

**Priority question for written answer P-003180/2023  
to the Commission**

Rule 138

**Alexandra Geese** (Verts/ALE)

Subject: Microtargeted advertising campaigns by the Commission on X/Twitter

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

Can the Commission address the following questions:

1. Is the Directorate-General for Migration and Home Affairs aware of the ban on using sensitive data under the Digital Services Act?
2. Is this kind of activity in violation of the principle of sincere cooperation (enshrined in Articles 4(3) and 13(2) of the Treaty on European Union)?
3. How is this compatible with its role as an honest broker in trilogues in general and with the trilogue negotiations on political advertising in particular?

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

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

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

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

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

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

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

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