vetted researchers, journalists, civil society organisations and accredited election observers, in order to support the performance of their respective roles in the democratic process. Providers of political advertising services should not be required to respond to requests which are ***unclear***. Further, the relevant service provider should be allowed to charge a reasonable fee in case of repetitive and costly requests, taking into account the administrative costs of providing the information.

Or. en

Amendment 243

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 46 a (new)

Text proposed by the Commission

Amendment

(46 a) Given the context of political advertisement and its impact on democratic processes, it requires further public accountability and regulatory supervision to enable individuals to make informed political decisions free from interference or manipulation. A European advertisement repository is therefore established to ensure public access to advertisements presented on online

interfaces of all political advertisement publishers to facilitate supervision and research into emerging risks brought about by the distribution of advertising online, for example in relation to illegal advertisements or manipulative techniques and disinformation with a real and foreseeable negative impact on public security, civil discourse, political participation, equality and free and fair elections or referendums. The repository should include the information contained in the transparency notice, using the data fields of Annex I and Annex IIa(new). This information should include both information about targeting criteria and delivery criteria.). The European Regulators Group for Audiovisual Media Services should be in possession of all the necessary resources, in terms of staffing, expertise, and financial means, for the establishment and maintenance of the European advertisement repository. It should establish, in collaboration with the Commission, the industry and independent experts, technical standards for APIs for the automatic transmission of the information contained in transparency notices to the repository.

Or. en

Amendment 244

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 46 b (new)

Text proposed by the Commission

Amendment

(46 b) In order to ensure verification by independent experts to support an open and fair political debate and free and fair elections or referendums and to combat disinformation and unlawful interference including from abroad, political advertising publishers which are very

large online platforms or very large online search engines within the meaning of Regulation (EU) 2021/XXX[Digital Services Act] should be accountable, through independent auditing, for their compliance with the obligations laid down by this Regulation. Regulation (EU) 2022/xxx [the DSA] should apply to the process, the characteristics of the organisations performing the audit, the structure of the report and the implementation of the recommendations contained therein. In order to ensure that independent audits are carried out in an effective and efficient manner, they should at least be performed on compliance with the obligations set out in Chapter II and III of this Regulation, and in particular the accuracy of the identification and labelling of political advertisements in accordance with Article 5, the completeness, methodology and consistency of the record-keeping obligations as set out in Article 6, the accuracy and completeness of transparency notices in accordance with Article 7, the completeness, methodology and consistency of the periodic reporting obligations in accordance with Article 8, and the accuracy and completeness of the information transmitted to the European Political Advertisement Repository in accordance with Article 11a (new). Audits should be performed at least on an annual basis. However, where a competent authority has reasons to suspect that a provider infringed this Regulation, it may request an additional audit on specific elements.

Or. en

Amendment 245
Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Recital 48 a (new)

(48 a) A core part of political advertisement publishers' business is the manner in which information is prioritised and presented on their online interface. This is done, for example, by algorithmically suggesting, ranking and prioritising information, distinguishing through text or other visual representations, or otherwise curating information provided by sponsors or political advertisement services. Such recommender systems play an important role in the amplification of certain messages, the dissemination of political advertisements and the stimulation of online behaviour. They can also contribute to significant risks, ranging from the recommendation of advertisements that are themselves illegal content, to contributing to financial incentives for the publication or amplification of otherwise harmful content and activities online, such as the spread of disinformation, or the discriminatory presentation of advertising with an impact on voting behaviour. Consequently, the amplification of political advertising, based on fully or partially automated techniques that are used to suggest or prioritise a political advertisement to increase its circulation, reach or visibility, should be prohibited.

Or. en

Amendment 246

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 49

(49) In order to ensure enhanced

(49) ***To the extent that these are***

transparency and accountability, when making use of targeting and amplification techniques in the context of political advertising involving the processing of personal data, controllers should implement additional safeguards. They should adopt and implement a policy describing the use of such techniques to target individuals or amplify their content and keep record of their relevant activities. When publishing, promoting or disseminating a political advertisement making use of targeting and amplification techniques, controllers should provide, together with the political advertisement, meaningful information to allow the concerned individual to understand the logic involved and *main* parameters of the targeting used, and the use of third-party data and additional analytical techniques, including whether the *targeting* of the advertisement was further optimised *during* delivery.

permitted, in order to ensure enhanced transparency and accountability, when making use of targeting, *ad delivery* and amplification techniques in the context of political advertising involving the processing of personal data, controllers should implement additional safeguards. They should adopt and implement a *public* policy describing the use of such techniques to target individuals or amplify their content and keep record of their relevant activities. When publishing, promoting, *delivering* or disseminating a political advertisement making use of targeting and amplification techniques, controllers should provide, together with the political advertisement, meaningful information to allow the concerned individual to understand the logic involved and *all* parameters of the targeting used, and the use of third-party data and additional analytical techniques, including whether the *dissemination or delivery* of the advertisement was further optimised *or targeted, for instance by making use of ad delivery techniques*.

Or. en

Amendment 247

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 49

Text proposed by the Commission

(49) In order to ensure enhanced transparency and accountability, when making use of targeting and *amplification* techniques in the context of political advertising involving the processing of personal data, controllers should implement additional safeguards. They should adopt and implement a policy describing the use of such techniques to target individuals or amplify their content

Amendment

(49) In order to ensure enhanced transparency and accountability, when making use of targeting and *ad delivery* techniques in the context of political advertising involving the processing of *provided* personal data, controllers should implement additional safeguards. They should adopt and implement a policy describing the use of such techniques to target individuals or amplify their content

and keep record of their relevant activities. When publishing, promoting or disseminating a political advertisement making use of targeting and ***amplification*** techniques, controllers should provide, together with the political advertisement, meaningful information to allow the concerned individual to understand the logic involved ***and*** main parameters of the targeting used, and the use of third-party data and additional analytical techniques, including whether the targeting of the advertisement was further optimised during delivery.

and keep record of their relevant activities. When publishing, promoting or disseminating a political advertisement making use of targeting and ***ad delivery*** techniques, controllers should provide, together with the political advertisement, meaningful information to allow the concerned individual to understand the logic involved main parameters of the targeting used, ***the relevant decisive parameter or set of decisive parameters determining why the user sees an advertisement***, and the use of third-party data and additional analytical techniques, including whether the targeting of the advertisement was further optimised during delivery.

Or. en

Amendment 248

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation **Recital 50**

Text proposed by the Commission

(50) Political advertising publishers making use of targeting or ***amplification*** techniques should include in their transparency notice information necessary to allow the concerned individual to understand the logic involved and main parameters of the technique used, and the use of third-party data and additional analytical techniques used and a link to the relevant policy of the controller. In case the controller is different from the advertising publisher the controller should transmit to political advertising publisher the internal policy or a reference to it. Providers of advertising services should, as necessary, transmit to the political advertising publisher the information necessary to comply with their obligations under this Regulation. The provision of such

Amendment

(50) Political advertising publishers making use of targeting or ***ad delivery*** techniques should include in their transparency notice information necessary to allow the concerned individual to understand the logic involved and main parameters of the technique used, ***the relevant decisive parameter or set of decisive parameters determining why the user sees an advertisement*** and the use of third-party data and additional analytical techniques used and a link to the relevant policy of the controller. In case the controller is different from the advertising publisher the controller should transmit to political advertising publisher the internal policy or a reference to it. Providers of advertising services should, as necessary, transmit to the political advertising

information could be automated and integrated in the ordinary business processes on the basis of standards.

publisher the information necessary to comply with their obligations under this Regulation. The provision of such information could be automated and integrated in the ordinary business processes on the basis of standards.

Or. en

Amendment 249

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 50

Text proposed by the Commission

(50) Political advertising publishers making use of targeting or amplification techniques should include in their transparency notice information necessary to allow the concerned individual to understand the logic involved and **main** parameters of the technique used, and the use of third-party data and additional analytical techniques used and a **link to the** relevant policy of the controller. In case the controller is different from the advertising publisher the controller should transmit to political advertising publisher the internal policy or a reference to it. Providers of advertising services should, as necessary, transmit to the political advertising publisher the information necessary to comply with their obligations under this Regulation. The provision of such information could be automated and integrated in the ordinary business processes on the basis of standards.

Amendment

(50) Political advertising publishers making use of targeting or amplification techniques should include in their transparency notice information necessary to allow the concerned individual to understand the logic involved and **all** parameters of the technique used, and the use of third-party data and additional analytical techniques used and a **direct and permanent link and clear indication of where** relevant policy of the controller **can be easily retrieved**. In case the controller is different from the advertising publisher the controller should transmit to political advertising publisher the internal policy or a reference to it. Providers of advertising services should, as necessary, transmit to the political advertising publisher the information necessary to comply with their obligations under this Regulation. The provision of such information could be automated and integrated in the ordinary business processes on the basis of standards.

Or. en

Amendment 250

Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Recital 51

Text proposed by the Commission

(51) In order to further empower individuals to exercise their data protection rights, political advertising publishers should provide additional information and effective tools to the concerned data subject to support the exercise of their rights under the EU data protection legal framework including to object or withdraw their consent when targeted with a political advertisement. This information should also be easily accessible directly from the transparency notice. The tools made available to the individuals to support the exercise of their rights should be effective to prevent an individual from being targeted with political advertisements, as well as to prevent targeting on the basis of specific criteria and by one or *several specific controllers*.

Amendment

(51) In order to further empower individuals to exercise their data protection rights, political advertising publishers should provide additional information and effective tools to the concerned data subject to support the exercise of their rights under the EU data protection legal framework including to object or withdraw their consent *vis-a-vis the controller as well as third party controllers*, when targeted with a political advertisement. This information should also be easily accessible directly from the transparency notice. The tools made available to the individuals to support the exercise of their rights should be effective to prevent an individual from being targeted with political advertisements, as well as to prevent targeting on the basis of specific criteria and by one or *more than one controller*.

Or. en

Amendment 251
Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Recital 53

Text proposed by the Commission

(53) Information to be provided in accordance with all requirements applicable to the use of targeting and amplification techniques under this Regulation should be presented in a format which is easily accessible, clearly visible and user-friendly, including through the

Amendment

(53) Information to be provided in accordance with all requirements applicable to the use of targeting and amplification techniques under this Regulation should be presented in a format which is easily accessible, *complete*, clearly visible and user-friendly, including

use of plain language.

through the use of plain language.

Or. en

Amendment 252

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 53

Text proposed by the Commission

(53) Information to be provided in accordance with all requirements applicable to the use of targeting and **amplification** techniques under this Regulation should be presented in a format which is easily accessible, clearly visible and user-friendly, including through the use of plain language.

Amendment

(53) Information to be provided in accordance with all requirements applicable to the use of targeting and **ad delivery** techniques under this Regulation should be presented in a format which is easily accessible, clearly visible and user-friendly, including through the use of plain language.

Or. en

Amendment 253

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 54

Text proposed by the Commission

(54) It is appropriate to lay down rules on the transmission of information on targeting to other interested entities. The applicable regime should be consistent with the regime for the transmission of information linked to the transparency requirements.

Amendment

(54) It is appropriate to lay down rules on the transmission of information on targeting **and amplification** to other interested entities. The applicable regime should be consistent with the regime for the transmission of information linked to the transparency requirements.

Or. en

Amendment 254

Proposal for a regulation
Recital 55

Text proposed by the Commission

(55) Providers of political advertising services established in a third country that offer services in the Union should designate a mandated legal representative in the Union to allow for effective oversight of this Regulation in relation to those providers. The legal representative could be the one designated on the basis of Article 27 of Regulation (EU) 2016/679) or the representative designated on the basis of Article **11** of Regulation (EU) **2021/xxx** [the DSA].

Amendment

(55) ***Sponsors of political advertising or*** providers of political advertising services established in a third country that offer services in the Union should designate a mandated legal representative in the Union to allow for effective oversight of this Regulation in relation to those providers. ***In the case of providers,*** the legal representative could be the one designated on the basis of Article 27 of Regulation (EU) 2016/679) or the representative designated on the basis of Article **13** of Regulation (EU) **2022/xxx** [the DSA].

Or. en

Amendment 255

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation
Recital 58

Text proposed by the Commission

(58) For the oversight of those aspects of this Regulation that do not fall within the competence of the supervisory authorities under Regulation (EU) 2016/679, Regulation (EU) 2018/725 Member States should designate competent authorities. To support the upholding of fundamental rights and freedoms, the rule of law, democratic principles and public confidence in the oversight of political advertising it is necessary that such authorities are structurally independent from external intervention or political pressure and are appropriately empowered effectively monitor and take the measures

Amendment

(58) For the oversight of those aspects of this Regulation that do not fall within the competence of the supervisory authorities under Regulation (EU) 2016/679, Regulation (EU) 2018/725, ***and Regulation (EU) 2022/xxx [Digital Services Act]*** Member States should designate competent authorities. To support the upholding of fundamental rights and freedoms, the rule of law, democratic principles and public confidence in the oversight of political advertising it is necessary that such authorities are structurally independent from external intervention or political

necessary to ensure compliance with this Regulation, in particular the obligations laid down in Article 7. Member States may designate, in particular, the national regulatory authorities or bodies under Article 30 of Directive 2010/13/EU of the European Parliament and of the Council¹³.

pressure and are appropriately empowered effectively monitor and take the measures necessary to ensure compliance with this Regulation, in particular the obligations laid down in Article 7. Member States may designate, in particular, the national regulatory authorities or bodies under Article 30 of Directive 2010/13/EU of the European Parliament and of the Council¹³.

¹³ Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) (OJ L 95, 15.4.2010, p. 1).

¹³ Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) (OJ L 95, 15.4.2010, p. 1).

Or. en

Amendment 256

Virginie Joron, Alessandra Basso, Jean-Lin Lacapelle, Isabella Tovaglieri, Markus Buchheit, Tom Vandendriessche, Antonio Maria Rinaldi, Marco Campomenosi

Proposal for a regulation Recital 58

Text proposed by the Commission

(58) For the oversight of those aspects of this Regulation that do not fall within the competence of the supervisory authorities under Regulation (EU) 2016/679, Regulation (EU) 2018/725 Member States ***should*** designate competent authorities. To support the upholding of fundamental rights and freedoms, the rule of law, democratic principles and public confidence in the oversight of political advertising it is necessary that such authorities are structurally independent from external intervention or political pressure and are appropriately empowered effectively monitor and take the measures necessary to

Amendment

(58) For the oversight of those aspects of this Regulation that do not fall within the competence of the supervisory authorities under Regulation (EU) 2016/679, Regulation (EU) 2018/725 Member States ***may*** designate competent authorities. To support the upholding of fundamental rights and freedoms, the rule of law, democratic principles and public confidence in the oversight of political advertising it is necessary that such authorities are structurally independent from external intervention or political pressure and are appropriately empowered effectively monitor and take the measures necessary to ensure compliance with this

ensure compliance with this Regulation, in particular the obligations laid down in Article 7. Member States may designate, in particular, the national regulatory authorities or bodies under Article 30 of Directive 2010/13/EU of the European Parliament and of the Council¹³.

Regulation, in particular the obligations laid down in Article 7. Member States may designate, in particular, the national regulatory authorities or bodies under Article 30 of Directive 2010/13/EU of the European Parliament and of the Council¹³.

¹³ Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) (OJ L 95, 15.4.2010, p. 1).

¹³ Directive 2010/13/EU of the European Parliament and of the Council of 10 March 2010 on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive) (OJ L 95, 15.4.2010, p. 1).

Or. fr

Amendment 257

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 60

Text proposed by the Commission

(60) Authorities competent for the oversight of this Regulation should cooperate with each other both at national and at EU level making best use of existing structures including national cooperation networks, the European Cooperation Network on Elections as referred to in Recommendation C(2018) 5949 final, and the European Regulators Group for Audiovisual Media Services established under Directive 2010/13/EU. Such cooperation should facilitate the swift, secured exchange of information on issues connected to the exercise of their supervisory and **enforcements** tasks pursuant to this Regulation, including by jointly identifying infringements, sharing findings and expertise, and liaising on the

Amendment

(60) Authorities competent for the oversight of this Regulation should cooperate with each other both at national and at EU level making best use of existing structures including national cooperation networks, the European Cooperation Network on Elections as referred to in Recommendation C(2018) 5949 final, ***the European Board for Digital Services as referred to in Regulation (EU) 2022/xxx [Digital Services Act]*** and the European Regulators Group for Audiovisual Media Services established under Directive 2010/13/EU. Such cooperation should facilitate the swift, secured exchange of information on issues connected to the exercise of their supervisory and ***enforcement*** tasks pursuant to this

application and enforcement of relevant rules.

Regulation, including by jointly identifying infringements, sharing findings and expertise, and liaising on the application and enforcement of relevant rules.

Or. en

Amendment 258

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 60

Text proposed by the Commission

(60) Authorities competent for the oversight of this Regulation should cooperate with each other both at national and at EU level making best use of *existing structures including national cooperation networks*, the European *Cooperation Network on Elections as referred to in Recommendation C(2018) 5949 final*, and the European Regulators Group for Audiovisual Media Services established under Directive 2010/13/EU. Such cooperation should facilitate the swift, secured exchange of information on issues connected to the exercise of their supervisory and enforcements tasks pursuant to this Regulation, including by jointly identifying infringements, sharing findings and expertise, and liaising on the application and enforcement of relevant rules.

Amendment

(60) ***The European Coordination Network for Political Advertisement should facilitate cross-border cooperation and the swift and secured exchange of information for contact points established in accordance with this Regulation.***

Authorities competent for the oversight of this Regulation should cooperate with each other both at national and at EU level making best use of the European ***Coordination*** Network and the European Regulators Group for Audiovisual Media Services established under Directive 2010/13/EU. Such cooperation should facilitate the swift, secured exchange of information on issues connected to the exercise of their supervisory and enforcements tasks pursuant to this Regulation, including by jointly identifying infringements, sharing findings and expertise, and liaising on the application and enforcement of relevant rules.

Or. en

Amendment 259

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Recital 61

Text proposed by the Commission

(61) With a view to facilitating the effective application of the obligations set out in the regulation, it is necessary to empower national authorities to request from the services providers the relevant information on the transparency of political advertisement. Information to be transmitted to competent authorities could concern an advertising campaign, be aggregated by years or concern specific advertisements. In order to ensure that the requests for such information can be complied with in an effective and efficient manner, and at the same time that the providers of political advertising services are not subject to any disproportionate burdens, it is necessary to set certain conditions that those requests should meet. In the interest of the timely oversight of an election process in particular, providers of political advertising services should quickly respond to requests from competent authorities, and always within 10 working days upon receipt of the measure. In the interest of legal certainty and in compliance with the rights of defence, requests to provide information from a competent authority should contain an adequate statement of reasons and information about available redress. Providers of political advertising services should designate contact points for the interaction with the competent authorities. Such contact points could be electronic.

Amendment

(61) With a view to facilitating the effective application of the obligations set out in the regulation, it is necessary to empower national authorities to request from the services providers the relevant information on the transparency of political advertisement. Information to be transmitted to competent authorities could concern an advertising campaign, be aggregated by years or concern specific advertisements. In order to ensure that the requests for such information can be complied with in an effective and efficient manner, and at the same time that the providers of political advertising services are not subject to any disproportionate burdens, it is necessary to set certain conditions that those requests should meet. In the interest of the timely oversight of an election process in particular, providers of political advertising services should quickly respond to requests from competent authorities, and always within 10 working days upon receipt of the measure, ***for VLOPs within two working days upon receipt of the measure. During the last month of the electoral campaign or a referendum, infringement of the provisions of this Regulation should be considered to negatively and severely affect individuals' rights. Therefore political advertising services should provide the requested information within 24 hours.*** . In the interest of legal certainty and in compliance with the rights of defence, requests to provide information from a competent authority should contain an adequate statement of reasons and information about available redress. Providers of political advertising services should designate contact points for the interaction with the competent authorities. Such contact points could be electronic.

Or. en

Amendment 260
Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation
Recital 62

Text proposed by the Commission

Amendment

(62) Member States should designate a contact point at Union level for the purpose of this Regulation. The contact point should, if possible, be a member of the European Cooperation Network on Elections. The contact point should facilitate cooperation among competent authorities between Member States in their supervision and enforcement tasks, in particular by intermediating with the contact points in other Member States and with the competent authorities in their own.

deleted

Or. en

Amendment 261
Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Recital 62

Text proposed by the Commission

Amendment

(62) Member States should designate a contact point at Union level for the purpose of this Regulation. The contact point *should, if possible, be* a member of the European Cooperation Network *on Elections*. The contact point should facilitate cooperation among competent authorities between Member States in their supervision and enforcement tasks, in particular by intermediating with the contact points in other Member States and with the competent authorities in their own.

(62) *In order to ensure a consistent application of this Regulation, it is necessary to set up an independent European Coordination Network at Union level, which should support and help coordinate the actions of competent authorities.* Member States should designate a contact point at Union level for the purpose of this Regulation. The contact point *is* a member of the European Cooperation Network, *without prejudice to the possibility for the contact points to invite in its meetings or appoint ad hoc*

delegates from other competent authorities entrusted with specific tasks under this Regulation. The contact point should facilitate cooperation among competent authorities between Member States in their supervision and enforcement tasks, in particular by intermediating with the contact points in other Member States and with the competent authorities in their own. Moreover, when a competent authority in a Member State holds relevant information for an investigation carried out by the competent authorities in the Member State of establishment, or is able to gather such information located in its territory to which the competent authorities in the Member State of establishment do not have access, the competent authority in that Member State should assist the contact point of establishment in a timely manner, including through the exercise of its powers of investigation in accordance with the applicable national procedures and the Charter. The addressee of such investigatory measures should comply with them and be liable in case of failure to comply, and the competent authorities in the Member State of establishment should be able to rely on the information gathered through mutual assistance, in order to ensure compliance with this Regulation.

Or. en

Amendment 262

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 62

Text proposed by the Commission

(62) Member States should designate a contact point at Union level for the purpose of this Regulation. The contact point

Amendment

(62) Member States should designate a ***national*** contact point at Union level for the purpose of this Regulation. The contact

should, if possible, be a member of the European Cooperation Network on Elections. The contact point should **facilitate** cooperation among competent authorities between Member States in their supervision and enforcement tasks, in particular by intermediating with the contact points in other Member States and with **the** competent authorities in their own.

point should, if possible, be a member of the European Cooperation Network on Elections. The contact point should **ensure** cooperation among competent authorities between Member States in their supervision and enforcement tasks, in particular by intermediating with the contact points in other Member States and with **other** competent authorities in their own.

Or. en

Amendment 263

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 65

Text proposed by the Commission

(65) Member States should publish the exact duration of their electoral periods, established according to their electoral traditions, sufficiently in advance of the beginning of the electoral calendar.

Amendment

(65) Member States should publish the exact duration of their electoral periods, established according to their electoral traditions, sufficiently in advance of the beginning of the electoral calendar.

Providers of advertising services and political advertising publishers should refer to these publications in order to ascertain whether an electoral period is underway in any given jurisdiction.

Or. en

Amendment 264

Virginie Joron, Alessandra Basso, Jean-Lin Lacapelle, Isabella Tovaglieri, Markus Buchheit, Tom Vandendriessche, Antonio Maria Rinaldi, Marco Campomenosi

Proposal for a regulation

Recital 66

Text proposed by the Commission

(66) In order to fulfil the objectives of this Regulation, the power to adopt acts in

Amendment

deleted

accordance with Article 290 of the Treaty should be delegated to the Commission in respect of Article 7(7) to further specify the form in which the requirements for the provision of information in the transparency notices according to that Article should be provided; and in respect of Article 12(8) to further specify the form in which the requirements of the provision of information about targeting should be provided. It is of particular importance that the Commission carries out appropriate consultations, including of experts designated by each Member State, and that those consultations be conducted in accordance with the principles laid down in the Interinstitutional Agreement on Better Law-Making of 13 April 2016. In particular, to ensure equal participation in the preparation of delegated acts, the European Parliament and the Council receive all documents at the same time as Member States' experts, and their experts systematically have access to meetings of Commission expert groups dealing with the preparation of delegated acts.

Or. fr

Amendment 265

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Recital 66

Text proposed by the Commission

(66) In order to fulfil the objectives of this Regulation, the power to adopt acts in accordance with Article 290 of the Treaty should be delegated to the Commission in respect of **Article** 7(7) to further specify the form in which the requirements for the provision of information in the transparency notices according to that Article should be provided; and in respect

Amendment

(66) In order to fulfil the objectives of this Regulation, the power to adopt acts in accordance with Article 290 of the Treaty should be delegated to the Commission in respect of **Articles 7(1a) and 7(7)** to further specify the form in which the requirements for **the transparency labelling and** the provision of information in the transparency notices according to that

of Article **12(8)** to further specify the ***form in which the requirements of the provision of information about targeting should be provided***. It is of particular importance that the Commission carries out appropriate consultations, including of experts designated by each Member State, and that those consultations be conducted in accordance with the principles laid down in the Interinstitutional Agreement on Better Law-Making of 13 April 2016. In particular, to ensure equal participation in the preparation of delegated acts, the European Parliament and the Council receive all documents at the same time as Member States' experts, and their experts systematically have access to meetings of Commission expert groups dealing with the preparation of delegated acts.

Article should be provided; and in respect of Article **11a(6)** to further specify the ***obligations of providers of very large online platforms regarding the presentation of political advertisements by European political parties during elections to the European Parliament***. It is of particular importance that the Commission carries out appropriate consultations, including of experts designated by each Member State, and that those consultations be conducted in accordance with the principles laid down in the Interinstitutional Agreement on Better Law-Making of 13 April 2016. In particular, to ensure equal participation in the preparation of delegated acts, the European Parliament and the Council receive all documents at the same time as Member States' experts, and their experts systematically have access to meetings of Commission expert groups dealing with the preparation of delegated acts.

Or. en

Amendment 266

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 1 – paragraph 1 – introductory part

Text proposed by the Commission

1. This Regulation lays down:

Amendment

1. This Regulation lays down
harmonised rules on:

Or. en

Amendment 267

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 1 – paragraph 1 – point a

Text proposed by the Commission

Amendment

(a) harmonised transparency obligations for providers of political advertising and related services to retain, disclose and publish information connected to the provision of such services;

(a) harmonised transparency ***and due diligence*** obligations for providers of political advertising and related services, ***including sponsors and publishers of political advertising***, to retain, disclose, ***verify***, and publish information connected to the provision of such services;

Or. en

Amendment 268

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 1 – paragraph 1 – point a

Text proposed by the Commission

Amendment

(a) harmonised transparency obligations for providers of political advertising and related services ***to*** retain, disclose and publish information connected to the provision of such services;

(a) harmonised transparency ***and due diligence*** obligations for ***sponsors and*** providers of political advertising and related services, ***as well as political advertising publishers to collect***, retain, disclose and publish information connected to the provision of such services;

Or. en

Amendment 269

Pablo Arias Echeverría, Marion Walsmann, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation

Article 1 – paragraph 1 – point a

Text proposed by the Commission

Amendment

(a) harmonised transparency obligations for providers of political advertising and related services to retain, disclose and publish information connected to the provision of such services;

(a) harmonised transparency obligations for ***sponsors***, providers of political advertising and related services, ***including publishers***, to retain, disclose and publish information connected to the provision of such services;

Amendment 270

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 1 – paragraph 1 – point a

Text proposed by the Commission

(a) ***harmonised*** transparency obligations for providers of political advertising and related services to retain, disclose and publish information connected to the provision of such services;

Amendment

(a) transparency ***and due diligence*** obligations for providers of political advertising and related services to retain, disclose and publish information connected to the provision of such services;

Or. en

Amendment 271

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 1 – paragraph 1 – point b

Text proposed by the Commission

(b) harmonised rules on the use of targeting and amplification techniques in the context of the publication, dissemination or promotion of political advertising that involve the use of personal data.

Amendment

(b) harmonised rules on the use of targeting and amplification techniques in the context of the publication, dissemination or promotion of political advertising that involve the use ***and processing*** of personal data.

Or. en

Amendment 272

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 1 – paragraph 1 – point b

Text proposed by the Commission

Amendment

(b) harmonised rules on the use of targeting and **amplification** techniques in the context of the publication, dissemination or promotion of political advertising that involve the **use** of personal data.

(b) harmonised rules on the use of targeting and **ad delivery** techniques in the context of the publication, dissemination or promotion of political advertising that involve the **processing** of personal data.

Or. en

Amendment 273

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 1 – paragraph 1 – point b

Text proposed by the Commission

(b) **harmonised rules on** the use of targeting and amplification techniques in the context of the publication, dissemination or promotion of political advertising that involve the **use** of personal data.

Amendment

(b) the use of targeting, **delivery**, and amplification techniques in the context of the publication, dissemination or promotion of political advertising that involve the **processing** of personal data.

Or. en

Amendment 274

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 1 – paragraph 1 – point b a (new)

Text proposed by the Commission

Amendment

(b a) harmonised rules on the use of personal data for the purposes of online political advertising in order to complement the application of Regulation 2016/679 and Regulation 2018/1725.

Or. en

Amendment 275

Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Article 1 – paragraph 1 – point b a (new)

Text proposed by the Commission

Amendment

(b a) the implementation and enforcement of this Regulation, including as regards the cooperation of and coordination between the competent authorities.

Or. en

Amendment 276
Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation
Article 1 – paragraph 2

Text proposed by the Commission

Amendment

2. This Regulation shall apply to political advertising prepared, placed, promoted, published or disseminated in the Union, or directed to individuals in one or several Member States, irrespective of the place of establishment of the advertising services provider, and irrespective of the means used.

2. This Regulation shall apply to political advertising **sponsored**, prepared, placed, promoted, published or disseminated in the Union, or directed to individuals in one or several Member States, irrespective of the place of establishment of the advertising services provider, **the sponsor of the services**, and irrespective of the means used.

Or. en

Amendment 277
Pablo Arias Echeverría, Marion Walsmann, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation
Article 1 – paragraph 2

Text proposed by the Commission

Amendment

2. This Regulation shall apply to political advertising prepared, placed,

2. This Regulation shall apply to **paid** political advertising prepared, placed,

promoted, published or disseminated in the Union, or directed to individuals in one or several Member States, irrespective of the place of establishment of the advertising services provider, and irrespective of the means used.

promoted, published or disseminated in the Union, or directed to individuals in one or several Member States, irrespective of the place of establishment of the advertising services provider, and irrespective of the means used.

Or. en

Amendment 278

Alessandra Basso, Marco Campomenosi, Antonio Maria Rinaldi, Isabella Tovaglieri, Virginie Joron, Jean-Lin Lacapelle

Proposal for a regulation Article 1 – paragraph 2

Text proposed by the Commission

2. This Regulation shall apply to political advertising prepared, placed, promoted, published or disseminated in the Union, or directed to individuals in one or several Member States, irrespective of the place of establishment of the advertising services provider, ***and irrespective of the means used.***

Amendment

2. This Regulation shall apply to political advertising prepared, placed, promoted, published or disseminated ***online*** in the Union, or directed to individuals in one or several Member States, irrespective of the place of establishment of the advertising services provider.

Or. en

Amendment 279 Arba Kokalari

Proposal for a regulation Article 1 – paragraph 2

Text proposed by the Commission

2. This Regulation shall apply to political advertising prepared, placed, promoted, published or disseminated in the Union, or directed to individuals in one or several Member States, irrespective of the place of establishment of the advertising services provider, ***and irrespective of the means used.***

Amendment

2. This Regulation shall apply to political advertising prepared, placed, promoted, published or disseminated in the Union, or directed to individuals in one or several Member States, irrespective of the place of establishment of the advertising services provider.

Amendment 280

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 1 – paragraph 2

Text proposed by the Commission

2. This Regulation shall apply to political advertising prepared, placed, promoted, published or disseminated in the Union, or directed to individuals in one or several Member States, irrespective of the place of establishment of the advertising services provider, ***and irrespective of the means used.***

Amendment

2. This Regulation shall apply to political advertising prepared, placed, promoted, published, ***delivered*** or disseminated in the Union, or directed to individuals in one or several Member States, irrespective of the place of establishment of the advertising services provider.

Or. en

Amendment 281

Sandro Gozi, Dita Charanzová, Jordi Cañas, Anna Júlia Donáth

Proposal for a regulation

Article 1 – paragraph 2 a (new)

Text proposed by the Commission

Amendment

2 a. Political views and opinions expressed under the editorial responsibility of a service provider, in the programmes of audio and audiovisual media, or published in print or online media shall not be considered political advertising unless specific payment or other remuneration is provided for their preparation, placement, promotion, publication or dissemination.

Or. en

Amendment 282

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 1 – paragraph 3 – point a

Text proposed by the Commission

Amendment

(a) to contribute to the proper functioning of the internal market for political advertising and related services;

deleted

Or. en

Amendment 283

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 1 – paragraph 3 – point a a (new)

Text proposed by the Commission

Amendment

(a a) to set out rules for a safe, predictable and trusted market of political advertising and related services, ensuring that fundamental rights and freedoms enshrined in the Charter are effectively protected

Or. en

Amendment 284

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 1 – paragraph 3 – point b

Text proposed by the Commission

Amendment

(b) to protect *natural persons* with regard to the processing of personal data.

(b) to *effectively* protect *fundamental rights enshrined in the Charter*, in *particular* with regard to the processing of personal data.

Amendment 285

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 1 – paragraph 3 – point b a (new)

Text proposed by the Commission

Amendment

(b a) to ensure the respect of the values referred to in Article 2 TEU, in particular the respect for democracy and freedom, by guaranteeing that citizens can exercise their democratic rights in an informed manner and free from manipulation

Or. en

Amendment 286

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 1 – paragraph 3 – point b a (new)

Text proposed by the Commission

Amendment

(b a) to ensure the public debate, especially prior and during election or referendum periods, is not distorted by political advertising and related services covered by this Regulation;

Or. en

Amendment 287

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 1 – paragraph 4 – point g a (new)

Text proposed by the Commission

Amendment

(g a) Regulation 2016/679/EU ;

Or. en

Amendment 288

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 1 – paragraph 4 – point g b (new)

Text proposed by the Commission

Amendment

(g b) Regulation 2018/1725/EU;

Or. en

Amendment 289

Pablo Arias Echeverría, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation

Article 1 – paragraph 4 – point i

Text proposed by the Commission

Amendment

(i) Regulation (EU) 2021/xxx [the Digital Services Act].

deleted

Or. en

Amendment 290

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 1 – paragraph 4 – point i

Text proposed by the Commission

Amendment

(i) Regulation (EU) 2021/xxx [the Digital Services Act].

(i) Regulation (EU) 2022/xxx [the Digital Services Act].

Or. en

Amendment 291

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 1 – paragraph 4 – point i a (new)

Text proposed by the Commission

Amendment

(i a) Regulation (EU) 2022/xxx [the Digital Markets Act];

Or. en

Amendment 292

Edina Tóth

Proposal for a regulation

Article 1 – paragraph 4 – point i a (new)

Text proposed by the Commission

Amendment

(i a) national law on elections or referendums.

Or. en

Amendment 293

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 1 – paragraph 4 – point i b (new)

Text proposed by the Commission

Amendment

(i b) Regulation (EU) 2016/679;

Or. en

Amendment 294

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria

Grapini, Paul Tang

Proposal for a regulation

Article 1 – paragraph 4 – point i c (new)

Text proposed by the Commission

Amendment

(i c) Regulation (EU) 2018/1725;

Or. en

Amendment 295

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 1 – paragraph 4 – point i d (new)

Text proposed by the Commission

Amendment

(i d) Regulation (EU) 2016/680.

Or. en

Amendment 296

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 1 – paragraph 4 a (new)

Text proposed by the Commission

Amendment

4 a. This Regulation complements and is without prejudice to the application of Regulation 2016/679 and Regulation 2018/1725. It does not replace any of the general obligations under Regulation 2016/679, Regulation 2018/1725 and Directive 2002/58/EC.

Or. en

Amendment 297

Alessandra Basso, Marco Campomenosi, Antonio Maria Rinaldi, Isabella Tovaglieri,

Virginie Joron, Jean-Lin Lacapelle

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – introductory part

Text proposed by the Commission

2. ‘political advertising’ means the preparation, placement, promotion, publication or dissemination, *by any means*, of a message:

Amendment

2. ‘political advertising’ means the preparation, placement, promotion, publication or dissemination *upon financial remuneration*, of a message *by, for or on behalf of a political actor, unless it is of a purely private or a purely commercial nature, which is liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.*

Or. en

Amendment 298

Adam Bielan

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – introductory part

Text proposed by the Commission

2. ‘political advertising’ means the preparation, *placement*, promotion, publication or dissemination, by any means, of a message:

Amendment

2. ‘political advertising’ means the preparation, promotion, publication or dissemination, by any means, of a message, *unless it is purely private or commercial in nature, or constitutes editorial content subject to editorial responsibility that complies with relevant Union and national media laws:*

Or. en

Amendment 299

Arba Kokalari

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – introductory part

Text proposed by the Commission

Amendment

2. ‘political advertising’ means the preparation, placement, promotion, publication or dissemination, by any means, of a message:

2. ‘political advertising’ means the preparation, placement, promotion, publication or dissemination, by any means, of a message ***and is not a part of editorial content under the editorial responsibility of a media service provider in print:***

Or. en

Amendment 300

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – introductory part

Text proposed by the Commission

Amendment

2. ‘political advertising’ means the preparation, placement, promotion, publication or dissemination, by any means, of a message:

2. ‘political advertising’ means ***a service consisting of*** the preparation, placement, promotion, publication or dissemination, by any means, of a message:

Or. en

Amendment 301

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – introductory part

Text proposed by the Commission

Amendment

2. ‘political advertising’ means the preparation, placement, promotion, publication or dissemination, by any means, of a message:

2. ‘political advertising’ means the preparation, placement, promotion, publication, ***delivery*** or dissemination, by any means, of a message:

Or. en

Amendment 302

Virginie Joron, Alessandra Basso, Jean-Lin Lacapelle, Isabella Tovaglieri, Markus Buchheit, Tom Vandendriessche, Antonio Maria Rinaldi, Marco Campomenosi

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – point a

Text proposed by the Commission

Amendment

(a) *by, for or on behalf of a political actor, unless it is of a purely private or a purely commercial nature; or* *deleted*

Or. fr

Amendment 303

Adam Bielan

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – point a

Text proposed by the Commission

Amendment

(a) *by, for or on behalf of a political actor, unless it is of a purely private or a purely commercial nature; or* (a) *by, for or on behalf of a political actor; or*

Or. en

Amendment 304

Virginie Joron, Alessandra Basso, Jean-Lin Lacapelle, Isabella Tovaglieri, Markus Buchheit, Tom Vandendriessche, Antonio Maria Rinaldi, Marco Campomenosi

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – point b

Text proposed by the Commission

Amendment

(b) *which is liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.* *deleted*

Or. fr

Amendment 305

Pablo Arias Echeverría, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – point b

Text proposed by the Commission

(b) which is liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

Amendment

(b) which is liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

It shall not include content, such as political views, as expressed under the responsibility of an editorial service provider via audiovisual media, including linear or non-linear broadcasts, or as published in printed or online media, unless it is meant as a political advertisement for which the service provider has been remunerated by a third party.

Or. en

Amendment 306

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – point b

Text proposed by the Commission

(b) which is liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

Amendment

(b) which is liable ***and designed*** to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

Or. en

Amendment 307

Adam Bielan

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – point b

Text proposed by the Commission

Amendment

(b) which **is liable** to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

(b) which **aims and is designed** to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

Or. en

Amendment 308

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – point b

Text proposed by the Commission

Amendment

(b) which is liable to influence the outcome of an election or referendum, a legislative or regulatory process or **voting behaviour**.

(b) which is liable to influence **voting behaviour or** the outcome of an election or referendum, a legislative or regulatory process; or

Or. en

Amendment 309

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – point b

Text proposed by the Commission

Amendment

(b) which is **liable** to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

(b) which is **likely** to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.

Or. en

Amendment 310

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – point 2 – point b a (new)

Text proposed by the Commission

Amendment

(b a) which seeks to influence public opinion on broad societal issues.

Or. en

Justification

Issue-based ads are a form of political advertising and should be included in the scope of this regulation

Amendment 311

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 2 – paragraph 1 – point 2 a (new)

Text proposed by the Commission

Amendment

2 a. Content under the editorial responsibility of audiovisual media service providers pursuant to Art. 1(1)(d) of the Audiovisual Media Services Directive (Directive 2010/13/EU) without direct payment or equivalent remuneration shall not be covered by the term political advertising when it is prepared, placed, promoted, published, delivered or disseminated without any form of payment or equivalent remuneration from a third party.

Or. en

Amendment 312

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 2 – paragraph 1 – point 2 a (new)

Text proposed by the Commission

Amendment

2 a. It shall not include political views expressed under editorial responsibility.

Or. en

Amendment 313

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – point 4 – point c a (new)

Text proposed by the Commission

Amendment

(c a) a government, bodies of governments with or without legal personality, a local government, bodies of local governments with or without legal personality and public foundations thereof;

Or. en

Amendment 314

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – point 4 – point c b (new)

Text proposed by the Commission

Amendment

(c b) national, regional and local parliaments;

Or. en

Amendment 315

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – point 4 – point c c (new)

Text proposed by the Commission

Amendment

**(c c) a Union institution and its bodies
with or without legal personality;**

Or. en

Amendment 316

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – point 4 – point c d (new)

Text proposed by the Commission

Amendment

**(c d) international and
intergovernmental organisations;**

Or. en

Amendment 317

Edina Tóth

Proposal for a regulation

Article 2 – paragraph 1 – point 4 – point d

Text proposed by the Commission

Amendment

(d) a candidate for any elected office at European, ***national, regional and local*** level, or for one of the leadership positions within a political party;

(d) a candidate for any elected office at European level, or for one of the leadership positions within a political party;

Or. en

Justification

The procedure related to the election system belongs to the competence of Member States. Union law in this regard can only be complementary to national law, respecting the principles of subsidiarity and proportionality.

Amendment 318

Edina Tóth

Proposal for a regulation

Article 2 – paragraph 1 – point 4 – point e

Text proposed by the Commission

(e) an elected official within a public institution at European, ***national, regional or local*** level;

Amendment

(e) an elected official within a public institution at European level;

Or. en

Amendment 319

Edina Tóth

Proposal for a regulation

Article 2 – paragraph 1 – point 4 – point f

Text proposed by the Commission

(f) an unelected member of government at European, ***national, regional or local*** level;

Amendment

(f) an unelected member of government at European level;

Or. en

Amendment 320

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 2 – paragraph 1 – point 4 – point g

Text proposed by the Commission

(g) a political campaign organisation with or without legal personality, established to achieve a specific outcome in an election or referendum;

Amendment

(g) a political campaign organisation with or without legal personality, established to achieve a specific ***policy or electoral*** outcome in an election or referendum ***or legislative or regulatory process***;

Or. en

Amendment 321

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – point 4 – point g

Text proposed by the Commission

(g) a political campaign organisation with or without legal personality, established to *achieve a specific* outcome *in* an election or referendum;

Amendment

(g) a political campaign organisation with or without legal personality, established to *influence the* outcome *of* an election or referendum;

Or. en

Amendment 322

Alessandra Basso, Marco Campomenosi, Antonio Maria Rinaldi, Isabella Tovaglieri, Virginie Joron, Jean-Lin Lacapelle

Proposal for a regulation

Article 2 – paragraph 1 – point 4 – point h

Text proposed by the Commission

(h) *any natural or* legal person representing or acting on behalf of any of the persons or organisations in points (a) to (g), promoting the political objectives of any of those.

Amendment

(h) *a* legal person representing or acting, *according to the provisions of its governing statute*, on behalf of any of the persons or organisations in points (a) to (g), promoting the political objectives of any of those.

Or. en

Amendment 323

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 2 – paragraph 1 – point 4 – point h

Text proposed by the Commission

(h) any natural or legal person representing or acting on behalf of any of the persons or organisations in points (a) to

Amendment

(h) any natural or legal person representing or acting on behalf of any of the persons or organisations in points (a) to

(g), promoting the political objectives of any of those.

(g), promoting the political objectives *or interests* of any of those.

Or. en

Amendment 324

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini

Proposal for a regulation

Article 2 – paragraph 1 – point 5

Text proposed by the Commission

Amendment

5. ‘political advertising service’ means a service consisting of political advertising with the exception of an online intermediary service within the meaning of Article 2(f) of Regulation (EU) 2021/XXX [Digital Services Act] that is provided without consideration for the placement, publication or dissemination for the specific message;

deleted

Or. en

Amendment 325

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 2 – paragraph 1 – point 5

Text proposed by the Commission

Amendment

5. ‘political advertising service’ means a service consisting of political advertising with the exception of an online intermediary service within the meaning of Article 2(f) of Regulation (EU) 2021/XXX [Digital Services Act] that is provided without consideration for the placement, publication or dissemination for the specific message;

5. ‘political advertising service’ means a service consisting of political advertising with the exception of an online intermediary service within the meaning of Article 3(g) of Regulation (EU) 2021/XXX [Digital Services Act] that is provided without consideration for the placement, publication or dissemination for the specific message;

Or. en

Amendment 326

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 2 – paragraph 1 – point 6

Text proposed by the Commission

6. ‘political advertising campaign’ means the preparation, placement, promotion, publication or dissemination of a series of linked advertisements in the course of a contract for political advertising, on the basis of common preparation, sponsorship or funding;

Amendment

6. ‘political advertising campaign’ means the preparation, placement, promotion, publication, **delivery**, or dissemination of a series of linked advertisements in the course of a contract for political advertising, on the basis of common preparation, sponsorship or funding;

Or. en

Amendment 327

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – point 6 a (new)

Text proposed by the Commission

Amendment

6 a. ‘editorial responsibility’ means the exercise of effective control both over the selection of the programmes or press publications and over their organisation, for the purposes of the provision of a media service, regardless of the existence of liability under national law for the service provided;

Or. en

Amendment 328

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation
Article 2 – paragraph 1 – point 6 b (new)

Text proposed by the Commission

Amendment

6 b. ‘provider of very large online platform’ means a provider of an online platform that has been designated as a very large online platform pursuant to Article 33(4) of Regulation (EU) 2022/XXX [Digital Services Act];

Or. en

Amendment 329
Adam Bielan

Proposal for a regulation
Article 2 – paragraph 1 – point 7

Text proposed by the Commission

Amendment

7. ‘sponsor’ means the natural or legal person ***on whose behalf*** a political advertisement is prepared, placed, published or disseminated;

7. ‘sponsor’ means the natural or legal person ***responsible for handing over correct and exhaustive information regarding*** a political advertisement ***to a political advertising service and on whose behalf that political advertising*** is prepared, placed, published or disseminated;

Or. en

Amendment 330
Pablo Arias Echeverría, Marion Walsmann, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation
Article 2 – paragraph 1 – point 7

Text proposed by the Commission

Amendment

7. ‘sponsor’ means the natural or legal person on whose behalf a political advertisement is prepared, placed, published or disseminated;

7. ‘sponsor’ means the natural or legal person, ***citizen of the Union or legally established in its territory, responsible for a political advertisement or*** on whose behalf a political advertisement is

prepared, placed, published or
disseminated;

Or. en

Amendment 331

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 2 – paragraph 1 – point 7

Text proposed by the Commission

7. ‘sponsor’ means the natural or legal person on whose behalf a political advertisement is prepared, placed, published or disseminated;

Amendment

7. ‘sponsor’ means the natural or legal person on whose behalf a political advertisement is prepared, placed, published, ***promoted*** or disseminated;

Or. en

Amendment 332

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini

Proposal for a regulation

Article 2 – paragraph 1 – point 8

Text proposed by the Commission

8. ‘targeting ***or amplification*** techniques’ means techniques ***that are used either to address a tailored political advertisement only to a specific person or group of persons or to increase the circulation, reach or visibility of a political*** advertisement;

Amendment

8. ‘targeting techniques’ means techniques ***available to and used by the sponsors of advertisements to determine the potential audience of an advertisement, that is, a group of individuals who are eligible to be displayed the advertisement or groups of individuals who are excluded from being displayed the*** advertisement;

Or. en

Amendment 333

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 2 – paragraph 1 – point 8

Text proposed by the Commission

8. ‘targeting ***or amplification*** techniques’ means techniques that are used either to address a ***tailored*** political advertisement only to a specific person or group of persons ***or to increase the circulation, reach or visibility of a political advertisement***;

Amendment

8. ‘targeting techniques’ means techniques that are used either to address, ***disseminate or present*** a political advertisement only to a specific person or group of persons;

Or. en

Amendment 334

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 2 – paragraph 1 – point 8

Text proposed by the Commission

8. ‘targeting ***or amplification*** techniques’ means techniques that are used either to address a tailored political advertisement only to a specific person or group of persons ***or to increase the circulation, reach or visibility of a political advertisement***;

Amendment

8. ‘targeting techniques’ means techniques that are used either to address a tailored political advertisement only to a specific person or group of persons ***particularly through the collection of their data by means of pervasive tracking or online surveillance***;

Or. en

Amendment 335

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 2 – paragraph 1 – point 8 a (new)

Text proposed by the Commission

Amendment

8 a. 'amplification techniques' means techniques used to increase, inflate the circulation, reach or visibility of a political advertisement, or content pushed

by a political actor or sponsor, to a specific person or group of persons; as such it should be considered as 'High-Risk AI systems' under the Artificial Intelligence Act.

Or. en

Amendment 336

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini

Proposal for a regulation

Article 2 – paragraph 1 – point 8 a (new)

Text proposed by the Commission

Amendment

8 a. ‘ad delivery techniques’ means automated techniques used by publishers or other providers of advertising services involved in the publishing and dissemination of ads to deliver advertisements to specific individuals included in the group of individuals that constitute the potential audience as defined by the sponsors of the political advertisement;

Or. en

Amendment 337

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 2 – paragraph 1 – point 8 a (new)

Text proposed by the Commission

Amendment

8 a. ‘ad delivery techniques’ means techniques that are used to determine the dissemination or delivery of a political advertisement to a specific person or group of persons within the potential audience defined by the sponsors or providers of advertising services, on

behalf of sponsors;

Or. en

Amendment 338

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 2 – paragraph 1 – point 8 b (new)

Text proposed by the Commission

Amendment

8 b. ‘amplification techniques’ means fully or partially automated techniques that are used to suggest or prioritise a political advertisement to increase its circulation, reach or visibility;

Or. en

Amendment 339

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – point 9

Text proposed by the Commission

Amendment

9. ‘electoral period’ means the period preceding or during or immediately after an election or referendum in a Member State and during which the campaign activities are subject to specific rules;

9. ‘electoral period’ means the period preceding or during or immediately after an election or referendum in a Member State, **as defined in national or Union legislation**, and during which the campaign activities are subject to specific rules;

Or. en

Amendment 340

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 2 – paragraph 1 – point 9

Text proposed by the Commission

9. 'electoral period' means the period preceding or during or immediately after an election or referendum in a Member State and during which the campaign activities are subject to specific rules;

Amendment

9. 'electoral period' means the period preceding or during or immediately after an election or referendum in a Member State and during which the campaign activities are subject to specific rules ***in accordance with Member State's law***;

Or. en

Amendment 341

Virginie Joron, Alessandra Basso, Jean-Lin Lacapelle, Isabella Tovaglieri, Markus Buchheit, Tom Vandendriessche, Antonio Maria Rinaldi, Marco Campomenosi

Proposal for a regulation

Article 2 – paragraph 1 – point 9

Text proposed by the Commission

9. 'electoral period' means the period preceding ***or during or immediately after*** an election or referendum in a Member State and during which the campaign activities are subject to specific rules;

Amendment

9. 'electoral period' means the period preceding an election or referendum in a Member State and during which the campaign activities are subject to specific rules;

Or. fr

Amendment 342

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 2 – paragraph 1 – point 11

Text proposed by the Commission

11. 'political advertising publisher' means a natural or legal person that broadcasts, makes available through an interface or otherwise ***brings to the public domain*** political advertising through any medium;

Amendment

11. 'political advertising publisher' means a natural or legal person that broadcasts, makes available through an interface or otherwise ***disseminates, places, promotes, publishes or delivers*** political advertising through any medium;

Amendment 343

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – point 11

Text proposed by the Commission

11. ‘political advertising publisher’ means a natural or legal person that broadcasts, makes available through an interface or otherwise brings to the public domain political advertising through any medium;

Amendment

11. ‘political advertising publisher’ means a natural or legal person that broadcasts, **presents**, makes available through an interface or otherwise brings to the public domain political advertising through any medium;

Or. en

Justification

Addition of DSA language

Amendment 344

Alessandra Basso, Marco Campomenosi, Antonio Maria Rinaldi, Isabella Tovaglieri, Virginie Joron, Jean-Lin Lacapelle

Proposal for a regulation

Article 2 – paragraph 1 – point 11

Text proposed by the Commission

11. ‘political advertising publisher’ means a natural or legal person that broadcasts, makes available through an interface or otherwise brings to the public domain political advertising **through any medium**;

Amendment

11. ‘political advertising publisher’ means a natural or legal person that, **upon financial remuneration**, broadcasts, makes available through an interface or otherwise brings to the **online** public domain political advertising;

Or. en

Amendment 345

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini

Proposal for a regulation

Article 2 – paragraph 1 – point 12

Text proposed by the Commission

12. ‘controller’ means a controller according to Article 4(7) of Regulation (EU) 2016/679 or, where applicable, to Article 4(8) of Regulation (EU) 2018/1725.

Amendment

12. ‘controller’ means a controller according to Article 4(7) of Regulation (EU) 2016/679 or, where applicable, to Article 4(8) of Regulation (EU) 2018/1725;

Or. en

Amendment 346

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 2 – paragraph 1 – point 12 a (new)

Text proposed by the Commission

Amendment

12 a. ‘legislative or regulatory process’ means any national, regional or local government or regulatory authority procedure in which decisions, legislation or rules are proposed, discussed or adopted by any of the political actors referred to in paragraph 3.

Or. en

Amendment 347

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 2 – paragraph 1 – point 12 a (new)

Text proposed by the Commission

Amendment

12 a. ‘personal data’ within the meaning of Article 4(1) of Regulation (EU) 2016/679 and Article 3(1) of Regulation (EU) 2018/1725.

Amendment 348

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini

Proposal for a regulation

Article 2 – paragraph 1 – point 12 a (new)

Text proposed by the Commission

Amendment

12 a. ‘provided personal data’ means personal data actively provided by the data subject to a data processor;

Or. en

Amendment 349

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini

Proposal for a regulation

Article 2 – paragraph 1 – point 12 b (new)

Text proposed by the Commission

Amendment

12 b. ‘observed personal data’ means personal data provided by the data subject by virtue of using a service or device;

Or. en

Amendment 350

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini

Proposal for a regulation

Article 2 – paragraph 1 – point 12 c (new)

Text proposed by the Commission

Amendment

12 c. ‘inferred personal data’ means personal data created by the data controller on the basis of the data provided by the data subject or as

observed by the controller.

Or. en

Amendment 351

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – subparagraph 1

Text proposed by the Commission

Amendment

For the purposes of the first paragraph, point (2) messages from official sources regarding the organisation and modalities for participation in elections or referendums or for promoting participation in elections or referendums shall not constitute political advertising.

deleted

Or. en

Justification

Messages for the promotion of participation in elections should be subject to the same rules regarding transparency and targeting

Amendment 352

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Maria Grapini, Paul Tang

Proposal for a regulation

Article 2 – paragraph 1 – subparagraph 1 a (new)

Text proposed by the Commission

Amendment

Political views expressed under the editorial responsibility of a media service provider and placed, promoted, or disseminated without any form of remuneration from a third party, shall not fall under the scope of this Regulation.

Or. en

Amendment 353

Alessandra Basso, Marco Campomenosi, Antonio Maria Rinaldi, Isabella Tovaglieri, Virginie Joron, Jean-Lin Lacapelle

Proposal for a regulation

Article 3

Text proposed by the Commission

Amendment

Article 3

deleted

Level of Harmonisation

1. Member States shall not maintain or introduce, on grounds related to transparency, provisions or measures diverging from those laid down in this Regulation.

2. The provisions of political advertising services shall not be prohibited nor restricted on grounds related to transparency when the requirements of this Regulation are complied with.

Or. en

Amendment 354

Alessandra Basso, Marco Campomenosi, Antonio Maria Rinaldi, Isabella Tovaglieri, Virginie Joron, Jean-Lin Lacapelle

Proposal for a regulation

Article 3 – paragraph 1

Text proposed by the Commission

Amendment

1. Member States shall not ***maintain or*** introduce, on grounds related to transparency, provisions or measures ***diverging from*** those laid down in this Regulation.

1. Member States shall not introduce, on grounds related to transparency, provisions or measures ***in contrast with*** those laid down in this Regulation.

Or. en

Amendment 355

Pablo Arias Echeverría, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation
Article 3 – paragraph 2

Text proposed by the Commission

2. The provisions of political advertising services shall not be prohibited nor restricted on grounds related to transparency when the requirements of this Regulation are complied with.

Amendment

2. The provisions of political advertising services shall not be prohibited nor restricted, ***including geographically,*** on grounds related to transparency when the requirements of this Regulation are complied with.

Or. en

Amendment 356

Pablo Arias Echeverría, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation
Article 3 a (new)

Text proposed by the Commission

Amendment

Article 3 a

Cross border Political Advertising

1. The provision of political advertising services within the internal market may not be restricted solely on basis of the place of establishment of the sponsor.

2. The provision of cross border political advertising services to European Political Parties, can only be restricted by national law or European legislation other than this regulation.

Or. en

Amendment 357

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation
Article 3 a (new)

Text proposed by the Commission

Amendment

Article 3 a

Non-discrimination

Providers of political advertising services shall not discriminate against sponsors legally established in the Union on grounds of their place of residence or establishment.

Or. en

Amendment 358

Alessandra Basso, Marco Campomenosi, Antonio Maria Rinaldi, Isabella Tovaglieri, Virginie Joron, Jean-Lin Lacapelle

Proposal for a regulation

Article 3 a (new)

Text proposed by the Commission

Amendment

Article 3 a

Exemption of micro-undertakings

The obligations laid down in this Regulation shall not apply to micro-undertakings qualified under art. 3 (1) of Directive 2013/34/EU.

Or. en

Amendment 359

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 3 a (new)

Text proposed by the Commission

Amendment

Article 3 a

This Regulation does not interfere with the existing national rules

Or. en

Amendment 360

Pablo Arias Echeverría, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation

Article 3 b (new)

Text proposed by the Commission

Amendment

Article 3 b

Non-discrimination

1. Political advertising publishers or providers of political advertising services shall not discriminate sponsors legally established in the European Union on grounds of their place of residence or, where applicable, establishment, when those actors request, conclude or hold a contract for political advertising within the Union.

2. Refusal to provide services in a Member State where political advertising publisher or providers of political advertising services do not conduct business shall not be considered discrimination.

Or. en

Amendment 361

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Chapter II – title

Text proposed by the Commission

Amendment

**II TRANSPARENCY
OBLIGATIONS FOR POLITICAL
ADVERTISING SERVICES**

**II TRANSPARENCY, *DUE DILIGENCE AND ACCESSIBILITY*
OBLIGATIONS FOR POLITICAL
ADVERTISING SERVICES**

Or. en

Amendment 362
Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation
Article 4 – title

Text proposed by the Commission

Amendment

4 Transparency

4 Transparency *and due diligence*

Or. en

Amendment 363
Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation
Article 4 – paragraph 1

Text proposed by the Commission

Amendment

Political advertising services shall be provided in a transparent manner in accordance with the obligations laid down in Articles **5 to 11** and 14 of this Regulation.

Political advertising services shall be *diligently* provided in a transparent *and accessible* manner in accordance with the obligations laid down in Articles *4a to 10* and 14 of this Regulation.

Or. en

Justification

Alignment with changes below

Amendment 364
Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation
Article 4 – paragraph 1 a (new)

Text proposed by the Commission

Amendment

Providers of political advertising services shall ensure that the contractual arrangements concluded for the provision of a political advertising service specify how the provisions of this Regulation are

complied with and allow them to fulfil effectively their due diligence obligations.

Or. en

Justification

Moved up from Article 5

Amendment 365

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

**Proposal for a regulation
Article 4 a (new)**

Text proposed by the Commission

Amendment

Article 4 a

Accessibility

1. Political advertising publishers shall ensure that political advertisements and the transparency obligations laid down in articles 5 to 10 of this Regulation are accessible to persons with disabilities by complying with relevant accessibility requirements laid down in Annex I of Directive (EU) 2019/881.

2. Political advertising in the form of audiovisual media shall be made accessible by providing the information through more than one sensory channel.

Or. en

Amendment 366

Adam Bielan

**Proposal for a regulation
Article 5 – paragraph 1**

Text proposed by the Commission

Amendment

1. Providers of advertising services shall request sponsors and providers of

1. Providers of advertising services shall request sponsors and providers of

advertising services acting on behalf of sponsors to declare whether the advertising service they request the service provider to perform constitutes a political advertising service within the meaning of Article 2(5). Sponsors and providers of advertising services acting on behalf of sponsors shall make such a declaration.

advertising services acting on behalf of sponsors to declare whether the advertising service **that** they request the service provider to perform constitutes a political advertising service within the meaning of Article 2(5). Sponsors and providers of advertising services acting on behalf of sponsors shall make such a declaration. ***The political advertising publisher shall ensure that such advertising includes that declaration in full.***

Or. en

Amendment 367

Pablo Arias Echeverría, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation Article 5 – paragraph 1

Text proposed by the Commission

1. Providers of advertising services shall request sponsors and providers of advertising services acting on behalf of sponsors to declare whether the advertising service they request the service provider to perform constitutes a political advertising service within the meaning of Article 2(5). Sponsors and providers of advertising services acting on behalf of sponsors shall make such a declaration.

Amendment

1. Providers of advertising services, ***including publishers***, shall request sponsors and providers of advertising services acting on behalf of sponsors to declare whether the advertising service they request the service provider to perform constitutes a political advertising service within the meaning of Article 2(5). Sponsors and providers of advertising services acting on behalf of sponsors shall make such a declaration ***and are responsible for its accuracy.***

Or. en

Amendment 368

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation Article 5 – paragraph 1

Text proposed by the Commission

1. Providers of advertising services

Amendment

1. Providers of advertising services

shall request sponsors and providers of advertising services acting on behalf of sponsors to declare whether the advertising service they request the service provider to perform constitutes a political advertising service within the meaning of Article 2(5). Sponsors and providers of advertising services acting on behalf of sponsors shall make such a declaration.

shall request sponsors and providers of advertising services acting on behalf of sponsors to declare whether the advertising service they request the service provider to perform constitutes a political advertising service within the meaning of Article 2(5). Sponsors and providers of advertising services acting on behalf of sponsors shall make such a declaration *in clear and understandable terms*.

Or. en

Amendment 369

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation Article 5 – paragraph 1

Text proposed by the Commission

1. Providers of advertising services shall request sponsors and providers of advertising services acting on behalf of sponsors to declare whether the advertising service they request the service provider to perform constitutes a political advertising service within the meaning of Article 2(5). Sponsors and providers of advertising services acting on behalf of sponsors shall make such a declaration.

Amendment

1. Providers of advertising services shall request sponsors and providers of advertising services acting on behalf of sponsors to declare whether the advertising service they request the service provider to perform constitutes a political advertising service within the meaning of Article 2(2). Sponsors and providers of advertising services acting on behalf of sponsors shall make such a declaration.

Or. en

Justification

Alignment with changes above

Amendment 370

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation Article 5 – paragraph 1 a (new)

Text proposed by the Commission

Amendment

1 a. Providers of political advertising shall check whether the declaration provided by the sponsor or providers of political advertising services acting on behalf of sponsors is accurate prior to the publication or dissemination of the political advertisement.

Or. en

Amendment 371

Pablo Arias Echeverría, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation

Article 5 – paragraph 1 a (new)

Text proposed by the Commission

Amendment

1 a. Political advertising publishers shall make best efforts to verify the authenticity of the declaration referred to in para 1 before disseminating the political advertising.

Or. en

Amendment 372

Pablo Arias Echeverría, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation

Article 5 – paragraph 1 b (new)

Text proposed by the Commission

Amendment

1 b. Political advertising publishers shall make best efforts to verify the authenticity of the declaration referred to in para 1 before disseminating the political advertising.

Or. en

Amendment 373

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 5 – paragraph 2

Text proposed by the Commission

Amendment

2. Providers of political advertising services shall ensure that the contractual arrangements concluded for the provision of a political advertising service specify how the relevant provisions of this Regulation are complied with. *deleted*

Or. en

Justification

Moved to Article 4 and amended

Amendment 374

Arba Kokalari

Proposal for a regulation

Article 5 – paragraph 2

Text proposed by the Commission

Amendment

2. Providers of political advertising services shall **ensure** that the contractual arrangements concluded for the provision of a political advertising service specify how the relevant provisions of this Regulation are complied with.

2. Providers of political advertising services shall **make reasonable efforts** that the contractual arrangements concluded for the provision of a political advertising service specify how the relevant provisions of this Regulation are complied with.

Or. en

Amendment 375

Sandro Gozi, Jordi Cañas

Proposal for a regulation

Article 5 – paragraph 2 a (new)

Text proposed by the Commission

Amendment

2 a. Providers of advertising services which are intermediary service providers within the meaning of Regulation XXX [the DSA] involved in the presentation of political advertising on their interface or the interface of another service provider, including providers of programmatic advertising services shall establish, implement and publish policies and measures to prevent both the presentation of political advertising together with disinformation and the publication of political advertising containing disinformation.

Or. en

Amendment 376
Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Article 5 – paragraph 2 a (new)

Text proposed by the Commission

Amendment

2 a. Providers of advertising services shall design and organise their online interface in a way that enables sponsors and providers of advertising services acting on behalf of sponsors to comply with their obligations as referred to in paragraph 1 of this Article and Article 6(1).

Or. en

Amendment 377
Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Article 5 – paragraph 2 b (new)

Text proposed by the Commission

Amendment

2 b. Providers of advertising services shall make best efforts to assess whether sponsors and providers of advertising services acting on behalf of sponsors have declared the information referred to in paragraph 1 of this Article and Article 6(1) prior to the provision of the service.

Or. en

Amendment 378
Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Article 5 – paragraph 2 c (new)

Text proposed by the Commission

Amendment

2 c. Political advertising publishers, which are very large online platforms within the meaning of Article 25 of Regulation (EU)2021/xxx [the DSA], shall implement adequate quality controls to ensure the timely identification of advertisements which have not been declared in accordance with paragraph 1 or which have been misdeclared or mislabelled and disseminated on their platform.

Or. en

Amendment 379
Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation
Article 5 a (new)

Text proposed by the Commission

Amendment

Article 5 a

Identification of a political advertisement
For the purpose of determining whether a

message constitutes political advertising within the meaning of Article 2(2)(b) and 2(2)(c), account shall be taken of all its features, and in particular of the following:

(a) the content;

(b) the language used to convey the message;

(c) the means by which the message is promoted, published or disseminated;

(d) the potential audience targeted by the sponsor;

(e) the context in which the message is conveyed, including the period of dissemination such as electoral or referendum periods;

(f) whether the message is designed to influence the relevant electorate;

(g) the objective of the message.

Or. en

Amendment 380

Arba Kokalari

Proposal for a regulation

Article 6 – paragraph 1 – introductory part

Text proposed by the Commission

1. Providers of political advertising services shall retain information they collect in the provision of their services, on the following:

Amendment

1. Providers of political advertising services shall retain information, ***only to the extent absolutely necessary***, they collect in the provision of their services, on the following:

Or. en

Amendment 381

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 6 – paragraph 1 – introductory part

Text proposed by the Commission

1. Providers of political advertising services shall **retain** information they collect in the provision of their services, on the following:

Amendment

1. Providers of political advertising services shall **keep** information they collect in the provision of their services, on the following:

Or. en

Amendment 382

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 6 – paragraph 1 – point b a (new)

Text proposed by the Commission

Amendment

(b a) the period during which the specific service or services were provided;

Or. en

Amendment 383

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 6 – paragraph 1 – point b b (new)

Text proposed by the Commission

Amendment

(b b) where applicable, impression and engagement data;

Or. en

Amendment 384

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 6 – paragraph 1 – point c

Text proposed by the Commission

Amendment

(c) the amounts they invoiced for the service or services provided, and the value of other benefits received in part or full exchange for the service or services provided; and

(c) the amounts they invoiced ***and received*** for the service or services provided, and the value of other benefits received ***or expected*** in part or full exchange for the service or services provided; and

Or. en

Amendment 385

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 6 – paragraph 1 – point c

Text proposed by the Commission

Amendment

(c) the amounts they invoiced for the service or services provided, and the value of other benefits received in part or full exchange for the service or services provided; and

(c) the amounts they invoiced for the service or services provided, and the value of other benefits received in part or full exchange for the service or services provided ***and their sources***; and

Or. en

Amendment 386

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 6 – paragraph 1 – point d

Text proposed by the Commission

Amendment

(d) ***where applicable***, the identity of the sponsor and its contact details.

(d) the identity of the sponsor and its contact details ***and, where applicable, the identity and contact details of the entity or person ultimately controlling the sponsor.***

Or. en

Amendment 387
Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation
Article 6 – paragraph 1 – point d

Text proposed by the Commission

(d) where applicable, the identity of the sponsor and its contact details.

Amendment

(d) ***the identity of the political actor and,*** where applicable, the identity of the sponsor and its contact details.

Or. en

Amendment 388
Alexandra Geese
on behalf of the Verts/ALE Group

Proposal for a regulation
Article 6 – paragraph 1 – point d

Text proposed by the Commission

(d) ***where applicable,*** the identity of the sponsor and its contact details.

Amendment

(d) the identity of the sponsor and its contact details ***as well as the entity ultimately controlling the sponsor.***

Or. en

Amendment 389
Pablo Arias Echeverría, Marion Walsmann, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation
Article 6 – paragraph 1 – point d

Text proposed by the Commission

(d) ***where applicable,*** the identity of the sponsor and its contact details.

Amendment

(d) the identity of the sponsor and its contact details.

Or. en

Amendment 390
Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 6 – paragraph 1 – point d a (new)

Text proposed by the Commission

Amendment

(d a) where applicable the election, referendum or legislative or regulatory process the advertisement is aiming to target.

Or. en

Amendment 391

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 6 – paragraph 2

Text proposed by the Commission

Amendment

2. The information referred to in paragraph 1 shall be in writing and may be in electronic form. Such information shall be **retained** for a period of **five** years from the date of the last preparation, placement, publication or dissemination, as the case may be.

2. The information referred to in paragraph 1 shall be in writing and may be in electronic form. Such information shall be **kept in a machine-readable format** for a period of **seven** years from the date of the last preparation, placement, publication, **delivery**, or dissemination, as the case may be.

Or. en

Amendment 392

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 6 – paragraph 2

Text proposed by the Commission

Amendment

2. The information referred to in paragraph 1 shall be in writing and **may be** in electronic form. Such information shall be retained for a period of five years from

2. The information referred to in paragraph 1 shall be in writing and in electronic form. Such information shall be retained for a period of five years from the

the date of the last preparation, placement, publication or dissemination, as the case may be.

date of the last preparation, placement, ***promotion***, publication or dissemination, as the case may be.

Or. en

Amendment 393

Pablo Arias Echeverría, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation

Article 6 – paragraph 2

Text proposed by the Commission

2. The information referred to in paragraph 1 shall be in writing and ***may be*** in electronic form. Such information shall be retained for a period of five years from the date of the last preparation, placement, publication or dissemination, as the case may be.

Amendment

2. The information referred to in paragraph 1 shall be in writing and in electronic form. Such information shall be retained for a period of five years from the date of the last preparation, placement, publication or dissemination, as the case may be.

Or. en

Amendment 394

Arba Kokalari

Proposal for a regulation

Article 6 – paragraph 3

Text proposed by the Commission

3. Providers of political advertising services shall ensure that the information referred to in paragraph 1 is communicated to the political advertising publisher which will disseminate the political advertisement to enable political advertising publishers to comply with their obligations under this Regulation. That information shall be transmitted, in a timely and accurate manner in accordance with best practice and industry standards, by means of a standardised automated process where technically possible.

Amendment

3. Providers of political advertising services shall ***take reasonable efforts to*** ensure that the information referred to in paragraph 1 is communicated to the political advertising publisher which will disseminate the political advertisement to enable political advertising publishers to comply with their obligations under this Regulation. That information shall be transmitted, in a timely and accurate manner in accordance with best practice and industry standards, by means of a standardised automated process where technically possible. ***Political advertising***

publishers shall not be directly liable if the provider has given clearly incorrect information .

Or. en

Amendment 395

Pablo Arias Echeverría, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation

Article 6 – paragraph 3

Text proposed by the Commission

3. Providers of political advertising services shall ensure that the information referred to in paragraph 1 is communicated to the political advertising publisher which will disseminate the political advertisement to enable political advertising publishers to comply with their obligations under this Regulation. That information shall be transmitted, in a timely and accurate manner in accordance with best practice and industry standards, by means of a standardised automated process where technically possible.

Amendment

3. ***Sponsors or*** providers of political advertising services ***acting on behalf of a sponsor*** shall ensure that the information referred to in paragraph 1 is communicated to the political advertising publisher which will disseminate the political advertisement to enable political advertising publishers to comply with their obligations under this Regulation. That information shall be transmitted, in a timely and accurate manner in accordance with best practice and industry standards, by means of a standardised automated process where technically possible.

Or. en

Amendment 396

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 6 – paragraph 3

Text proposed by the Commission

3. Providers of political advertising services shall ensure that the information referred to in paragraph 1 is communicated to the political advertising publisher which will disseminate the political advertisement to enable political advertising publishers to

Amendment

3. Providers of political advertising services shall ensure that the information referred to in paragraph 1 is communicated to the political advertising publisher which will disseminate the political advertisement to enable political advertising publishers to

comply with their obligations under this Regulation. That information shall be transmitted, in a timely and accurate manner in accordance with best practice and industry standards, by means of a standardised automated process *where technically possible*.

comply with their obligations under this Regulation. That information shall be transmitted, in a timely and accurate manner in accordance with best practice and industry standards, by means of a standardised automated process.

Or. en

Amendment 397

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 7 – title

Text proposed by the Commission

Transparency requirements for each political advertisement

Amendment

Transparency *and labelling* requirements for each political advertisement

Or. en

Amendment 398

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Maria Grapini, Paul Tang

Proposal for a regulation

Article 7 – paragraph 1 – introductory part

Text proposed by the Commission

1. In the context of the provision of political advertising services, each political advertisement shall be made available *with* the following information in a clear, salient and unambiguous way:

Amendment

1. In the context of the provision of political advertising services, each political advertisement shall be made available *by the publisher to the recipients of their service through a short transparency notice presented within the advertisement containing* the following information in a clear, salient and unambiguous way:

Or. en

Amendment 399

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 7 – paragraph 1 – introductory part

Text proposed by the Commission

1. *In the context of the provision* of political advertising services, *each political advertisement* shall *be made available* *with* the following information in a clear, salient and unambiguous way:

Amendment

1. *Publishers* of political advertising services shall *make* the following information *available for each advertisement in real time, in a machine-readable format as well as* in a clear, salient, *accessible* and unambiguous way:

Or. en

Amendment 400

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 7 – paragraph 1 – point a

Text proposed by the Commission

(a) a statement to the effect that it is a political advertisement;

Amendment

(a) a *clear* statement to the effect that it is a political advertisement;

Or. en

Amendment 401

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 7 – paragraph 1 – point b

Text proposed by the Commission

(b) the identity of the sponsor of the political advertisement and the entity ultimately controlling the sponsor;

Amendment

(b) the identity of *the political actor*, the sponsor of the political advertisement and the entity ultimately controlling the sponsor, *its place of establishment and contact details*;

Amendment 402

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 7 – paragraph 1 – point b

Text proposed by the Commission

(b) the identity of the sponsor of the political advertisement and the entity ultimately controlling the sponsor;

Amendment

(b) the identity of the sponsor of the political advertisement and the **person or** entity ultimately controlling **or funding** the sponsor;

Or. en

Amendment 403

Adam Bielan

Proposal for a regulation

Article 7 – paragraph 1 – point b

Text proposed by the Commission

(b) the identity of the sponsor of the political advertisement and the entity ultimately controlling the sponsor;

Amendment

(b) the identity of the sponsor of the political advertisement and, **where applicable**, the entity ultimately controlling the sponsor;

Or. en

Amendment 404

Pablo Arias Echeverría, Tom Vandenkendelaere, Andreas Schwab

Proposal for a regulation

Article 7 – paragraph 1 – point b a (new)

Text proposed by the Commission

Amendment

(b a) where relevant, the relevant decisive parameter or set of decisive parameters determining why the user sees

this advertisement;

Or. en

Amendment 405

Stelios Kouloglou, Anne-Sophie Pelletier

Proposal for a regulation

Article 7 – paragraph 1 – point c

Text proposed by the Commission

(c) a transparency notice to enable the wider context of the political advertisement and its aims to be understood, *or a clear indication of where it can be easily retrieved.*

Amendment

(c) a transparency notice to enable the wider context of the political advertisement and its aims to be understood.

Or. en

Amendment 406

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini, Paul Tang

Proposal for a regulation

Article 7 – paragraph 1 – point c

Text proposed by the Commission

(c) a transparency notice to enable the wider context of the political advertisement and its aims *to be understood, or a clear indication of where it can be easily retrieved.*

Amendment

(c) a transparency notice to enable *the understanding by the recipient of the service of* the wider context of the political advertisement and its aims;

Or. en

Amendment 407

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 7 – paragraph 1 – point c

Text proposed by the Commission

Amendment

(c) a transparency notice ***to enable the wider context of the political advertisement and its aims to be understood***, or a clear indication of where it can be easily retrieved.

(c) a transparency notice ***containing the information referred to in paragraph 2***, or a clear indication of where it can be easily ***and permanently*** retrieved.

Or. en

Amendment 408

Alexandra Geese

on behalf of the Verts/ALE Group

Proposal for a regulation

Article 7 – paragraph 1 – point c a (new)

Text proposed by the Commission

Amendment

(c a) the specific electoral or policy goal of the advertisement, the corresponding elections or referendums, or the legislative or regulatory process with which the advertisement is linked or aims to influence.

Or. en

Amendment 409

Maria-Manuel Leitão-Marques, Christel Schaldemose, René Repasi, Marc Angel, Brando Benifei, Maria Grapini

Proposal for a regulation

Article 7 – paragraph 1 – point c a (new)

Text proposed by the Commission

Amendment

(c a) where applicable, a statement that the advertisement is using targeting techniques based on the use of personal data and information on the data used for that purpose.

Or. en

