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NOTE

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Subject:	Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on the transparency and targeting of political advertising - Latest state of play of the interinstitutional negotiations

Delegations will find, in the Annex to this note, the updated 4 column table representing the latest state of play of the interinstitutional negotiations following the third trilogue meeting on 5 May.

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

2021/0381(COD)

DRAFT [Document for trilogue meeting on 5 May]

03-05-2023 at 18h11

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
Formula				
1	2021/0381 (COD)	2021/0381 (COD)	2021/0381 (COD)	
Proposal Title				
2	Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on the transparency and targeting of political advertising (Text with EEA relevance)	Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on the transparency and targeting of political advertising (Text with EEA relevance)	Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on the transparency and targeting of political advertising (Text with EEA relevance)	
Formula				
3	THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,	THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,	THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
Citation 1				
4	Having regard to the Treaty on the Functioning of the European Union, and in particular Articles 16 and 114 thereof,	Having regard to the Treaty on the Functioning of the European Union, and in particular Articles 16 and 114 thereof,	Having regard to the Treaty on the Functioning of the European Union, and in particular Articles 16 and 114 thereof,	
Citation 2				
5	Having regard to the proposal from the European Commission,	Having regard to the proposal from the European Commission,	Having regard to the proposal from the European Commission,	
Citation 3				
6	After transmission of the draft legislative act to the national parliaments,	After transmission of the draft legislative act to the national parliaments,	After transmission of the draft legislative act to the national parliaments,	
Citation 4				
7	Having regard to the opinion of the European Economic and Social Committee ¹ , 1. OJ C , , p. .	Having regard to the opinion of the European Economic and Social Committee ¹ , 1. OJ C , , p. .	Having regard to the opinion of the European Economic and Social Committee ¹ , 1. OJ C , , p. .	
Citation 5				
8	Having regard to the opinion of the Committee of the Regions ¹ ,	Having regard to the opinion of the Committee of the Regions ¹ ,	Having regard to the opinion of the Committee of the Regions ¹ ,	

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	1. OJ C , , p. .	1. OJ C , , p. .	1. OJ C , , p. .	
Citation 6				
9	Acting in accordance with the ordinary legislative procedure,	Acting in accordance with the ordinary legislative procedure,	Acting in accordance with the ordinary legislative procedure,	
Formula				
10	Whereas:	Whereas:	Whereas:	
Recital 1				
11	(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	(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	(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	

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	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.	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 <u>or other forms of remuneration, including benefits in kind.</u>	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.	
Recital 2				
12	(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	(2) Political advertising can be disseminated or published through various means and media across borders <u>both online and offline. It is rapidly increasing as</u> 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	(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	

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	as on-demand services. Political advertising campaigns tend to be organised to make use of a range of media and forms.	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.	as on-demand services. Political advertising campaigns tend to be organised to make use of a range of media and forms.	
Recital 3				
13	(3) Given that it is normally provided against remuneration, advertising, including political advertising, constitutes a service activity under Article 57 of the Treaty on the Functioning of the European Union ('TFEU'). In Declaration No 22, regarding persons with a disability, annexed to the Treaty of Amsterdam, the Conference of the Representatives of the Governments of the Member States agreed that, in drawing up measures under Article 114 of the TFEU, the institutions of the Union are to take account of the needs of persons with disabilities.	(3) Given that it is normally provided against remuneration, advertising, including political advertising, constitutes a service activity under Article 57 of the Treaty on the Functioning of the European Union ('TFEU'). In Declaration No 22, regarding persons with a disability, annexed to the Treaty of Amsterdam, the Conference of the Representatives of the Governments of the Member States agreed that, in drawing up measures under Article 114 of the TFEU, the institutions of the Union are to take account of the needs of persons with disabilities.	(3) Given that it is normally provided against remuneration, which may include a benefit in kind , advertising, including political advertising, constitutes a service activity under Article 57 of the Treaty on the Functioning of the European Union ('TFEU'). In Declaration No 22, regarding persons with a disability, annexed to the Treaty of Amsterdam, the Conference of the Representatives of the Governments of the Member States agreed that, in drawing up measures under Article 114 of the TFEU, the institutions of the Union are to take account of the needs of persons with disabilities-	
Recital 4				
14	(4) The need to ensure transparency is a legitimate public goal, in conformity with the values	(4) The need to ensure transparency is a legitimate public goal, in conformity with the values	(4) The need to ensure transparency is a legitimate public goal, in conformity with the values	

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	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.	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 Furthermore, the <u>increasingly sophisticated and intense interference by malign foreign actors in our democratic electoral processes through the spread of</u> disinformation and unlawful interference including from abroad should be tackled. Political advertising can be a vector of disinformation in particular where the advertising does not disclose its political nature, and <u>where it comes from sponsors outside of the Union or</u> where it is targeted <u>or amplified. A high level of transparency is necessary inter alia to support an open and fair political debate, political campaigns and free and fair elections or referendums and to combat disinformation and</u>	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. Increasing sophistication in disinformation, diversification of actors, the fast evolution of new technologies and intensified spread of manipulative interference are important challenges for the Union and the Member States. Political advertising can be a vector of disinformation in particular where the advertising does not disclose its political nature, and where it is targeted or amplified. A high level of transparency is necessary, among others, to support an open and fair political debate in ensuring democratic political campaigns, and free and fair	

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		<u>unlawful interference, including from third countries</u>. Transparency of political advertising contributes to enabling voters <u>and individuals in general</u> to better understand when they are being presented with a political advertisement on whose behalf that advertisement is being made, <u>as well as how and why</u> and how they are being targeted by an advertising service provider, so that voters are better placed to make informed choices.	elections or referendums and to combat disinformation and unlawful interference including from abroad. 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.	
14a		<u>(4a) Providers of advertising services which are intermediary service providers within the meaning of Regulation (EU) 2022/2065 (Digital Services Act) involved in the presentation of political advertising on their interface or the interface of another service provider should be encouraged to establish, implement and publish tailored policies and measures to prevent the placement of political advertising together with disinformation, including by participation in wider</u>		

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		<u>disinformation demonetisation initiatives such as the Code of Practice on disinformation.</u>		
14b			(4a) This regulation intends to ensure the provision of political advertising in full respect of fundamental rights, including, inter alia, data protection rights.	
Recital 5				
15	(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,	(5) In the context of political advertising, targeting <u>and ad delivery</u> techniques are frequently used. Targeting or amplification techniques should be understood as techniques that are used either to address a tailored <u>to tailor</u> political advertisement only to a specific person or group of persons or to increase the circulation, reach or visibility of a <u>exclude them by processing personal data. Ad delivery techniques should be understood as automated techniques of processing of personal data that are used to determine a specific audience, as a specific person or group of</u>	(5) In the context of political advertising, frequent use is made of targeting and amplification techniques are frequently used. Targeting or amplification-based on processing of personal data, including observed and inferred personal data, such as data revealing political opinions and other special categories of data. Targeting 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, usually with tailored content, based on the processing of personal data, regardless of	

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	equal opportunities and transparency in the electoral process and the fundamental right to be informed in an objective, transparent and pluralistic way.	<u>persons within the potential audience, for the dissemination of political advertisements. Such techniques are used by political advertising publishers and especially by very large online platforms within the meaning of Regulation (EU) 2022/2065 (Digital Services Act), to deliver political advertisements to a targeted audience based on personal data and on the content of advertisements. Delivering advertisements using such techniques involves the use of opaque algorithms and can differ from what the sponsors and providers of advertising services, acting on behalf of sponsors, intended, making some users less likely than others to see particular</u> political advertisement <u>advertisements</u>. 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, <u>freedom of expression</u>, equal opportunities and transparency in the electoral	how the personal data has been obtained. Amplification techniques, which include a wide range of optimisation and ad-delivery techniques, aim to increase the circulation, reach or visibility of a political advertisement based on the processing of personal data, regardless of how the personal data has been obtained. Given the power and the potential for the misuse of personal data of through 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.	

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		process and the fundamental right <u>rights</u> to be informed in an objective, transparent and pluralistic way, <u>to privacy and the protection of personal data and equality and non-discrimination</u> .		
Recital 6				
16	(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.	(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, <u>which directly affect the capacity to conduct cross-border and pan-European political campaigns</u> . 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 <u>the national legislation of</u> some Member States, <u>as well as in Union legislation</u> , resulting in political advertising sometimes being disseminated	(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 <u>provision</u> 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.	

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		without regard to relevant national rules and thus risking undermining the objective of transparency regulation for political advertising.		
Recital 7				
17	(7) To provide enhanced transparency of political advertising including to address citizens' concerns, some Member States have already explored or are considering additional measures to address the transparency of political advertising and to support a fair political debate and free and fair elections or referendums. These national measures are in particular considered for advertising published and disseminated online and may include further prohibitions. These measures vary from soft to binding measures and imply different elements of transparency.	(7) To provide enhanced transparency of political advertising including to address citizens' concerns, some Member States have already explored or are considering additional measures to address the transparency of political advertising and to support a fair political debate and free and fair elections or referendums. These national measures are in particular considered for advertising published and disseminated online and may include further prohibitions. These measures vary from soft to binding measures and imply different elements of transparency.	(7) To provide enhanced transparency of political advertising including to address citizens' concerns, some Member States have already explored or are considering additional measures to address the transparency of political advertising and to support a fair political debate and free and fair elections or referendums. These national measures are in particular considered for advertising published and disseminated online and may include further prohibitions. These measures vary from soft to binding measures and imply different elements of transparency.	
Recital 8				
18	(8) This situation leads to the fragmentation of the internal market, decreases legal certainty for providers of political	(8) This situation leads to the fragmentation of the internal market, decreases legal certainty for providers of political	(8) This situation leads to the fragmentation of the internal market, decreases legal certainty for providers of political	

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	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.	advertising services preparing, placing, <u>promoting</u> , publishing, <u>delivering</u> or disseminating political advertisements, creates barriers to the free movement of related services, distorts competition in the internal market, including between offline and online <u>service providers as a consequence of the disparity in the level of obligations and compliance between those different types of</u> service providers, and requires complex compliance efforts and additional costs for relevant service providers.	advertising services preparing, placing, promoting , 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.	
Recital 9				
19	(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	(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, <u>promotion</u> , publication or dissemination of political advertising in more than one Member State. This limits the	(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	

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	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.	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.	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.	
Recital 10				
20	(10) A consistent and high level of transparency of political advertising throughout the Union should therefore be ensured when political advertising services are provided, while divergences hampering the free circulation of related services within the internal market should be prevented, by laying down uniform transparency obligations for providers of political advertising services guaranteeing the uniform protection of rights of persons and supervision throughout the internal market based on Article 114 of the TFEU.	(10) A consistent and high level of transparency of political advertising throughout the Union should therefore be ensured when political advertising services are provided, while divergences hampering the free circulation of related services within the internal market should be prevented, by laying down uniform <u>harmonised rules on provision of political advertising services, and on transparency obligations for and due diligence for sponsors and</u> providers of political advertising services guaranteeing the uniform protection of rights of persons and supervision throughout the internal market based on Article 114 of the TFEU.	(10) A consistent and high level of transparency of political advertising throughout the Union should therefore be ensured when political advertising services are provided, while divergences hampering the free circulation of related services within the internal market should be prevented, by laying down uniform transparency obligations for providers of political advertising services guaranteeing the uniform protection of rights of persons and supervision throughout the internal market based on Article 114 of the TFEU.	
Recital 11				

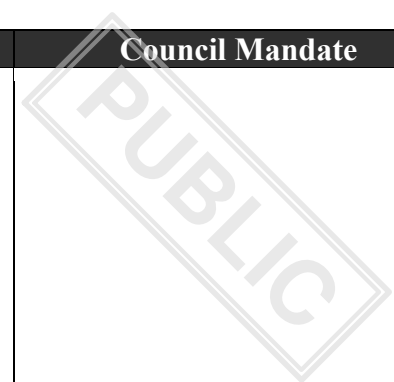
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21	(11) Member States should not maintain or introduce, in their national laws, provisions diverging from those laid down in this Regulation, in particular more or less stringent provisions to ensure a different level of transparency in political advertising. 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.	(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 <u>and due diligence</u> 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.	(11) Member States should not maintain or introduce, in their national laws, provisions on the transparency of political advertising that are 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.	
Recital 12				
22	(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.	(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.	(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, for instance clickthrough rate of a specific online political advertisement , as part of the freedom of expression and information protected under	

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			Article 11 of the Charter of Fundamental Rights.	
	Recital 13			
23	(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.	(13) This Regulation should not <u>neither</u> affect the substantive content of political advertising nor <u>Union or Member States</u> rules regulating the display <u>content</u> of political advertising, <u>presentation of political advertisements, electoral</u> including so-called silence periods preceding elections or referendums <u>and the conduct of political campaigning including advertising bans. Furthermore, this Regulation should not affect, in particular, the fundamental right to freedom of opinion and freedom of speech.</u>	(13) This Regulation should not affect the substantive is limited to harmonising the rules on the transparency and the targeting and amplification of political advertising. It neither affects the content of political advertising nor advertisements, nor Union or Member States' rules regulating aspects related to political advertising other than those covered by this Regulation. As such, this Regulation does not alter the rules regulating the conduct and financing the display of political campaigning, including general bans or limitations on political advertising including during specified periods, the so-called silence periods, donations by individual campaign donors or prohibitions regarding the use of commercial advertising for election campaign purposes preceding elections or referendums.	

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Y	23a	<u>(13a) 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.</u>	(13a) The specific needs of micro, small and medium-sized 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 in the meaning of Article 3 paragraphs 1 to 3 of Directive 2013/34/EU.	Y
	Recital 14			
R	24	(14) The Regulation should provide for harmonised transparency requirement <u>and due diligence requirements</u> 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	(14) The Regulation should provide for harmonised transparency requirement <u>requirements</u> applicable to economic actors providing political advertising and related services (i.e. activities that are normally provided for remuneration), which may include a benefit in kind ; those services consist in particular of the preparation, placement, promotion, publication and dissemination of political advertising advertisements .- The	R

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	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.	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<u>ad delivery</u> techniques in the context of the <u>promotion</u>, publication, dissemination or promotion<u>delivery or dissemination</u> of political advertising that involve the processing of personal data. The rules of this Regulation that address the use of targeting and amplification<u>ad delivery</u> are based on Article 16 of the TFEU. Political advertising directed to individuals in a Member State should include advertising entirely prepared, placed, <u>promoted</u>, <u>published delivered or disseminated</u>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	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 political advertising that are based on the processing of personal data, regardless of whether this involves a service. 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, promoted, published or disseminatedor 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,	

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		its means of dissemination.	objective of the advertisement and its means of dissemination.	
Y	24a	<u>(14a) The specificities of the medium of publication or dissemination of the political advertisement should be taken into account in the application and enforcement of this Regulation.</u>	(14a) 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.	Y
Y	24b	<u>(14b) This Regulation should recall the importance of the principle of non-discrimination in the cross-border provision of political advertising services in the Union. Providers of political advertising services should not discriminate against sponsors legally established in the Union, including in the case of cross-border services to European political parties, as it would harm the possibility for the conduction of cross-border political</u>		Y



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		<u><i>campaigns, essential to foster a European public sphere. However, refusal to provide services in a Member State where providers of political advertising services do not conduct business does not constitute discrimination as such service providers should not be compelled to conduct business in a Member State in which they are not economically active.</i></u>		
R 24c		<u><i>(14c) A solid body of evidence shows that foreign actors have been actively interfering in the democratic functioning of the Union and its Member States, particularly during election and referendum periods. Considering that foreign interferences constitute a serious violation of values and principles on which the Union is funded and moreover, foreign interferences, information manipulation and disinformation are an abuse of the fundamental freedoms of expression and information as laid down in Article 11 of the Charter and threaten these</i></u>		

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		<u>freedoms, as well as undermining democratic processes in the EU and its Member States, such as the holding of free and fair elections, it is necessary to take appropriate measures to combat disinformation and prevent such interferences by means of advertisements sponsored by actors coming from outside the Union. To support the enforcement of national rules concerning external interference in elections, it is necessary to ensure that political advertising sponsored, prepared, placed, promoted, published, delivered or disseminated in the Union, or directed to individuals in one or more Member States, regardless of the place of establishment of service providers, can be supplied only to sponsors who are citizens of the Union, and to service providers acting on behalf of such sponsors, in addition to natural or legal persons residing or established in the Union. For the purposes of determining the place of establishment of a sponsor, the place of establishment of entities ultimately controlling the sponsor should be taken into account.</u>		

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Recital 15				
25	(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.	(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 <u>ad delivery</u> . 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.	(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.	
Recital 16				
26	(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	(16) The definition of political advertising should include advertising <u>prepared, placed, promoted, published, delivered</u> or disseminated directly or indirectly by or <u>prepared, placed, promoted, published, delivered</u> or disseminated <u>by any means</u> directly or indirectly for or on behalf of a political actor. Since advertisements by, for or on behalf	(16) The definition of political advertising should include advertising prepared, placed, promoted , published or disseminated directly or indirectly by or prepared, placed, promoted , published or disseminated directly or indirectly for or on behalf of a political actor. Political advertising is usually directly or indirectly under the	

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	presumed to be liable to influence the political debate, except for messages of purely private or purely commercial nature.	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, <u>or the outcome of an election or referendum,</u> except for messages of purely private or purely commercial nature. <u>In order to determine that a message is of a purely private or purely commercial nature, account should be taken of all relevant factors, such as its content, the language used to convey it, the context in which it is conveyed, its objective and the means by which it is promoted, published or disseminated. Messages concerning a political actor's family status or business activities can be purely private or purely commercial. In addition, the definition of political advertising should include prepared, placed, promoted, published, delivered or disseminated messages which are liable to influence the outcome of an election or referendum or a legislative or regulatory process or voting behaviour. Those messages cannot be considered as purely private or purely commercial.</u>	control of a sponsor, which could be a political actor, and which would in particular be able to determine the political nature, content or publication of the political advertising being prepared, placed, promoted, published or disseminated. Sometimes another entity may ultimately exercise effective control over relevant decision making of the sponsor, by providing funding or by other forms of control, including corporate control. It should therefore be ensured that the transparency standards provided by this Regulation cover such situations. 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. In order to determine that a message is of a purely private or purely commercial nature, account should be taken of all relevant factors such as its content, the language used to convey the	

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		<i><u>Those messages can originate from any natural or legal person, including from official sources, such as governments, public authorities, institutions or bodies. However, if their messages are strictly limited to the announcement of elections or referendums or of the modalities for participation into elections or referendums, they shall be excluded from the scope.</u></i>	message, the context in which the message is conveyed, including the period of dissemination, the objective of the message and the means by which the message is promoted, that are published or disseminated and the targeted audience. Messages for or on behalf of a political actor, promoted, published or disseminated to a potentially unlimited number of third parties should not be considered as purely private.	
Recital 17				
27	(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	(17) The <u>promotion, publication, delivery</u> 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 <u>or the public opinion on societal or controversial issues at Union, national, regional, local or at a political party level</u> should also constitute political advertising. <u>A legislative or regulatory process should include decision making having binding effects of general application at the local, regional, national or European level.</u> In	(17) The promotion , publication or dissemination by other actors of a message that is liable and designed to influence the outcome of an election or referendum, or voting behaviour, or legislative or regulatory process at Union, national, regional, local or at a political party level, or voting behaviour should also constitute political advertising. In order to determine whether the publication or dissemination of a A clear and substantial link should exist between the message is liable and its potential to influence the	

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	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.	order to determine whether the publication, <u>promotion</u> 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 <u>factors</u> relevant at the time the message was <u>promoted, published, delivered or disseminated</u>, such as the <u>identity of the sponsor of the message, the form and the</u> content of the message, the <u>spoken or written</u> 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 <u>promoted, published, delivered or disseminated, as the case may be, be liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour: the audience targeted and the objective of the message.</u>	outcome of an election or referendum, a legislative or regulatory process or voting behaviour. In order to determine the existence of such a link, 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, including the period of dissemination such as an electoral period, the objective of the message and, the means by which the message is promoted, published or disseminated, and the targeted audience. Messages on societal or controversial issues may, as the case (so called ‘issue-based ads’) may be, be liable liable and designed to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour.	
R 27a		<u>(17a) Communication of a</u>		R

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		<u>political party with its current or former members is an inherent part of the membership in a political party and should not constitute political advertising.</u>		
27b		<u>(17b) Commercial advertising and marketing practices can legitimately affect consumers' perceptions of products and services or their buying behaviour, including through brand differentiation based on company actions in the field of corporate social responsibility, delivering social impact, or any other types of purpose-driven engagement. Commercial advertising in some cases may be liable to influence the outcome of an election or referendum, a legislative or regulatory process or voting behaviour, in which case this Regulation should apply.</u>		
27c		<u>(17c) For the effective implementation of the requirements of this Regulation,</u>		

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		<u>and in particular to support the sponsors of advertising and service providers acting on behalf of the sponsors in declaring political advertising, and to support providers of political advertising services in facilitating and appropriately administrating such declarations, it is necessary for the Commission to draw up common guidance.</u>		
	Recital 18			
28	(18) Practical information from official sources regarding the organisation and modalities for participation in the elections or referendums should not constitute political advertising.	(18) Practical information from official sources regarding the organisation and <u>strictly limited to the announcement of elections or referendums or of the</u> modalities for participation in the elections or referendums should not constitute political advertising.	(18) In the interest of effective communication with the general public, public communication by, for or on behalf of any public authority of a Member state, including members of Government, for example, press releases or conferences announcing legislative or regulatory initiatives and explaining the policy choice underpinning such initiatives, should not constitute political advertising, provided they are not designed to influence the outcome of an election or referendum, voting behaviour or a legislative or regulatory process. Similarly, practical	

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			information from official sources of Member States or the Union regarding exclusively the organisation and modalities for participation in the elections or referendums, including the candidacies or the subject of the question put to the referendum , should also not constitute political advertising.	
Y	28a		(18a) This Regulation should not apply where a specified public space for the presentation of candidates is explicitly provided by law and allocated free of charge, for example by allocating space for such presentation in the municipalities and other public areas or a particular broadcasting time on the television, where this is done in a fair and non-discriminatory manner, on the basis of transparent and objective criteria.	Y
	Recital 19			
Y	29	(19) Political views expressed in	(19) Political views expressed <u>The</u>	(19) Political views

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	the programmes of audiovisual linear broadcasts or published in printed media without direct payment or equivalent remuneration should not be covered by this Regulation.	<u>media contribute to the well-functioning of democratic processes and play an essential role</u> in the programmes of audiovisual linear broadcasts or published in printed media without direct payment or equivalent remuneration <u>freedom of expression and right to information, particularly during election periods. They provide a space for public debate and contribute to public opinion-forming. This Regulation should not affect the editorial freedom of the media. Political views and opinions or other editorial content expressed or disseminated for journalistic purposes or under the editorial responsibility of a media service provider should not be considered political advertising and</u> should not be covered by this Regulation, <u>if no payment or other remuneration is provided by third parties 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.</u>	expressed opinion expressed in any media under editorial responsibility including but not limited to in the programmes of audiovisual media services in the meaning of Article 1(1)(a) of Directive 2010/13/EU, in linear broadcasts or and non linear radio broadcasting, published in printed or in online media, unless specific remuneration is provided for or in connection with expressing that political opinion without direct payment or equivalent remuneration should not be covered by this Regulation.	

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		<u>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.</u>		
29a		<u>(19a) Media literacy is central to allow individuals to use media effectively and safely. It is also an essential skill for the public to benefit from the access to information on political advertisement provided by this Regulation. Therefore, it is important to promote the development of media literacy in Member States and at Union level, in all sections of the society, for individuals of all ages.</u>		
Recital 20				
30	(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	(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	(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	

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	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.	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.	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 professional or privately organised ballots.	
Recital 21				
31	(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.	(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, <u>online media portals, on web pages showing results from search engine queries</u> or via an online platforms service.	(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.	
Recital 22				
32	(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	(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	(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	

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	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.	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.	parties actors should include their affiliated and subsidiary entities of a political party established, with or without legal personality, in order to support them or pursue their objectives its objectives, for instance by engaging with a specific group of voters or for a specific electoral purpose.	
Recital 23				
33	(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.	(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.	(23) The concept of political actors should also include unelected officials, candidates for or holders of any elected officials, candidates office, and members of the Government at European, of Member States at national, regional or local level. Other political organisations should also be included in that definition or of Union institutions, with the exception of the Court of Justice of the European Union, the European Central Bank and the Court of Auditors.	
Recital 24				
34	(24) An advertising campaign should refer to the preparation,	(24) An advertising campaign should refer to the preparation,	(24) An advertising campaign should refer to the preparation,	

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	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.	<u>placement, promotion, delivery</u> and dissemination of a series of linked advertisements in the course of a contract for political advertising <u>services</u> , on the basis of common preparation, sponsorship and funding. It should include the preparation, placement, promotion, publication, <u>delivery</u> and dissemination of an advertisement or versions of an advertisement on different media and at different times within the same electoral cycle <u>or legislative process</u> .	<u>placement, promotion</u> , 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.	
Recital 25				
35	(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 <u>political</u> campaign periods at national level.	(25) The definition of political advertising should not affect national definitions of political party, political aims, or campaigns nor alter or interfere with or campaign periods rules , at national level.	
35a			(25a) The definition of political actor does not interfere with national rules on who can conduct a political campaign and should not oblige Member States	

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			to define such rules.	
Recital 26				
36	(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 <u>such as the design and planning of an advertisement or campaign, or in the</u> placement, promotion, publication, <u>delivery</u> and dissemination of political advertising. <u>For example, providers of political advertising services may initiate political advertising services on behalf of sponsors. The provision of targeting and ad delivery techniques in the context of political advertising should be understood to be a political advertising service.</u>	(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 advertisement. Providers that provide purely ancillary services in relation to political advertising services should not be understood as providers of political advertising services in the meaning of this Regulation. Ancillary services are services that typically depend on and complement a political advertising service but have no direct influence on the content or presentation of political advertisement, nor direct control over its preparation, placement, promotion, publication or dissemination. Such services include, for instance, postal services, printing services, graphic, sound or photographic	

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			design, "mere conduit", "caching" and "cloud computing" services, within the meaning of Regulation (EU) 2022/xxx [the DSA].	
Y 36a		<u>(26a) Providers of purely ancillary services in relation to political advertising, which are provided in addition to and which merely complement the preparation, placement, promotion, publication and dissemination of political advertising, should not be understood as providers of political advertising services within the meaning of this Regulation. Ancillary services are services that typically depend on and complement a political advertising service. Such services can include transportation, financing and investment, purchasing, sales, catering, marketing, computer services, cleaning and maintenance.</u>		
Y 36b				

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		<u>(26b) A sponsor should be understood as the person on whose behalf political advertising is prepared, placed, promoted, published or disseminated, for instance an individual candidate in an election or a political party or political organisation.</u>	(26a) A sponsor should be understood as the person or entity on whose behalf political advertisement is prepared, placed, promoted, published or disseminated, for instance an individual candidate in an election, a registered third party or a political party, and who is normally the person or entity providing remuneration in exchange for political advertising services.	
Y	36c	<u>(26c) Political advertising publishers should be understood as providers of political advertising services, usually at the end of the chain of service providers, promoting, publishing, delivering or disseminating political advertising by broadcasting, making it available through an interface or otherwise bringing it to the public.</u>	(26b) Political advertising publishers should be understood as providers of political advertising services, normally at the end of the chain of service providers, publishing and disseminating political advertising by broadcasting, making available through an interface or otherwise bringing it to the public domain.	Y
	Recital 27			
R	37	(27) The notion of political advertising services should not	(27) The notion of political advertising services should not	R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	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.	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 <u>involves remuneration or benefits in kind from third parties</u> .	include messages that are shared by individuals in their purely personal capacity. However, 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 a third party.-	
Recital 28				
38	(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.	(28) Once an advertisement is indicated as being connected to the <u>sponsor declares an advertisement to be</u> political advertising , this should be clearly <u>and without delay</u> 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 <u>and due diligence</u> requirements. For instance, when sponsored content <u>political advertisement</u> is shared organically, the advertising it should still be labelled as political advertising .	(28) Once an advertisement is indicated the sponsor declares advertising as being connected to political advertising, this should be clearly indicated to other service providers involved in the political advertising services. The sponsor should make this declaration truthfully. In addition, once an advertisement advertising has been identified as political advertisement , its further dissemination should still comply with transparency requirements. For instance, when sponsored content political advertisement, as defined in this regulation, is shared organically, the advertising should still be labelled as political advertising. In the framework of	

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			a contract, failure to act in good faith should engage contractual responsibility.	
38a		<u>(28a) To guarantee the effectiveness of the transparency and due diligence requirements, sponsors and providers of advertising services acting on behalf of sponsors should transmit in good faith relevant information in a timely, clear, complete and accurate manner to enable the other providers of services in the chain to comply with the Regulation. When the political advertising publisher is the only provider of political advertising services, the sponsor should communicate such information to the political advertising publisher.</u>	(28a) In view of the importance of guaranteeing in particular the effectiveness of the transparency requirements, sponsors and providers of political advertising services acting on behalf of sponsors should transmit in good faith relevant information in a complete and accurate manner, and without undue delay, to enable the other providers of political advertising services in the chain to comply with this Regulation. When the political advertising publisher is the only provider of political advertising services, the sponsor should communicate such information to the political advertising publisher. In case of a declaration or information that is manifestly erroneous, providers of advertising services should request the sponsors and the providers of advertising services acting on behalf of sponsors to correct their declaration.	

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Y	38b	<u>(28b) Where providers of political advertising services become aware of a manifest error, inaccuracy or incompleteness in the declaration that advertising is or is not political, or in the information communicated, providers of political advertising services should require the sponsors to ensure that such manifest error, inaccuracy or incompleteness is corrected.</u>		
Y	38c	<u>(28c) A declaration or information should be considered manifestly erroneous if it is apparent from the advertising, the sponsor, or the context in which the relevant service is provided, without further verifications or fact-finding exercises.</u>	(28b) A declaration or information should be considered manifestly erroneous if it is apparent from the content of the advertisement, the identity of the sponsor, or the context in which the relevant service is provided, without further verifications or fact-finding exercises.	
Y	38d			



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		<u>(28d) Reasonable efforts should include diligent and objective measures, such as contacting the sponsor or the service providers concerned to complete or correct the information. Account should be taken of the nature and importance of the erroneous or missing information in relation to the requirements laid down by this Regulation. Reasonable efforts should also be reflected in the contractual arrangements among service providers and with the sponsor, where relevant. The provider of political advertising services should not be required to engage in excessive or costly fact-finding exercises or complex contact with the sponsor or the providers of political advertising services concerned.</u>		
Recital 29				
39	(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	(29) The rules on transparency, <u>due diligence and data protection</u> 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	(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	

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	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.	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, <u>delivery</u> or dissemination for the specific message, unless the user has been remunerated, <u>or received benefit in kind</u> , by a third party for the political advertisement.	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.	
Recital 30				
40	(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.	(30) The transparency requirements should also not apply to the sharing of information through electronic <u>interpersonal</u> communication services such as electronic message services or telephone calls, as long as no political advertising service is involved.	(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.	
Recital 31				
41	(31) Freedom of expression as protected by Article 11 of the Charter of Fundamental Rights covers an individual's right to hold	(31) Freedom of expression as protected by Article 11 of the Charter of Fundamental Rights covers an individual's right to hold	(31) Freedom of expression and information as protected by Article 11 of the Charter of Fundamental Rights covers an	

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	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.	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 <u>necessary and</u> 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. <u>Freedom of expression is one of the cornerstones of a lively democratic debate.</u>	individual's right to hold political opinions, receive and impart political information and share political ideas. Every limitation to it this freedom has to comply with Article 52 of the Charter of Fundamental Rights. This 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.	
41a		<u>(31a) 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 services and their required transparency information for all recipients, including persons with disabilities.</u>		

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		<u>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.</u>		
41b			(31a) This Regulation should not have the effect of requiring Member States to take measures in contravention of fundamental principles relating to freedom of expression, in particular freedom of the press and the freedom of expression in other media as they result from constitutional traditions or rules governing the rights and responsibilities of, and the procedural guarantees for, the press or other media where these rules relate to the determination or limitation of liability.	
Recital 32				

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42	(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.	(32) As regards online intermediaries, Regulation (EU) 2021/XX <u>2022/2065</u> (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 <u>2022/2065</u> (Digital Services Act), notably very large <u>online</u> 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 <u>but should inform the</u> risk assessment and mitigation obligations for very large online platforms as regards their advertising systems <u>including the targeting and ad delivery</u>	(32) As regards online intermediaries, Regulation (EU) 2021/XX <u>2022/XX</u> [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 <u>2022/XX</u> [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.	

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		<u><i>techniques of political advertising services employed. To assist Member States and service providers, the Commission should provide guidelines on the interaction between and complementary nature of different Union legal acts and this Regulation and on the interpretation of any similar requirements therein.</i></u>		
	Recital 33			
43	(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	(33) The preparation, placement, promotion, publication, <u><i>delivery</i></u> 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 <u><i>and ad delivery</i></u> criteria, the provision of data used for the targeting <u><i>and delivery</i></u> of an advertisement, the provisions of targeting <u><i>and ad delivery</i></u> techniques, the delivery of an advertisement and its dissemination may be controlled by different service providers. <i>For instance, automated services can support matching the profile of the user of an interface with the</i>	(33) The preparation, placement, promotion, publication and dissemination of political <i>advertising</i> advertisements can involve a complex chain of service providers. This is the case in particular where the selection of advertising content, the selection of targeting and amplification criteria, the provision of data used for the targeting and amplification of an advertisement, the provisions of targeting and amplification 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	

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	collected directly from the user of the service and from the users' online conduct, as well as inferred data.	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.	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.	
Recital 34				
44	(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.	(34) In view of the importance of guaranteeing in particular the effectiveness of the transparency <u>and due diligence</u> requirements including to ease their oversight, <u>sponsors and where relevant providers of political advertising services acting on behalf of sponsors should ensure the accuracy of information that they provide.</u> 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 <u>complete, and it is</u> provided to the political advertising publisher which brings disseminates the political advertisement to the public . In order to support the efficient implementation of this requirement, and the timely and accurate provision of this	(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 complete and accurate and 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 transmit that information at the same time with the provision of the relevant service and consider	

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		information, providers of political advertising services should <u>transmit this information at the same time with the provision of the relevant service, and</u> consider and support automating the transmission of information among providers of political advertising services <u>by adapting their online interfaces to facilitate compliance.</u> <u>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.</u>	and support automating the transmission of information among providers of political advertising services. Where a provider of political advertising services becomes aware that information which it has transmitted has been updated, it should ensure that this updated information is communicated to the relevant political advertising publisher.	
44a			(34a) Providers of political advertising services should be considered as being aware that information should be updated when the sponsor or the service provider acting on its behalf informs the provider of political advertising services of a relevant change. Political advertising publisher may also become aware of such need to update through the notification	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			mechanism provided for in this Regulation.	
44b			(34b) If providers of political advertising services become aware of a manifest error, inaccuracy or incompleteness in the information communicated, providers of political advertising services should make reasonable efforts to ensure that such manifest error, inaccuracy or incompleteness are corrected, in particular through confirmation of information provided by the provider of political advertising services, or where relevant the sponsor itself. This should not amount to a general obligation for the provider of political advertising services to monitor the truthfulness of declarations concerning the political nature of advertisements or to engage in excessive or costly fact-finding exercises. Reasonable efforts may also be reflected in the contractual arrangements among providers of political advertising services and with the sponsor, where relevant. Contractual	

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			arrangements among service providers and sponsors should enable the transmission of information between publisher and the sponsor, for instance in case of missing information or the discontinuation of political advertising.	
Y	44c		(34c) Reasonable efforts should include diligent and objective measures such as contacting the sponsor or the provider of political advertising services concerned, to complete or correct the information. Account should be taken of the nature and importance of the erroneous or missing information in relation to the requirements laid down by this Regulation.	
	Recital 35			
G	45	(35) Where an artificial commercial or contractual construction risks circumventing the effectiveness of the transparency obligations laid down in the Regulation, those obligations	(35) Where an artificial commercial or contractual construction risks circumventing the effectiveness of the transparency obligations laid down in the Regulation, those obligations	(35) Where an artificial commercial or contractual construction risks circumventing the effectiveness of the transparency obligations laid down in the this Regulation, those

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	should apply to the entity or entities that in substance provide the advertising service.	should apply to the entity or entities that in substance provide the advertising service.	obligations should apply to the entity or entities that in substance provide the advertising service.	
Recital 36				
46	(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.	(36) Steps could also include <u>advertising publishers</u> providing an efficient mechanism for individuals to indicate that a <u>political</u> advertisement is political, and taking effective action in response to such indications.	deleted	
Recital 37				
47	(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.	(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 <u>organically</u> 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.	(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.	

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	Recital 38			
48	(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	(38) Transparency of political advertising should enable citizens<u>individuals</u> 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<u>and</u> of the identity of its sponsor <u>and of the political campaign it is part of</u>. Where appropriate, the name of the sponsor could include a political logo. Political advertising publishers should <u>ensure that advertisements that are political should be correctly labelled as such and to</u> 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	(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 together with 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. Each political advertisement, where applicable, should be made available together with a statement to the effect that the political advertisement has been targeted or amplified. 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 The presentation of the statement and the name of the sponsor may vary depending on the means	

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	through a link or equivalent clear and user-friendly direction included in the advertisement.	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 <u>In light of technological and other developments in relevant scientific research and market practices, the Commission should adopt a delegated act establishing harmonised and efficient labelling techniques for political</u> advertisement.	used. For radio broadcasting services, use could be made for instance of an upstream or downstream statement. Political advertising publishers should also ensure the publication in connection to together with 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 Quick Response codes (or "QR code") , or equivalent clear and user-friendly direction included in the advertisement.	
Recital 39				
49	(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	(39) This information should be provided in a transparency notice which should also include the identity of the sponsor <u>and where applicable, the entity ultimately controlling the sponsor</u> , in order to support accountability in the political process. The place of establishment of the sponsor and whether the sponsor is a natural or	(39) This information should be provided in a transparency notice which should also include the identity of the sponsor and, where applicable, of the entity ultimately controlling the sponsor , in order to support accountability in the political process. The place of establishment of the sponsor and whether the	

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	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	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 <u>be</u>	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, and 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	

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	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].	<u>available at the moment the advertising is published or disseminated, and the information it contains should be kept up to date. The transparency notice should</u> 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 <u>16 and 17</u> of Regulation (EU) 2021/XXX <u>2022/2065</u> (Digital Services Act 7 <u>1</u>).	transparency notice should be available immediately when the advertising is published or disseminated, and the information it presents should be kept up to date, as relevant. 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 2022XXX [Digital Services Act]. Providers of political advertising services should make reasonable efforts to ensure that the information is complete and accurate.	
Recital 40				
50	(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	(40) The information to be included in <u>Political advertising publishers should ensure that each political advertisement contains a clear indication of where</u> the transparency notice should be provided in the advertisement itself or be easily retrievable <u>could be easily</u>	(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 presentation of the information may vary depending on the means used. In	

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	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.	<u>retrieved. The presentation of the information may vary depending on the basis of an indication provided means used. In order to easily retrieve the information</u> in the advertisement <u>transparency notice, use could be made for instance of a link to a dedicated webpage, onscreen or via audio means, a Quick Response code (QR code), or equivalent user-friendly technical measures</u>. 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 <u>(EU)</u> 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.	order to easily retrieve the information in the transparency notice in offline advertisement, use could be made for instance of a dedicated webpage link, a Quick Response code (or "QR code"), or equivalent user-friendly technical measures. 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.	

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	Recital 41			
51	(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.	(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 <u>ten years</u> 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 <u>and the reason for the removal</u>.	(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, where technically possible, 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 starts and until the end of its publication . Political advertising publishers should retain and make available upon request their transparency notices together with any modification for a period of one year five 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. Providers of political advertising services which are	

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			not very large online platforms within the meaning of Regulation (EU) 2022/XXX [Digital Services Act] should be able to decide the format to retain this information.	
Recital 42				
52	(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	(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. Where political advertising publishers should not make available to the public those <u>become aware that a</u> political advertisements not fulfilling <u>advertisement does not fulfil</u> 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	(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. Where political advertising publishers should not make available to the public those political advertisements not fulfilling publisher becomes aware by any means that a political advertisement does not fulfil the transparency requirements under this Regulation. In addition, political advertising publishers which are very large online platforms within the meaning of, for instance following an individual notification, it should make reasonable efforts to fulfil the requirements under this Regulation. When the	

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	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.	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, they <u>should make best efforts to fulfil the requirements under this Regulation. When the information cannot be completed or corrected without undue delay, political advertising publishers should not make available or should discontinue the placement, promotion, publication, delivery or dissemination to the public of the political advertisements not fulfilling the transparency requirements under this Regulation. In such situation, political advertising publishers should inform the provider of services concerned and, where relevant the sponsor, of the reasonable steps taken to fulfil the requirements under this Regulation.</u>	information cannot be completed or corrected without undue delay, political advertising publishers (EU) 2021/XXX [Digital Services Act] should not make available or should discontinue the publication or dissemination to the public of the politicalmake the information contained in the transparency notice available through the repositories of advertisements published pursuant to Article 30not fulfilling the transparency requirements under this Regulation. In such situation, political advertising publishers should inform the providers of political advertising services concerned and, where relevant the sponsor, of the reasonable steps taken to fulfil the requirements under this Regulation. The publisher should inform the sponsor or the service provider acting on behalf of the sponsor if [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	

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			scrutinising the sponsors of political advertisement and analysing the political advertisement landscape it sponsors is not made available or is discontinued.	
Y	52a	<u>(42a) When complying with these obligations, providers of political advertising services should act with due regard to fundamental rights, and other rights and legitimate interests. Providers of political advertising services should in particular pay due regard to freedom of expression and access to information, including media freedom and pluralism.</u>		
Y	52b		(42a) When the sponsor or the provider of political advertising services becomes aware that the information transmitted to or published by the political advertising publisher is incomplete or inaccurate, it should contact, without undue	

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			delay, the political advertising publisher concerned and, as relevant, should transmit completed or corrected information to the political advertising publisher.	
52c		<u>(42b) This Regulation should 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. Therefore, political advertising publishers which are Very Large Online Platforms (VLOPs) within the meaning of Regulation (EU) 2022/2065 (Digital Services Act) and Very Large Online Search Engines (VLOSEs) as defined in Regulation (EU) 2022/2065 (Digital Services Act) should make the information contained in the transparency notice available and update it, in real time, through the repositories of advertisements published pursuant to Regulation</u>		

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		<u>(EU) 2022/2065 (Digital Services Act).</u>		
Y	52d		(42b) Contractual arrangements may include a clause allowing to charge a reasonable fee for the measures taken to correct or complete the information.	Y
R	52e	<u>(42c) The Commission should establish a European repository for online political advertisements to support political advertising publishers that are not VLOPs within the meaning of Regulation (EU) 2022/2065 (Digital Services Act) and VLOSEs as defined in Regulation (EU) 2022/2065 (Digital Services Act) to comply with the provisions of this Regulation. Political advertising publishers which are not VLOPs within the meaning of Regulation (EU) 2022/2065 (Digital Services Act) and VLOSEs as defined in Regulation (EU) 2022/2065 (Digital Services Act) should ensure that the information</u>		R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>contained in the transparency notice is made available in the European repository for online political advertisements without undue delay, and no later than 24 hours. Information made available on the interface of political advertising publishers should be provided in a machine readable format according to common data structure and standards, developed by the Commission in consultation with relevant stakeholders. Information in the repositories of VLOPs and VLOSEs and information in the European repository for online political advertisements should be connected via a common application programming interface and be publicly accessible via a single portal.</u>	PUBLIC	
52f			(42c) When complying with their obligations under this Regulation, providers of political advertising services should act in an impartial manner and with due regard to fundamental rights, and other rights and	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			legitimate interests. Providers of political advertising services should in particular pay due regard to freedom of expression and access to information, including media freedom and pluralism.	
52g			(42d) In addition, political advertising publishers which are very large online platforms within the meaning of Regulation (EU) 2022/XXX [Digital Services Act] should ensure that for each political advertisement, the information contained in the transparency notice is made available immediately in the repositories of advertisements published pursuant to Article 39 Regulation [Digital Services Act]. Such information should be kept updated and provided according to an agreed industry standard for accessibility, data structure and access by means of a common publically available application programming interface. It is appropriate to provide additional granularity of the transparency requirements	

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			laid out for the repositories referred to Article 39 Regulation (EU) 2021/XX [Digital Services Act. This mainly concerns information about removed political advertisement and the reason for its withdrawal, in particular information about cases in which political advertisements have been wrongly labelled or illegally targeted. In addition, very large online platforms may publish other information regarding the influence of the advertisement including clickthrough rate information. Other provider of the political advertising service should be encouraged to establish similar repositories of political advertisements. 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.	
Recital 43				

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Y	53	(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 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 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.
Recital 44				
R	54	(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	(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	(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

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	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.	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 <u>or delivery</u> 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) <u>3, paragraphs 1 to 3</u> , of Directive 2013/34/EU.	advertising activity can be obtained from the annual reports prepared by relevant providers of political advertising publishers services . To support oversight and accountability, such reporting should include information about expenditure on the targeting or 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(3) 3, paragraphs 1 to 3 of Directive 2013/34/EU.	
Recital 45				
55	(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	(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	(45) Political advertising publishers providing political advertising services should put in place mechanisms to enable individuals natural or legal persons 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	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	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 advertisements with this Regulation.	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<u>16</u> of the Digital Services Act continue to apply for notifications concerning non-compliance of such advertisements with this Regulation. <u>Where political advertising publishers are online hosting services providers within the meaning of Regulation (EU) 2022/2065 (Digital Services Act), with regard to the political advertisements hosted at the request of the recipients of their services, political advertising publishers should be able to rely on the notice mechanism pursuant to Regulation (EU) 2022/2065</u>	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. Where necessary, political advertising publishers should put in place technical measures for ensuring minimum information technology security standards including measures to protect from automated notification. Political advertising publishers should be able to rely on existing mechanisms where appropriate. For instance,– 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, political advertising publishers may rely on the notice mechanism drawn by them pursuant to the provisions of Article 14 of the Digital Services Act continue to apply for notifications concerning non-compliance of such advertisements with this Regulation.	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>(Digital Services Act) for notifications concerning non-compliance of such advertisements with this Regulation.</u>		
Y	55a	<u>(45a) Where a particular advertisement does not comply with this Regulation, mechanisms provided by the publisher should enable individuals to flag the advertisement concerned. Where those mechanisms are not available, individuals should be able to report such political advertisement directly to the competent authorities.</u>		
Y	55b		(45a) Political advertising publishers may set out specific forms for the notification mechanisms under this Regulation, requiring the completion of data fields such as information enabling the identification of the alleged non-compliant advertisement, an explanation of the reasons	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			justifying the notification, the name and an electronic mail address of the natural or legal person submitting the notification, and a statement confirming the good faith belief that information contained therein is accurate.	
55c		<u>(45b) The political advertising publishers should make reasonable efforts to address in a timely, diligent and objective manner the notifications received pursuant to this Regulation, by contacting the relevant service providers and, as relevant, the sponsor. The political advertising publisher should inform the author of the notification and the service providers concerned of the follow up given to the notification and provides information on redress possibilities, including under Directive (EU) 2020/1828 of the European Parliament and of the Council^{1a}, in respect of the advertisement to which the notification relates. Where a notification contains sufficient information to enable a diligent</u>	(45b) The political advertising publishers should make reasonable efforts to address in a diligent and objective manner and without undue delay the notifications received pursuant to this Regulation. Where a notification contains sufficient information to enable a diligent political advertising publisher to identify, without a detailed examination, that an information is missing or inaccurate, the political advertising publisher should be considered as being aware of the inaccuracy or incompleteness and should act without undue delay by contacting the relevant service providers and, as relevant, the sponsor. At least upon request, the political advertising	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>provider of political advertising services to identify, without a detailed examination and complex contact process, that it is clear that information is missing or incomplete, the political advertising publisher should act without undue delay.</u> <u>^{1a} Directive (EU) 2020/1828 of the European Parliament and of the Council of 25 November 2020 on representative actions for the protection of the collective interests of consumers and repealing Directive 2009/22/EC (OJ L 409, 4.12.2020, p. 1).</u>	publisher should inform the persons which made the notification of the follow up given to it.	
55d		<u>(45c) In order to ensure the effectiveness of the transparency and due diligence requirements during an election or a referendum, political advertising publishers should process, within the last month preceding the election or the referendum, any notification that they receive about an advertisement linked to this vote without undue delay and no later than 48 hours, by contacting the services providers concerned and, where relevant,</u>	(45c) In order to ensure the effectiveness of the transparency requirements during an election or a referendum, political advertising publishers which are very large online platforms within the meaning of Regulation (EU) 2022/XXX [Digital Services Act] should address, within the last month preceding the election or the referendum, any notification that they receive about advertisement linked to this election or referendum	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>the sponsor. Political advertising publishers that are micro and small enterprises should process any such notification without undue delay.</u>	within 48 hours, by contacting the providers of political advertising services concerned and, as relevant, the sponsor.	
55e		<u>(45d) Any action taken by a political advertising publisher should strictly target the correction, completion or removal of specific items of information not in compliance with this Regulation. In doing so, it should have due regard for freedom of expression and information, and other fundamental rights.</u>	(45d) Any action taken by a political advertising publisher should be strictly targeted, in the sense that it should first and foremost serve to correct, complete the required information and only as a last resort, remove the specific items of information not complying with this Regulation, with due regard for freedom of expression and information, and other fundamental rights.	
Recital 46				
56	(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	(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	(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	

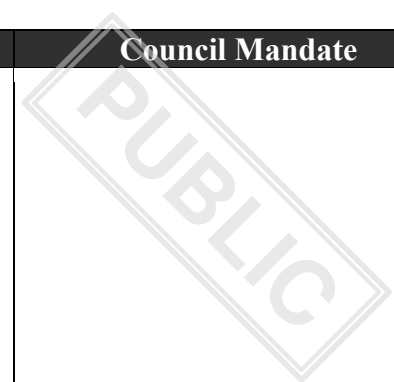
	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	vetted researchers, journalists, civil society organisations and accredited election observers, in order to support the performance of their respective roles in the democratic process. Providers of political advertising services should not 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.	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 <u>unclear, excessive or concern information not within control of the service provider</u> . 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.	vetted researchers, journalists, civil society organisations and accredited recognised 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, unclear 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.	
Recital 47				
57	(47) Personal data collected directly from individuals, or indirectly such as inferred data, when grouping individuals according to their assumed interests or derived through their online activity, behavioural profiling and other analysis techniques, is increasingly used to target political messages to groups or individual voters or individuals,	(47) Personal data collected directly from individuals, or indirectly such as <u>observed or</u> inferred data, when grouping individuals according to their assumed interests or derived through their online activity, behavioural profiling and other analysis techniques, is increasingly used to target political messages to groups or individual voters or	(47) Personal data collected directly from individuals, or indirectly such as inferred data, when grouping individuals according to their assumed interests or derived through their online activity, behavioural profiling and other analysis techniques, is increasingly used to target political messages to groups or individual voters or individuals,	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	and to amplify their impact. On the basis of the processing of personal data, in particular data considered sensitive under Regulation (EU) 2016/679 of the European Parliament and of the Council¹ and Regulation (EU) 2018/1725 of the European Parliament and of the Council², different groups of voters or individuals can be segmented and their characteristics or vulnerabilities exploited for instance by disseminating the advertisements at specific moments and in specific places designed to take advantage of the instances where they would be sensitive to a certain kind of information/message. That has specific and detrimental effects on citizens' fundamental rights and freedoms with regard to the processing of their personal data and their freedom to receive objective information, to form their opinion, to make political decisions and exercise their voting rights. This negatively impacts the democratic process. Additional restrictions and conditions compared to Regulation (EU) 2016/679 and Regulation (EU) 2018/1725 should be provided. The	individuals, and to amplify their impact. On the basis of the processing of personal data, in particular data considered sensitive under Regulation (EU) 2016/679 of the European Parliament and of the Council¹ and Regulation (EU) 2018/1725 of the European Parliament and of the Council², different groups of voters or individuals can be segmented and their characteristics or vulnerabilities exploited for instance by disseminating the advertisements at specific moments and in specific places designed to take advantage of the instances where they would be sensitive to a certain kind of information/message. That has specific and detrimental effects on citizens' fundamental rights and freedoms with regard to the processing of their personal data and their freedom to <u>be treated fairly and equally, not to be manipulated, to</u> receive objective information, to form their opinion, to make political decisions and exercise their voting rights. This <u>furthermore</u> negatively impacts the democratic process. Additional restrictions and <u>as it enables a</u>	and to amplify their impact. On the basis of the processing of personal data, in particular data considered sensitive special categories of personal data under Regulation (EU) 2016/679 of the European Parliament and of the Council¹ and Regulation (EU) 2018/1725 of the European Parliament and of the Council², different groups of voters or individuals can be segmented and their characteristics or vulnerabilities exploited for instance by disseminating the advertisements at specific moments and in specific places designed to take advantage of the instances where they would be sensitive to a certain kind of information/message. That has specific and detrimental effects on citizens' fundamental rights and freedoms with regard to the processing of their personal data and their freedom to receive objective information, to form their opinion, to make political decisions and exercise their voting rights. This negatively impacts the democratic process. Additional restrictions and conditions compared to Regulation (EU) 2016/679 and Regulation (EU)	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	conditions set out in this Regulation on the use of targeting and amplification techniques involving the processing of personal data in the context of political advertising should be based on Article 16 TFEU. 1. Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (OJ L 119, 4.5.2016, p. 1). 2. Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC (OJ L 295, 21.11.2018, p. 39).	<u>fragmentation of the public debate about important societal issues, predatory voter analysis, selective outreach and, ultimately, the manipulation of the electorate. It also increases the risk of the spreading of disinformation, and has been used for foreign electoral interference especially by non-democratic foreign entities. Misleading or obscure advertising for political purposes is a risk because it influences the core mechanisms that enable the functioning of our democratic society. All this takes place despite already existing</u> conditions compared to Regulation for the processing of personal data, including for targeting and ad delivery, provided for in Regulations (EU) 2016/679 and Regulation (EU) 2018/1725 should be provided. The conditions set out in this Regulation on the use of targeting and amplification <u>ad delivery</u> techniques involving the processing of personal data in the context of political advertising should be based on Article 16 TFEU. 1. Regulation (EU) 2016/679 of the European Parliament and of the Council of	2018/1725 should be provided. The conditions set out in this Regulation on the use of targeting and amplification techniques involving the processing of personal data in the context of political advertising should be based on Article 16 TFEU. 1. [1] Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (OJ L 119, 4.5.2016, p. 1). (OJ L 119, 4.5.2016, p. 1). 2. [2] Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC (OJ L 295, 21.11.2018, p. 39).	

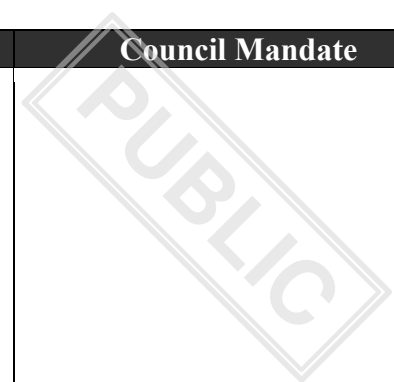
	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (OJ L 119, 4.5.2016, p. 1). 2. Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC (OJ L 295, 21.11.2018, p. 39).	PUBLIC	
57a		<u>(47a) The existing avenues under Regulation (EU) 2016/679 for lawfully tailoring and addressing advertising to individuals are subject to systemic abuse, especially with regard to collecting the free and informed consent of individuals, which cannot be solved under the current regulatory framework.</u>		
57b		<u>(47b) Dark patterns on online interfaces of online platforms are practices that materially distort or</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>impair, either on purpose or in effect, the ability of users of the service to make autonomous and informed choices or decisions concerning the personal data they provide for the purpose of political advertising. Providers of online platforms should therefore be prohibited from nudging users of the service and from distorting or impairing the autonomy, decision-making, or choice of the users.</u>		
57c		<u>(47c) This should also include repeatedly requesting a user of the service to make a choice where such a choice has already been made, making the procedure of cancelling a service significantly more cumbersome than signing up to it, or making certain choices more difficult or time-consuming than others or by default settings that are very difficult to change, and so unreasonably bias the decision making of the user of the service, in a way that distorts and impairs their autonomy, decision-making and choice. However, rules preventing dark patterns should not be understood as</u>		

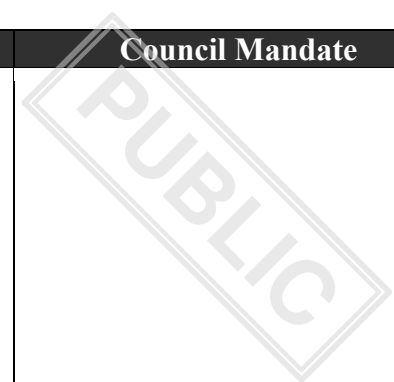


	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>preventing providers to interact directly with users of the service and to offer new or additional services to them. The systematic use of dark patterns, unclear consent agreements, misleading information, and insufficient time to read terms and conditions are common practices to make it difficult for users of the service to have clear information and control in the context of the surveillance-based online advertising industry.</u>		
57d		<u>(47d) In order to protect individuals with regards to the way and purposes for which their personal data is processed, and in particular in contexts relevant for influencing their democratic choices and their involvement in the public debate, as well as to protect democracy and the integrity of elections, it is necessary to complement Regulations (EU) 2016/679 and (EU) 2018/1725 by adding further restrictions, which should take the form of strict limitations on the processing of personal data for</u>		

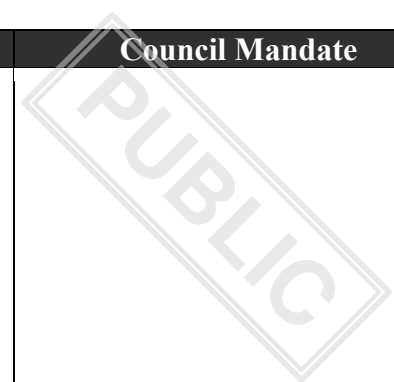
	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>targeting and ad delivery of online political advertising, based on Article 16 of the TFEU.</u>		
57e		<u>(47e) Targeting and ad delivery techniques based on certain conditions and on strictly limited amount of provided personal data that are not special categories of personal data within the meaning of Article 9 of Regulation (EU) 2016/679 or of Article 10 of Regulation (EU) 2018/1725 can be useful in disseminating political advertising and information and in reaching out and informing citizens.</u>		
57f		<u>(47f) Targeting and ad delivery techniques that involve the processing of personal data should only be allowed based on personal data which are explicitly provided by the data subject to the advertising publisher for the specific and sole purpose of receiving targeted political advertisement. Providers should</u>		



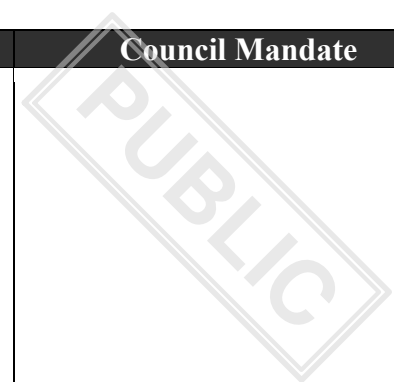
	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>not request consent where the data subject exercises his or her right to object by automated means using technical specifications, in line with Article 21(5) of Regulation (EU) 2016/679. In the event that the data subjects refuses to consent, or has withdrawn consent, he or she should be given other fair and reasonable options to access information society services. Refusing consent should not be more difficult or time consuming to the data subject than its giving. The processing of observed or inferred personal data, in line with the European Data Protection Board Guidelines 8/2020 on the targeting of social media users, should not be allowed. Without such restriction imposed on targeting and ad delivery techniques, the targeting and ad delivery of political advertising based on personal data would be likely to result in a high risk to the rights and freedoms of natural persons.</u>		
R 57g		<u>(47g) Provided personal data</u>		R



	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>should only include categories of personal data explicitly and actively provided by the data subject for the specific and sole purpose of being targeted with political advertisement by the data controller to whom it has been provided. Data subjects should not be targeted with political advertisements by data controllers to whom they have not provided their personal data. When providing the data to the publisher, it should be entered into the publisher's interface or settings. The processing of any data concerning the data subjects which would otherwise be processed in the course of the normal use of the service, such as metadata, traffic and location data or the content of communications, whether personal or public, should therefore be excluded.</u>		
57h		<u>(47h) Some well-resourced political candidates or parties might circumvent the restrictions on targeting techniques with in-house services that conduct large-scale political marketing.</u>		

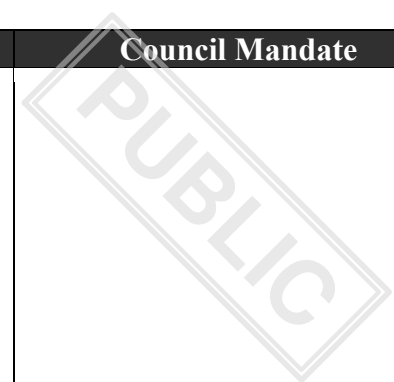


	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>Therefore, when sponsors process personal data for direct targeted political marketing, such as sending targeted electronic mail or text messages, at a large-scale and on a systematic basis, the restrictions on targeting techniques should apply, regardless of whether a service is involved or not. This does not affect the fact that the restrictions on targeting and ad delivery techniques should not apply to merely direct communication, including personalized electronic mails or text messages that are not targeted direct marketing at a large scale, and organic content published by using online intermediary services without consideration for the placement, publication or dissemination for the specific message.</u>		
R 57i		<u>(47i) In order to protect elections and referendums and prevent any undue interference, manipulation and disinformation, it is necessary to add further restrictions regarding targeting and ad delivery in the period immediately</u>		R



Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	<u>preceding the election or referendum .In the 60 days preceding any election or referendum, targeting and ad delivery techniques in the context of political advertising that involve provided personal data should be strictly limited to using location and the languages spoken by the data subject. The fact that a person is a first time voter could also be used as it is important to reach out to such persons and provide them with information regarding the election or referendum. The location of the data subject used to deliver targeted political advertisement should be understood being at the level of the constituency which is applicable in the relevant election or referendum. However, in the Member States which have only one national level constituency for European Parliament elections, the location of the data subject could be understood being at regional or equivalent level in accordance with national law, for political advertising related to those elections.</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
57j		<u>(47j) The prohibition and restrictions regarding the processing of personal data for political advertising should not prevent sponsors, political advertising publishers or providers of advertising services, including online platforms, from displaying online political advertising based on contextual information, including keywords. This limitation is proportionate in light of the fact that sponsors have access to other avenues for their political advertising, notably through contextual targeting online and through alternative media offline. This limitation complies with the right to impart information and ideas of general interest which the public is entitled to receive because this right may be circumscribed in some circumstances, if the circumscription is carried out reasonably, carefully and in good faith, and if it is proportionate and justified by relevant and sufficient reasons, in particular, for the protection of the rights of others.</u>		



	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
R 57k		<u>(47k) When selecting targeting parameters, sponsors delineate a potential audience for their political advertising. However, depending on the budget they dedicate to their advertising campaign, their political advertisement will not necessarily reach such entire potential audience. The publisher will have to select whom, from that potential audience, will actually receive the political advertisement. In order to prevent the creation of echo chambers and filter bubbles and to prevent demographic skews along race or gender, resulting in forms of discrimination, online platforms should not be allowed to selectively deliver political advertisement within the targeted potential audiences based on further processing of personal data. The actual recipients of the political advertisement should therefore only be randomly selected by the publisher, without any further processing of personal data.</u>		
R 57l				

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>(47l) The extensive transparency obligations provided for in this Regulation will also be helping to make it impossible to proclaim, unnoticed, opposing and polarizing messages to specific parts of the electorate, because watchdogs, civil society, journalists and other parts of the electorate will be able to perform their scrutiny.</u>		
Recital 48				
58	(48) Targeting and amplification techniques in the context of political advertising involving the processing of data referred to in Article 9(1) of Regulation (EU) 2016/679 and Article 10(1) of Regulation (EU) 2018/1725 should therefore be prohibited. The use of such techniques should only be allowed when carried out by the controller, or someone acting on its behalf, on the basis of the explicit consent of the data subject or in the course of their legitimate activities with appropriate safeguards by a foundation, association or any other not-for-profit body with a political, philosophical or religious or trade union aim and on	(48) Targeting and amplification techniques in the context of political advertising involving the processing of data referred to in Article 9(1) of Regulation (EU) 2016/679 and Article 10(1) of Regulation (EU) 2018/1725 should therefore be prohibited. The use of such techniques should only be allowed when carried out by the controller, or someone acting on its behalf, on the basis of the explicit consent of the data subject or in the course of their legitimate activities with appropriate safeguards by a foundation, association or any other not-for-profit body with a political, philosophical or religious or trade	(48) Targeting and amplification techniques in the context of political advertising involving the processing special categories of data referred to in Article 9(1) of Regulation (EU) 2016/679 and Article 10(1) of Regulation (EU) 2018/1725 should therefore be prohibited. The use of such techniques should only be allowed when carried out by the controller controllers , or someone acting on its their behalf, on the basis of the explicit consent of the data subject or in the course of their legitimate activities with appropriate safeguards by a foundation, association or any other not-for-profit body with a	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	condition that the processing relates solely to the members or to former members of the body or to persons who have regular contact with it in connection with its purposes and that the personal data are not disclosed outside that body without the consent of the data subjects. This should be accompanied by specific safeguards. Consent should be understood as consent within the meaning of Regulation (EU) 2016/679 and Regulation (EU) 2018/1725. Therefore, it should not be possible to rely on the exceptions as laid down in Article 9(2), points(b), (c), (e), (f), (g), (h), (i) and (j) of Regulation (EU) 2016/679 and Article 10(2), points(b), (c), (e), (f), (g), (h), (i) and (j) of Regulation (EU) 2018/1725 respectively for using techniques targeting and amplification techniques to publish, promote or disseminate political advertising involving the processing of personal data referred to in Article 9(1) of Regulation (EU) 2016/679 and 10(1) of Regulation (EU) 2018/1725.	union aim and on condition that the processing relates solely to the members or to former members of the body or to persons who have regular contact with it in connection with its purposes and that the personal data are not disclosed outside that body without the consent of the data subjects. This should be accompanied by specific safeguards. Consent should be understood as consent within the meaning of Regulation (EU) 2016/679 and Regulation (EU) 2018/1725. Therefore, it should not be possible to rely on the exceptions as laid down in Article 9(2), points(b), (c), (e), (f), (g), (h), (i) and (j) of Regulation (EU) 2016/679 and Article 10(2), points(b), (c), (e), (f), (g), (h), (i) and (j) of Regulation (EU) 2018/1725 respectively for using techniques targeting and amplification techniques to publish, promote or disseminate political advertising involving the processing of personal data referred to in Article 9(1) of Regulation (EU) 2016/679 and 10(1) of Regulation (EU) 2018/1725.	political, philosophical or religious or trade union aim and on condition that the processing relates solely to the members or to former members of the body or to persons who have regular contact with it in connection with its purposes and that the personal data are not disclosed outside that body without the consent of the data subjects. This should be accompanied by specific additional safeguards. Consent should be understood as consent within the meaning of Regulation (EU) 2016/679 and Regulation (EU) 2018/1725. Therefore, it It should not be possible to rely on the exceptions as laid down in Article 9(2), points(b), (c), (e), (f), (g), (h), (i) and (j) of Regulation (EU) 2016/679 and Article 10(2), points(b), (c), (e), (f), (g), (h), (i) and (j) of Regulation (EU) 2018/1725 respectively for using techniques targeting and amplification techniques to publish, promote or disseminate political advertising involving the processing of personal data referred to in Article 9(1) of Regulation (EU) 2016/679 and 10(1) of Regulation (EU)	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			2018/725 2018/1725 The application of other provisions of Regulations (EU) 2016/679 and (EU) 2018/1725 including those related to giving and withdrawal of consent, automated individual decision-making including profiling and the right to object, remain unaffected by this Regulation. For the purposes of implementing the requirements of this Regulation, explicit consent within the meaning of Regulations (EU) 2016/679 and (EU) 2018/1725 should be provided separately and specifically for the purpose of the political advertising. In accordance with the Union law, controllers should ensure that individual decision making is not affected by dark patterns which distort or impair autonomous and informed decision making, including pre-ticked boxes and other biased and untransparent techniques which drive or prompt individuals to particular decisions which they might otherwise not have made. In particular, the mechanism for obtaining decisions from individuals should be clear and	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			easy to use, and the relative prominence of the alternatives should not seek to influence the individual's decision. Information provided to individuals in this regard should be succinct and drafted in plain and intelligible language and made easily, prominently and directly available.	
Y	58a		(48a) Internal communication from a political party to its members should not be regarded as using targeting techniques in the context of political advertising as long as such communication is limited to its members and is based on personal data provided by those members expressly for that purpose.	Y
Y	58b		(48b) A particularly vulnerable group which can be exploited through the misuse of targeting and amplification techniques are very young people. While not yet	Y

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			entitled to vote, such individuals can be targeted specifically in order to manipulate the debate. Targeting or amplification techniques that involve the processing of personal data of a subject that is known with reasonable certainty to be at least one year under the voting age established by national rules, in the context of political advertising, should therefore be prohibited.	
Recital 49				
59	(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 and keep record of their relevant activities. When publishing, promoting or disseminating a political advertisement making use of targeting and amplification	(49) In order to ensure enhanced transparency and accountability, when making use of targeting and amplification <u>ad delivery</u> 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 <u>deliver the content of</u> their content <u>ad, make annual risk assessments of the use of those techniques on the fundamental rights and freedoms of individuals</u>	(49) In order to ensure enhanced transparency and accountability, and regardless of whether the political advertising involves a service or not, additional safeguards should be implemented when making use of targeting and amplification techniques in the context of political advertising involving the processing of personal data which is not prohibited by the Regulation. Such additional transparency and accountability requirements should apply on the one hand to processing involving special categories of	

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	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.	<u>and the society as a whole</u> and keep record of their relevant activities. When publishing, promoting, <u>delivering</u> 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.	data when the data subject has given explicit consent or when the processing is carried out in the course of its legitimate activities, as referred in Article 9(2)(a) and (d) of Regulation (EU) 2016/679 and Article 10(2)(a) and (d) of Regulation (EU) 2018/1725, and, on the other hand, to processing of personal data in the context of political advertising, which does not involve special categories of data. Those additional requirements, controllers should implement additional complement existing safeguards. They should adopt and implement a policy describing the use of such techniques to target individuals or amplify their content including those concerning automated decision-making in accordance with Article 22 of Regulation (EU) 2016/679 and Article 24 of Regulation (EU) 2018/1725. The controllers should adopt, implement and make publicly available a policy describing how such techniques are used and keep record of their relevant activities. When publishing, promoting or disseminating a	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			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.	
Recital 50				
60	(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	(50) Political advertising publishers making use of targeting or amplification <u>ad delivery</u> 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 <u>political advertising service provider</u> . In case the controller <u>political advertising service provider</u> is different from	(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	

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	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.	the advertising publisher the controller<u>service provider</u> should transmit to <u>the</u> 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.	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.	
60a			(50a) The transparency and accountability requirements should apply to all controllers irrespective of whether the controller acts in their own capacity, jointly with the provider of political advertising services or is the same entity as political advertising publisher. In case the controller is different from the advertising publisher, the controller should transmit to the political advertising publisher the internal policy and ensure that other information	

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			necessary to comply with this Regulation is communicated to the political advertising publisher in a timely and accurate manner Covers part of recital 50 of the original Commission proposal.	
R	60b		(50b) Providers of advertising services should transmit to the political advertising publishers the information necessary to comply with their obligations under this Regulation. The transmission of such information could be automated and integrated in the ordinary business processes on the basis of standards. Covers part of recital 50 of the original Commission proposal.	
	Recital 51			
Y	61	(51) In order to further empower individuals to exercise their data protection rights, political advertising publishers should	(51) In order to further empower individuals to exercise their data protection rights, political advertising publishers should	(51) In order to further empower individuals to exercise their data protection rights, political advertising publishers should

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	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.	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.	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.	
	Recital 52			
Y	62	(52) The Commission should encourage the drawing up of codes of conduct as referred to in Article 40 of Regulation (EU) 2016/679 to support the exercise of data subjects' rights in this context.	(52) The Commission should encourage the drawing up of codes of conduct as referred to in Article 40 of Regulation (EU) 2016/679 draw up guidelines to support the exercise of data subjects' rights in this context.	(52) The Commission should encourage the drawing up of codes of conduct as referred to in Article 40 of Regulation (EU) 2016/679 to support the exercise of data subjects' rights in this context.
	Recital 53			
R	63			R

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	(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.	(53) Information to be provided in accordance with all requirements applicable to the use of targeting and amplification <u>ad delivery</u> techniques under this Regulation should be presented in a format which is easily accessible, <u>complete</u> , clearly visible and user-friendly, including through the use of plain language <u>and suitable for persons with disabilities</u> .	(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.	
Recital 54				
64	(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.	(54) It is appropriate to lay down rules on the transmission of information on targeting <u>and ad delivery</u> to other interested entities. The applicable regime should be consistent with the regime for the transmission of information linked to the transparency requirements.	(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.	
Recital 55				
65	(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	(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 <u>that is registered with the national single contact point</u> .	(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	

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	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].	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 <u>2016/679</u> or the representative designated on the basis of Article 11 <u>13</u> of Regulation (EU) 2021/xxx <u>the DSA</u> <u>2022/2065 (Digital Services Act). Member States should keep a publicly available register of all legal representatives registered on their territory under this Regulation, and the Commission should keep a publicly available and easily accessible database of legal representatives registered within the Union.</u>	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 <u>2022/xxx</u> [the DSA].	
Y 65a			(55a) The designated legal representative should register with one competent authority designated for those purposes. In the interests of providing easily retrievable information about the designated legal representatives of political advertising services providers established outside the territory of the Union, the relevant	Y

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			competent authority should publish online and regularly update the information on legal representatives on their territory. The Commission should establish a portal linking to the websites provided by the Member States.	
Recital 56				
66	(56) In the interest of the effective supervision of this Regulation, it is necessary to entrust oversight authorities with the competence to monitor and enforce the relevant rules. Depending on the legal system of each Member State and in line with existing Union law including Regulation (EU) 2016/679 and Regulation (EU) 2021/xxx [Digital Services Act], different national judicial or administrative authorities may be designated to that effect.	(56) In the interest of the effective supervision of this Regulation, it is necessary to entrust oversight authorities with the competence to monitor and enforce the relevant rules <u>and endow them with resources commensurate with such additional competences</u> . Depending on the legal system of each Member State and in line with existing Union law including Regulation (EU) 2016/679 and Regulation (EU) 2021/xxx <u>2022/2065</u> (Digital Services Act), different national judicial or administrative authorities may be designated to that effect.	(56) In the interest of the effective supervision of this Regulation, it is necessary to entrust oversight authorities with the competence to monitor and enforce the relevant rules. Depending on the legal system of each Member State and in line with existing Union law including Regulation (EU) 2016/679 and Regulation (EU) 2021/xxx <u>2022/xxx</u> [Digital Services Act], different national judicial or administrative authorities may be designated to that effect.	
Recital 57				
67	(57) As regards the supervision of	(57) As regards the supervision of	(57) As regards the supervision of	

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	online intermediary services under this Regulation, Member States should designate competent authorities and ensure that such supervision is coherent with the competent authorities designated pursuant to Article 38 of Regulation (EU) [Digital Services Act]. Digital Services Coordinators, pursuant to Regulation (EU) Digital Services Act, in each Member State should in any event be responsible for ensuring coordination at national level in respect to those matters and engage, where necessary, cross-border cooperation with other Digital Services Coordinators following the mechanisms laid down in Regulation (EU) [Digital Services Act]. In the framework of application of this Regulation, this mechanism should be limited to the national cooperation across Digital Services Coordinators [and should not include the escalation to the Union level as provided by the Regulation (EU) [Digital Services Act].	online intermediary services under this Regulation, Member States should designate competent authorities and ensure that such supervision is coherent with the competent authorities designated pursuant to Article 38 of Regulation (EU) 2022/2065 (Digital Services Act2). Digital Services Coordinators, pursuant to Regulation (EU) 2022/2065 (Digital Services Act2), in each Member State should in any event be responsible for ensuring coordination at national level in respect to those matters and engage, where necessary, cross-border cooperation with other Digital Services Coordinators following the mechanisms laid down in Regulation (EU) 2022/2065 (Digital Services Act2). In the framework of application of this Regulation, this mechanism should be limited to the national cooperation across Digital Services Coordinators and should not include the escalation to the Union level as provided by the Regulation (EU) 2022/2065 (Digital Services Act2).	online intermediary services under this Regulation, Member States should designate competent authorities and ensure that such supervision is coherent with the competent authorities designated pursuant to Article 38 of Regulation (EU) [Digital Services Act]. Digital Services Coordinators, pursuant to Regulation (EU) Digital Services Act, in each Member State should in any event be responsible for ensuring coordination at national level in respect to those matters and engage, where necessary, cross-border cooperation with other Digital Services Coordinators following the mechanisms laid down in Regulation (EU) [Digital Services Act]. In the framework of application of this Regulation, this mechanism should be limited to the national cooperation across Digital Services Coordinators [and should not include the escalation to the Union level as provided by the Regulation (EU) [Digital Services Act].	
Recital 58				

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68	(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 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 Council¹. 1. 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	(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 <u>and Regulation (EU) 2022/2065 (Digital Services Act)</u>, Member States should designate competent authorities <u>to monitor and enforce relevant rules</u>. 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 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 Council¹. 1. Directive 2010/13/EU of the European	(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, and Regulation (EU) 2018/7252018/1725, Member States should designate relevant 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 impartial, structurally independent from external intervention or political pressure and are appropriately empowered to effectively monitor and take the measures necessary to ensure compliance with this Regulation, in particular the obligations laid down in Article 7. While 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 Council¹, they could also designate other authorities, such as election or judicial authorities.	

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	administrative action in Member States concerning the provision of audiovisual media services (Audiovisual Media Services Directive (OJ L 95, 15.4.2010, p. 1)).	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)).	1. [1] 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)).	
R	68a	<u>(58a) For the purpose of the exercise of their powers under this Regulation, the competent authorities referred to in Article 15 and the European Data Protection Board should be provided with sufficient resources.</u>		
	Recital 59			
G	69	(59) Where rules already exist under Union law regarding the provision of information to competent authorities and cooperation with and between those authorities such as Article 9 of Regulation (EU) 2021/xxx [Digital Services Act], or those contained in Regulation (EU) 2016/679, those rules should apply	(59) Where rules already exist under Union law regarding the provision of information to competent authorities and cooperation with and between those authorities such as Article 9 of Regulation (EU) 2021/xxx <u>2022/2065</u> (Digital Services Act), or those contained in Regulation (EU) 2016/679, those	(59) Where rules already exist under Union law regarding the provision of information to competent authorities and cooperation with and between those authorities such as Article 9 of Regulation (EU) 2021/xxx [Digital Services Act], or those contained in Regulation (EU) 2016/679, those rules should apply

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	mutatis mutandis to the relevant provisions of this Regulation.	rules should apply mutatis mutandis to the relevant provisions of this Regulation.	mutatis mutandis to the relevant provisions of this Regulation.	
69a			(59a) To support the effective application, supervision and enforcement of the provisions of this Regulation, and without prejudice to Regulation (EU) 2016/679, Regulation (EU) 2018/1725 and the Digital Services Act, it is necessary to establish which competent authority should be responsible where services are provided in more than one Member State, or where the service provider conducts its main activities outside the Member State where its main establishment or designated representative is located. Where a service provider is providing political advertising services in more than one Member State, the competent authority or authorities of the Member State where the main establishment of the political advertising services provider is located should normally be responsible for the	

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			effective application, supervision and enforcement of the provisions of this Regulation. In determining where a service provider has its main establishment, the competent authorities should have regard to where the provider has its head office or registered office within which the principal financial functions and operational control are exercised.	
69b			(59b) In carrying out their investigatory and enforcement powers, the competent authorities of all Member States should cooperate with and assist each other as necessary. If the suspected infringement of this Regulation only involves the competent authority or authorities where the provider of political advertising services does not have its main establishment, the relevant competent authority or authorities should notify the competent authority of the main establishment, which should accordingly assess the matter and, as applicable, take the	

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			necessary enforcement measures.	
69c			(59c) To further facilitate effective application and enforcement of this Regulation in case of the provision of cross-border services, where the investigation of an alleged infringement concerns the provision of political advertising services in one or more Member States in which the provider does not have its main establishment, the competent authority of the main establishment may launch and lead a joint investigation with the participation of the competent authority or authorities concerned.	
Recital 60				
70	(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	(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	(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	

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	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.	as referred to in Recommendation C(2018) 5949 final, <u>the European Board for Digital Services as referred to in Regulation (EU) 2022/2065 (Digital Services Act)</u> 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 <u>enforcement</u> tasks pursuant to this Regulation, including by jointly identifying infringements, sharing findings and expertise, and liaising on the application and enforcement of relevant rules.	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.	
R 70a		<u>(60a) Within the framework of the European Cooperation Network on Elections, a permanent Network of National Contact Points should be established to serve as platform for the regular exchange of information, and for structured cooperation, between national contact points and the</u>	(60a) For the purposes of ensuring effective and structured cooperation among all competent authorities, experts designated by Member States should meet periodically at Union level, in particular in the framework of the European Cooperation Network on Elections working in close cooperation with the	

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		<u><i>Commission concerning all aspects of this Regulation. It should work in close cooperation with the European Regulators Group for Audiovisual Media Services and other relevant authorities and networks.</i></u>	European Regulators Group for Audiovisual Media Services, and other relevant networks. In order to strengthen the cooperation and exchange of information and practices at the Union level, the European Cooperation Network on Elections should cooperate closely with the European Regulators Group for Audiovisual Media Services, particularly with respect to the reporting on the discussions held regarding this Regulation.	
Recital 61				
71	(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	(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	(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 providers of political advertising services 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	

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	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.	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 <u>last month preceding an election or a referendum, an infringement of this Regulation should be deemed to negatively and severely affect individuals' rights and therefore providers of political advertising services should provide the requested information without undue delay and, in case they are not micro or small enterprises, no later than 48 hours.</u> 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	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 10ten working days upon receipt of the measure. During the last month of the electoral campaign, infringement of these obligations should be considered to negatively and severely affect citizen's right and therefore providers of political advertising services should provide the requested information within 48 hours. Providers of political advertising services qualifying under Article 3 paragraphs 1 to 3 of Directive 2013/34/EU should make reasonable efforts to provide the requested information without undue delay and where possible	

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		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.	before the date of the election or referendum. 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.	
Recital 62				
72	(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) Member States should designate a <u>national</u> 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 <u>other</u> competent authorities in their own.	(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 its own Member State.	

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	Recital 63			
73	(63) Member States authorities should ensure that infringements of the obligations laid down in this Regulation are sanctioned by administrative fines or financial penalties. When doing so, they should take into account the nature, gravity, recurrence and duration of the infringement in view of the public interest at stake, the scope and kind of activities carried out, as well as the economic capacity of the infringer. In that context, the crucial role played by the obligations laid down in Article 7 for the effective pursuit of the objectives of the present Regulation should be taken into account. Furthermore, they should take into account whether the service provider concerned systematically or recurrently fails to comply with its obligations stemming from this Regulation, including by delaying the provision of information to interested entities, as well as, where relevant, whether the provider of political advertising services is active in several Member States. Financial	(63) Member States authorities should ensure that infringements of the obligations laid down in this Regulation are sanctioned by administrative fines or financial penalties. When doing so, they should take into account the nature, gravity, recurrence and duration of the infringement in view of the public interest at stake, the scope and kind of activities carried out, as well as the <u>size and</u> economic capacity of the infringer. In that context, the crucial role played by the obligations laid down in Article 7 <u>Articles 3a, 5, 7, 7a, 7b and 12</u> for the effective pursuit of the objectives of the present Regulation should be taken into account <u>and infringements of those Articles should be regarded as particularly serious</u>. Furthermore, they should take into account whether the service provider concerned systematically or recurrently fails to comply with its obligations stemming from this Regulation, including by delaying the provision of information to interested entities, as well as,	(63) Member States authorities should ensure that infringements of the obligations laid down in this Regulation are sanctioned by administrative fines or financial penalties and, as appropriate, other remedies.- When doing so, they should take into account the nature, gravity, recurrence and duration of the infringement in view of the public interest at stake, the scope and kind of activities carried out, as well as, where applicable, the economic capacity of the infringer. In that context, the crucial role played by the obligations laid down in Article Articles 5 and 7 for the effective pursuit of the objectives of the present Regulation should be taken into account. Furthermore, they should take into account whether the provider of political advertising services or sponsor service provider concerned systematically or recurrently fails to comply with its obligations stemming from this Regulation, including by delaying the provision of information to interested	

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	penalties and administrative fines shall in each individual case be effective, proportionate and dissuasive, with due regard to the provision of sufficient and accessible procedural safeguards, and in particular to ensure that the political debate remains open and accessible.	where relevant, whether the provider of political advertising services is active in several Member States. Financial penalties and administrative fines shall in each individual case be effective, proportionate and dissuasive, with due regard to the provision of sufficient and accessible procedural safeguards, and in particular to ensure that the political debate remains open and accessible.	entities, as well as, where relevant, whether the provider of political advertising services is active in several Member States. Financial penalties, fines and other remedies should and administrative fines shall in each individual case be effective, proportionate and dissuasive, with due regard to the provision of sufficient and accessible procedural safeguards, and in particular the need to ensure that the political debate remains open and accessible.	
73a		<u>(63a) Member States should lay down rules on penalties, including administrative fines and financial penalties, applicable to infringements of this Regulation and should ensure that those rules are effectively enforced. The fines and penalties provided for should be effective, proportionate and dissuasive. Member States may also impose periodic penalty payments for serious and repeated violation of this Regulation. At Union level, the Network of National Contact Points should</u>		

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		<u><i>facilitate the development of a harmonised approach on sanctions applicable at national level.</i></u>		
Y	73b		(63a) In line with the general principles of liability, a provider of political advertising services may not be sanctioned where it acted on the basis of inaccurate or false information received from the sponsor, which was not manifestly erroneous, provided that it did not become aware of the error at a later stage.	Y
R	73c		(63b) In order to support the application and monitoring of this Regulation, competent authorities should address notifications they receive from any natural or legal person concerning a possible infringement of this Regulation and, at least upon request, inform the person who made the notification of the follow-up given to it. During the last month	R

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			preceding an election or a referendum, any notification received in relation to political advertising linked to that election or referendum should be addressed without undue delay.	
Recital 64				
G	74	(64) The exercise by the competent authorities of their powers under this Regulation should be subject to appropriate procedural safeguards in accordance with Union and national law, including effective judicial remedy and due process.	(64) The exercise by the competent authorities of their powers under this Regulation should be subject to appropriate procedural safeguards in accordance with Union and national law, including effective judicial remedy and due process.	(64) The exercise by the competent authorities of their powers under this Regulation should be subject to appropriate procedural safeguards in accordance with Union and national law, including effective judicial remedy and due process.
Recital 65				
Y	75	(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.	(65) Member States should publish the exact duration of their electoral periods, established according to their <u>legislation and</u> electoral traditions, sufficiently in advance of the beginning of the electoral calendar.	(65) To support compliance with this Regulation, service providers and other interested entities should be provided with timely and easily accessible information about the dates of national elections and referendums. Member States should therefore publish the exact duration dates of their electoral periods, established according to their electoral traditions, sufficiently in advance

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			of the beginning of the electoral calendar elections and referendums. This information should be easily accessible and timely. They should also provide this information to the public through a portal made available by the Commission, immediately after their announcement.	
Y	75a		(65a) To support the effective implementation of this Regulation, the Commission is encouraged to draw-up guidelines, as necessary, on the identification of political advertising and on the application of sanctions.	
Recital 66				
R	76	(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	(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	(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)(8) to further specify the form in which the requirements for the provision of information in the

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	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.	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.	transparency notices according to that Article should be provided; and in respect of Article 12(8) 12a(6) 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 with the 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.	
	Recital 67			
R 77	(67) Within two years after each election to the European Parliament, the Commission should	(67) Within two years after each election to the European Parliament, the Commission should	(67) Within two years after each election to the European Parliament, the Commission should	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	submit a public report on the evaluation and review of this Regulation. In preparing that report the Commission should also take into account the implementation of this Regulation in the context of other elections and referendums taking place in the Union. The report should review inter alia the continued suitability of the provisions of this Regulation's annexes and consider the need for their revision.	submit a public report on the evaluation and review of this Regulation. In preparing that report the Commission should also take into account the implementation of this Regulation in the context of other elections and referendums taking place in the Union. The report should review inter alia the continued suitability of the provisions of this Regulation's and its annexes and consider the need for their revision. <u>In particular, the Commission should assess the appropriateness of the scope and definitions and the effectiveness of the obligations, the governance and enforcement provisions, including in the light of technological progress, market developments and new scientific evidence.</u>	submit a public report on the evaluation and review of this Regulation. In preparing that report the Commission should also take into account the implementation of this Regulation in the context of other elections and referendums taking place in the Union and the impact of this Regulation on small and medium-sized media actors. The report should evaluate in particular the effectiveness of the Regulation as regards specific means of political advertising, further restricting the processing of personal data for the purposes of the targeting and amplification techniques regulated under this Regulation, the type and amount of sanctions imposed by the Member States, and the requirement to establishing ad public repositories for all online political advertising. The report should review inter alia the continued suitability of the provisions of this Regulation's annexes and consider the need for their revision.	
	Recital 68			
G 78				G

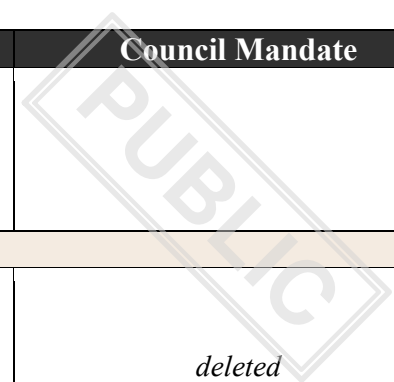
	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	(68) Complementary obligations on the use of political advertising by European political parties are provided in Regulation (EU) 1141/2014 on the statute and funding of European political parties and foundations.	(68) Complementary obligations on the use of political advertising by European political parties are provided in Regulation (EU) 1141/2014 on the statute and funding of European political parties and foundations.	(68) Complementary obligations on the use of political advertising by European political parties are provided in Regulation (EU) 1141/2014 on the statute and funding of European political parties and foundations.	
R 78a		<u>(68a) In the interest of ensuring that a high level of transparency and strengthened individual personal data protections are provided for political advertising in the context of the European Parliament elections 2024, political advertising service providers should ensure that the labelling and transparency notice requirements are complied with immediately, notwithstanding the availability of supplementary elements to be provided by the Commission. Political advertising publishers should make best efforts to ensure the availability of transparency notices notwithstanding the availability of a European repository for online political advertising.</u>		

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Recital 69				
79	(69) Since the objectives of this Regulation, namely the contribution to the proper functioning of the internal market for political advertising and related services and the establishment of rules on the use of targeting in the context of the publication and dissemination of political advertising, cannot be sufficiently achieved by the Member States and can therefore be better achieved at Union level, the Union may adopt this Regulation, in accordance with the principle of subsidiarity as set out in Article 5 of the TEU. In accordance with the principle of proportionality, as set out in that Article, this Regulation does not go beyond what is necessary in order to achieve those objectives.	(69) Since the objectives of this Regulation, namely the contribution to the proper functioning of the internal market for political advertising and related services and the establishment of rules on the use of targeting in the context of the publication and dissemination of political advertising, cannot be sufficiently achieved by the Member States and can therefore be better achieved at Union level, the Union may adopt this Regulation, in accordance with the principle of subsidiarity as set out in Article 5 of the TEU. In accordance with the principle of proportionality, as set out in that Article, this Regulation does not go beyond what is necessary in order to achieve those objectives.	(69) Since the objectives of this Regulation, namely the contribution to the proper functioning of the internal market for political advertising and related services and the establishment of rules on the use of targeting in the context of the publication and dissemination of political advertising, cannot be sufficiently achieved by the Member States and can therefore be better achieved at Union level, the Union may adopt this Regulation, in accordance with the principle of subsidiarity as set out in Article 5 of the TEU. In accordance with the principle of proportionality, as set out in that Article, this Regulation does not go beyond what is necessary in order to achieve those objectives.	
Recital 70				
80	(70) This Regulation is without prejudice to the rules laid down in particular by Directive 2000/31/EC, including the liability rules for intermediary service providers in Articles 12 to 15 of	(70) This Regulation is without prejudice to the rules laid down in particular by Directive 2000/31/EC, including the liability rules for intermediary service providers in Articles 12 to 15 of	(70) This Regulation is without prejudice to the rules laid down in particular by Directive 2000/31/EC, including the liability rules for intermediary service providers in Articles 12 to 15 of	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	that Directive as modified by Regulation (EU) 2021/xxx [the Digital Services Act], Regulation (EU) 2021/xxx [the Digital Markets Act], Directive 2002/58/EC and Regulation (EU) XXX [ePrivacy Regulation], as well as Directive (EU) 2010/13, Directive 2000/31/EC, Directive 2002/58/EC, Directive 2005/29/EC, Directive 2011/83/EU, Directive 2006/114/EC, Directive 2006/123/EC and Regulation (EU) 2019/1150.	that Directive as modified by Regulation (EU) 2021/xxx [the <u>2022/2065</u> (Digital services Act 7), Regulation (EU) 2021/xxx [the <u>2022/1925</u> (Digital Markets Act 7), Directive 2002/58/EC and <u>Regulation (EU) XXX [ePrivacy Regulation]</u> , as well as Directive (EU) 2010/13 <u>2010/13/EU</u> , Directive 2000/31/EC, Directive 2002/58/EC, Directive 2005/29/EC, Directive 2011/83/EU, Directive 2006/114/EC, Directive 2006/123/EC and Regulation (EU) 2019/1150. <u>This Regulation should complement the Union data protection acquis, in particular Regulations (EU) 2016/679 and (EU) 2018/1725 and Directive 2002/58/EC and provide for specific data protection rules thereto. This Regulation does not provide for a legal ground that satisfies the requirements of Article 6 of Regulation (EU) 2016/679 or Article 5 of Regulation (EU) 2018/1725 for the processing of personal data for the purpose of political advertising.</u>	that Directive as modified by Regulation (EU) 2021/xxx [the Digital Services Act], Regulation (EU) 2021/xxx [the Digital Markets Act], Directive 2002/58/EC and Regulation (EU) XXX [ePrivacy Regulation], as well as Directive (EU) 2010/13, Directive 2000/31/EC, Directive 2002/58/EC, Directive 2005/29/EC, Directive 2011/83/EU, Directive 2006/114/EC, Directive 2006/123/EC and Regulation (EU) 2019/1150.	
Recital 71				

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G	81 (71) The European Data Protection Supervisor was consulted in accordance with Article 42(1) of Regulation (EU) 2018/1725 and delivered an opinion on XX XX 2022.	(71) The European Data Protection Supervisor was consulted in accordance with Article 42(1) of Regulation (EU) 2018/1725 and delivered an opinion on XX XX <u>20 January</u> 2022.	(71) The European Data Protection Supervisor was consulted in accordance with Article 42(1) of Regulation (EU) 2018/1725 and delivered an opinion on XX XX 2022.	G
	Formula			
G	82 HAVE ADOPTED THIS REGULATION:	HAVE ADOPTED THIS REGULATION:	HAVE ADOPTED THIS REGULATION:	G
	CHAPTER I			
G	83 CHAPTER I GENERAL PROVISIONS	CHAPTER I GENERAL PROVISIONS	CHAPTER I GENERAL PROVISIONS	G
	Article 1			
Y	84 Article 1 Subject matter and scope	Article 1 Subject matter and scope	Article 1 Subject matter and scope objectives	Y
	Article 1(1)			
Y	85 1. This Regulation lays down:	1. This Regulation lays down <u>harmonised rules on:</u>	1. This Regulation lays down:	Y
	Article 1(1), point (a)			

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Y	86	(a) harmonised <u>the provision of political advertising services, and on transparency obligations for and due diligence for sponsors</u> and providers of political advertising and related services to <u>services, that require them to provide, collect,</u> retain, disclose and publish information connected to the provision <u>in the internal market</u> of such services;	(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;	
	Article 1(1), point (b)			
R	87	(b) harmonised rules on the use of targeting and amplification <u>ad delivery</u> techniques in <u>connection with the preparation, placement, promotion,</u> the context of the publication, <u>delivery or</u> dissemination or promotion of <u>political advertising, in the context of the provision</u> of political advertising <u>services, that involves the processing that involve the use</u> of personal data-;	(b) harmonised rules on the use of targeting and amplification techniques in the context of political advertising that involve the processing of personal data, and regardless whether the political advertising involves a service. the publication, dissemination or promotion of political advertising that involve the use of personal data.	
R	87a	<u>(ba) the supervision and enforcement of this Regulation,</u>		



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		<u>including as regards the cooperation and coordination between the competent authorities.</u>		
	Article 1(2)			
Y	88	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 <u>that is sponsored</u> , prepared, placed, promoted, published, <u>delivered</u> or disseminated in the Union, or <u>that is</u> directed to individuals in one or several Member States, irrespective of the place of establishment of the <u>sponsor or the</u> advertising services provider <u>concerned</u> , and irrespective of the means used.	deleted
R	88a	<u>2a. Political views and opinions and other editorial content expressed under the editorial responsibility of a media service provider shall not be considered political advertising unless specific payment or other remuneration is provided for their preparation, placement, promotion, publication, delivery or dissemination by third parties.</u>		

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	Article 1(3)				
G	89	3. The aims of this Regulation are:	3. The aims of this Regulation are:	3. The aims of this Regulation are:	G
	Article 1(3), point (a)				
Y	90	(a) to contribute to the proper functioning of the internal market for political advertising and related services;	(a) to contribute to the <u>harmonisation and</u> proper functioning of the <u>transparent, safe, predictable and trusted</u> internal market for political advertising and related services;	(a) to contribute to the proper functioning of the internal market for political advertising and related services;	Y
	Article 1(3), point (b)				
R	91	(b) to protect natural persons with regard to the processing of personal data.	(b) <u>to protect the fundamental rights and freedoms enshrined in the Union and national law, including those enshrined in the Charter of Fundamental Rights, and, in particular,</u> to protect natural persons with regard to <u>the right to privacy and</u> the processing of personal data.	(b) to protect natural persons with regard to the processing of personal data.	R
	Article 1(4)				
G	92	4. This Regulation is without prejudice to the rules laid down in the following:	4. This Regulation is without prejudice to the rules laid down in the following:	deleted Council mandate: moved to Article 1a	G

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			(3) (rows 101g - 101p)	
	Article 1(4), point (a)			
G	93	(a) Directive 2000/31/EC;	(a) Directive 2000/31/EC;	deleted
	Article 1(4), point (b)			
Y	94	(b) Directive 2002/58/EC and Regulation (EU) XXX [ePrivacy Regulation];	(b) Directive 2002/58/EC and Regulation (EU) XXX [ePrivacy Regulation] ;	(b) Directive 2002/58/EC [and Regulation (EU) XXX [ePrivacy Regulation]];
	Article 1(4), point (c)			
G	95	(c) Directive 2005/29/EC;	(c) Directive 2005/29/EC;	deleted
	Article 1(4), point (d)			
G	96	(d) Directive 2006/114/EC;	(d) Directive 2006/114/EC;	deleted
	Article 1(4), point (e)			
G	97	(e) Directive 2006/123/EC;	(e) Directive 2006/123/EC;	deleted
	Article 1(4), point (f)			

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G 98	(f) Directive (EU) 2010/13;	(f) Directive (EU) 2010/13 <u>2010/13/EU</u> ;	deleted	
Article 1(4), point (g)				
G 99	(g) Directive 2011/83/EU;	(g) Directive 2011/83/EU;	deleted	
Article 1(4), point (h)				
G 100	(h) Regulation (EU) 2019/1150;	(h) Regulation (EU) 2019/1150;	deleted	
Article 1(4), point (i)				
G 101	(i) Regulation (EU) 2021/xxx [the Digital Services Act].	(i) Regulation (EU) 2021/xxx <u>[the 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market For Digital Services and amending Directive 2000/31/EC (Digital Services Act+), OJ L 277, 27.10.2022, p.1;</u>	deleted	(i) Regulation (EU) 2021/xxx <u>[2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market For Digital Services and amending Directive 2000/31/EC (Digital Services Act+);</u> Text Origin: EP Mandate
Y 101a		<u>(ia) Regulation (EU) 2022/1925 of the European Parliament and</u>		

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		<u>of the Council of 14 September 2022 on contestable and fair markets in the digital sector and amending Directives (EU) 2019/1937 and (EU) 2020/1828 (Digital Markets Act), OJ L 265, 12.10.2022, p. 1.</u>		
	Article 1(4), point (ia)			
Y	101b	<u>4a. This Regulation shall not affect the content of political advertising, or Union or Member States rules regulating the content of political advertising, electoral periods and the organisation and conduct of political campaigning.</u>		Y
R	101c	<u>4b. The data protection rules on processing of personal data provided for in this Regulation shall be considered as specific data protection rules to the general rules laid down in the Regulations (EU) 2016/679 and (EU) 2018/1725. None of the provisions in this Regulation can be applied or interpreted in such way as to diminish or limit level of protection offered by the right to</u>		R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>respect for private life and protection of personal data and by the right of freedom of expression as protected in the Charter of Fundamental Rights and in the Union law on data protection and privacy, in particular by Regulations (EU) 2016/679 and (EU) 2018/1725.</u>		
	Article 1a			
Y	101d		Article 1a Scope	<u>Article 1a Scope</u>
	Article 1a(1)			
Y	101e		1. This Regulation shall apply to political adversting where the political advertisement is disseminated in the Union, or is directed to individuals or brought to the public domain in one or several Member States, irrespective of the place of establishment of the provider of political advertising services, and irrespective of the means used.	
	Article 1a(2)			
Y	101f			

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			2. This Regulation shall neither affect the content of political advertisements nor Union or Member States rules regulating aspects other than those covered by this Regulation.	
	Article 1a(3)			
G	101g		3. This Regulation is without prejudice to the rules laid down in the following:	see comment in row 92.
G	101h		(a) Directive 2000/31/EC;	
	Article 1a(3), point (a)			
Y	101i		(b) Directive 2002/58/EC and Regulation (EU) XXX [ePrivacy Regulation];	<u>(b) Directive 2002/58/EC and Regulation (EU) XXX [ePrivacy Regulation];</u>
G	101j		(c) Directive 2005/29/EC;	
G	101k			

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			(d) Directive 2006/114/EC;	
G 101l			(e) Directive 2006/123/EC;	G
G 101m			(f) Directive (EU) 2010/13;	G
G 101n			(g) Directive 2011/83/EU;	G
G 101o			(h) Regulation (EU) 2019/1150;	G
	Article 1a(3), point (b)			
G 101p			(i) [Regulation (EU) 2022/xxx [the Digital Services Act]].	G <i>(b) Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market For Digital Services and amending Directive 2000/31/EC (Digital Services Act);</i>
	Article 2			

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G	102	Article 2 Definitions	Article 2 Definitions	Article 2 Definitions	G
	Article 2, first paragraph				
Y	103	For the purpose of this Regulation, the following definitions shall apply:	For the purpose of this Regulation, the following definitions shall apply:	For the purpose of this Regulation, the following definitions shall apply:	Y
	Article 2, first paragraph, point (1)				
G	104	1. ‘service’ means any self-employed economic activity, normally provided for remuneration, as referred to in Article 57 TFEU;	1. ‘service’ means any self-employed economic activity, normally provided for remuneration, as referred to in Article 57 TFEU;	1. ‘service’ means any self-employed economic activity, normally provided for remuneration, as referred to in Article 57 TFEU;	G
	Article 2, first paragraph, point (2)				
Y	105	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, <u>delivery</u> 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:	Y
	Article 2, first paragraph, point (2)(a)				
G	106	(a) by, for or on behalf of a political actor, unless it is of a	(a) by, for or on behalf of a political actor, unless it is of a	(a) by, for or on behalf of a political actor, unless it is of a	G

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	purely private or a purely commercial nature; or	purely private or a purely commercial nature; or	purely private or a purely commercial nature; or	
	Article 2, first paragraph, point (2)(b)			
R 107	(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 <u>voting behaviour or</u> the outcome of an election or , referendum, <u>or</u> a legislative or regulatory process or voting behaviour .	(b) which is liable and designed to influence the outcome of an election or referendum, a voting behaviour or a legislative or regulatory process, at Union, national, regional or local level or voting behaviour .	R
R 107a			(ba) It shall not include:	R
R 107b			(i) political opinions expressed in any media under editorial responsibility unless specific remuneration is provided for or in connection with expressing that political opinion.	R
R 107c			(ii) messages from official sources of Member States or the	R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			Union exclusively related to the organisation and modalities for participation in elections or referendums, including the candidacies and the question put to the referendum, or for promoting the participation in elections or referendums. Council Mandate: Based on last subparagraph of Article 2 of the Commission proposal.	
R 107d			(iii) public communication by, for or on behalf of any public authority of a Member States, including members of Government, provided they are not designed to influence the outcome of an election or referendum, voting behaviour or a legislative or regulatory process;	
R 107e			(iv) presentation of candidates in specified public spaces or in the media which is explicitly provided by law and allocated	

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			free of charge while ensuring equal treatment.	
	Article 2, first paragraph, point (3)			
Y	108	3. 'political advertisement' means an instance of political advertising;	3. 'political advertisement' means an instance of political advertising published or disseminated by any means;	Y
	Article 2, first paragraph, point (4)			
G	109	4. 'political actor' means any of the following:	4. 'political actor' means any of the following:	G
	Article 2, first paragraph, point (4)(a)			
Y	110	(a) a political party within the meaning of Article 2(1) Regulation (EU, Euratom) No 1141/2014 or an entity directly or indirectly related to the sphere of activity of such a political party;	(a) a political party within the meaning of Article 2(1) Regulation (EU, Euratom) No 1141/2014 or an entity directly or indirectly related to the sphere of activity of to such a political party;	Y
	Article 2, first paragraph, point (4)(b)			
G	111	(b) a political alliance within the meaning of Article 2(2) of Regulation (EU, Euratom) No 1141/2014;	(b) a political alliance within the meaning of Article 2(2) of Regulation (EU, Euratom) No 1141/2014;	G

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	Article 2, first paragraph, point (4)(c)			
G	112 (c) a European political party within the meaning of Article 2(3) Regulation (EU, Euratom) No 1141/2014;	(c) a European political party within the meaning of Article 2(3) Regulation (EU, Euratom) No 1141/2014;	(c) a European political party within the meaning of Article 2(3) Regulation (EU, Euratom) No 1141/2014;	
	Article 2, first paragraph, point (4)(d)			
Y	113 (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 <u>or holder of</u> any elected office at European Union , national, regional and local level, or for one of the leadership positions within a political party;	(d) a candidate for or holder of any elected office at European Union , national, regional and local level, or for one of the any leadership positions within position of a political party;	(d) a candidate for <u>or holder of</u> any elected office at European Union , national, regional and local level, or for one of the any leadership positions position within a political party;
	Article 2, first paragraph, point (4)(e)			
G	114 (e) an elected official within a public institution at European, national, regional or local level;	(e) an elected official within a public institution at European, national, regional or local level;	<i>deleted</i>	(e) an elected official within a public institution at European, national, regional or local level;
	Article 2, first paragraph, point (4)(f)			
Y	115 (f) an unelected member of government at European, national, regional or local level;	(f) an unelected member of government at European Union , national, regional or local level;	(f) an unelected member of government at a member of Union institutions, with the exception of the Court of Justice of the European Union, the European	

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			Central Bank and the Court of Auditors, or of a government of Member States at national, regional or local level;	
Article 2, first paragraph, point (4)(g)				
116	(g) a political campaign organisation with or without legal personality, established to achieve a specific outcome in an election or referendum;	(g) a political campaign organisation with or without legal personality, established to achieve <u>a specific for the purpose of influencing the</u> outcome in <u>of</u> an election, <u>referendum or a legislative or regulatory process</u> or referendum ;	deleted	
Article 2, first paragraph, point (4)(h)				
117	(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.	(h) any natural or legal person representing or acting on behalf of any of the persons or organisations <u>referred to</u> in points (a) to (g), promoting the political objectives of any of those.	(h) any natural or legal person representing or acting on behalf of any of the persons or organisations in points (a) to (g); and promoting the political objectives of any of those.	
Article 2, first paragraph, point (5)				
118	5. 'political advertising service' means a service consisting of political advertising with the exception of an online intermediary	5. 'political advertising service' means a service consisting of political advertising with the exception of an online intermediary	5. 'political advertising service' means a service consisting of political advertising with the exception of an online intermediary	

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	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;	service within the meaning of Article 2(f) 3, point (g) of Regulation (EU) 2021/XXX 2022/2065 (Digital Services Act) 7 that is provided without consideration for the <u>preparation</u> , placement, <u>promotion</u> , publication, <u>delivery</u> or dissemination for of the specific message;	service within the meaning of Article 2(f) of Regulation (EU) 2021/XXX 2022/XXX [Digital Services Act] that is provided without specific remuneration consideration for the preparation , placement, promotion , publication or dissemination for the specific political message;	
	Article 2, first paragraph, point (5a)			
Y	118a	<u>(5a) 'provider of political advertising services' means a natural or legal person engaged in the provision of political advertising services, with the exception of purely ancillary services;</u>	(5a) 'provider of political advertising services' means a natural or legal person providing political advertising services, with the exception of purely ancillary services.	Y
	Article 2, first paragraph, point (6)			
Y	119	6. 'political advertising campaign' means the preparation, placement, promotion, publication, <u>delivery</u> 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;	6. 'political advertising campaign' means the preparation, placement, promotion, publication or dissemination of a series of linked political advertisements in the course of a contract for political advertising, on the basis of common preparation, sponsorship or funding;	Y

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Y	119a	<u>(6a) ‘very large online platform’ means an online platform designated as a very large online platform pursuant to Article 33(4) of Regulation (EU) 2022/2065 (Digital Services Act);</u>		
Y	119b	<u>(6b) ‘very large online search engine’ means an online search engine designated as a very large online search engine pursuant to Article 33(4) of Regulation (EU) 2022/2065 (Digital Services Act);</u>		
	Article 2, first paragraph, point (7)			
Y	120	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 on whose behalf a political advertisement is prepared, placed, <u>promoted</u> , published, <u>delivered</u> or disseminated;	7. ‘sponsor’ means the natural or legal person at whose request or on whose behalf a political advertisement is prepared, placed, promoted , published or disseminated;
	Article 2, first paragraph, point (8)			
R	121	8. ‘targeting or amplification techniques’ means techniques that	8. ‘targeting or amplification techniques’ means techniques that	8. ‘targeting or amplification techniques’ means techniques that

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	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;	are used either to address a tailored <u>by sponsors, political advertising publishers or providers of advertising services to tailor a</u> political advertisement only to a specific person or group of persons or to increase the circulation, reach or visibility of a political advertisement <u>exclude them by processing personal data, in particular through the collection of their data;</u>	are used either to address a tailored political advertisement, usually with tailored content , only to a specific person or group of persons, based on the processing of personal data or to increase the circulation, reach or visibility of a political advertisement;	
R 121a			(8a) ‘amplification techniques’ means optimisation techniques, including ad delivery techniques, that are used to increase the circulation, reach or visibility of a political advertisement based on the processing of personal data and which may serve to deliver the political advertisement only to a specific person or group of persons;	
R 121b		<u>(8a) ‘ad delivery techniques’ means automated techniques of processing of personal data that</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>typically rely on algorithms or the automated processing of data and that are employed by political advertising publishers or providers of political advertising services involved in the promotion, publication and dissemination of political advertisements to determine a specific audience within the potential audience defined by the sponsors and providers of advertising services, acting on behalf of sponsors;</u>		
	Article 2, first paragraph, point (9)			
122	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, <u>in accordance with national legislation</u> , and during which the campaign activities are subject to specific rules;	<i>deleted</i>	
	Article 2, first paragraph, point (10)			
123	10. 'relevant electorate' means the body of individuals eligible to vote in the election or referendum being contested in the Member State in	10. 'relevant electorate' means the body of individuals eligible to vote in the election or referendum being contested in the Member State in	10. 'relevant electorate' means the body of individuals eligible to vote in the election or referendum being contested in the Member State in	

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	which a political advertisement circulates, which may be the entire electorate of a Member State;	which a political advertisement circulates, which may be the entire electorate of a Member State;	which a political advertisement circulates is published or disseminated , which may be the entire electorate of a Member State;	
Article 2, first paragraph, point (11)				
Y	124 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;	11. ‘political advertising publisher’ means a natural or legal person that broadcasts, makes available through an interface or otherwise brings to the public domain <u>provider of political advertising service that places, promotes, publishes, delivers or disseminates</u> political advertising through any medium;	11. ‘political advertising publisher’ means a natural or legal person that broadcasts, makes available through an interface or otherwise brings to the public domain provider of political advertising services that publishes or disseminates political advertising- through any medium;	Y
Article 2, first paragraph, point (12)				
Y	125 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.	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.	12. ‘controller’ means a controller according to Article 4(7) of Regulation (EU) 2016/679 or, where applicable, to Article 4(8) (8) of Regulation (EU) 2018/1725.	Y
Article 2, first paragraph, first paragraph				
R	126 For the purposes of the first paragraph, point (2) messages from	For the purposes of the first paragraph, point (2) messages from	<i>deleted</i>	R

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	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.	official sources regarding the organisation and modalities for participation in <u>shall not constitute political advertising if they are strictly limited to the announcement of</u> elections or referendums or <u>of the modalities</u> for promoting participation in elections or referendums shall not constitute political advertising .	Council mandate: Merged with definition of political advertising (point 2) - see row 107c	
	Article 2, first paragraph, first paragraph a			
G 126a			Article 2a Identification of a political advertisement	Possible provisional agreement: moved to Article 5a (see rows 135e - 135n)
G 126b			1. For the purpose of determining whether a message constitutes political advertisement within the meaning of Article 2, point 2(b), account shall be taken of its relevant features, such as:	
G 126c			(a) (a) the content of the	

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			message;	
126d			(b) (a) the sponsor of the message;	
126e			(c) (a) the language used to convey the message, the means by which the message is promoted, published or disseminated, and the targeted audience;	
126f			(d) (a) the context in which the message is conveyed, including the period of dissemination such as election or referendum periods and legislative or regulatory process;	
126g			(e) (a) the objective of the message.	

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Y	126h		2. A clear and substantial link should exist between the message and its potential to influence the outcome of an election or referendum, voting behaviour or a legislative or regulatory process.	
	Article 3			
G	127	Article 3 Level of Harmonisation	Article 3 Level of Harmonisation Level of Harmonisation Internal Market principle	Article 3 Level of Harmonisation <u>Internal Market principle</u>
	Article 3(1)			
G	128	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 maintain or introduce, on grounds related to transparency <u>of political advertising</u> , provisions or measures diverging from those laid down in this Regulation.	1. Member States shall not maintain or introduce, on grounds related to transparency <u>of political advertising</u> , provisions or measures diverging from those laid down in this Regulation.
	Article 3(2)			
Y	129	2. The provisions of political advertising services shall not be prohibited nor restricted on grounds related to transparency	2. The provisions of political advertising services shall not be prohibited nor restricted, <u>including geographically</u> , on grounds related	2. The provisions provision of political advertising services shall not be prohibited nor restricted on grounds related to transparency

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	when the requirements of this Regulation are complied with.	to transparency when the requirements of this Regulation are complied with.	when the requirements of this Regulation are complied with.	
Y	129a	<u>Article 3a</u> <u>Provision of political advertising services in the Union</u>		
R	129b	<u>1. Providers of political advertising services shall not discriminate against sponsors on grounds of their place of residence or, where applicable, establishment, when those sponsors request, conclude or hold a contract for political advertising services.</u>		
R	129c	<u>2. By way of exception from paragraph 1, political advertising services shall be provided only to a sponsor or a service provider acting on behalf of a sponsor who is a citizen of the Union, or a natural or legal person residing or</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>established in the Union.</u>		
R	129d	<u>3. The provision of cross border political advertising services to European Political Parties within the meaning of Regulation [Regulation on Political Parties] shall not be subject to restrictions other than those provided for by this Regulation or other acts of Union or national law, where applicable.</u>		R
CHAPTER II				
Y	130	CHAPTER II TRANSPARENCY OBLIGATIONS FOR POLITICAL ADVERTISING SERVICES	CHAPTER II TRANSPARENCY <u>AND DUE DILIGENCE</u> OBLIGATIONS FOR POLITICAL ADVERTISING SERVICES	CHAPTER II TRANSPARENCY OBLIGATIONS FOR POLITICAL ADVERTISING SERVICES
Article 4				
Y	131	Article 4 Transparency	Article 4 Transparency <u>and due diligence obligations for political advertising services</u>	Article 4 Transparency of political advertising services
Article 4, first paragraph				

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Y	132	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 provided in a transparent manner in accordance with the obligations laid down in Articles 5 to 11 and 14 Chapter II of this Regulation.	
	Article 4, paragraph 1a			
Y	132a	<u>Providers of political advertising services shall ensure that the contracts concluded for the provision of political advertising services clearly set out how the relevant provisions of this Regulation, including regarding due diligence and allocation of responsibility for provision, as well as completeness and accuracy of information, are to be effectively complied with.</u>	1a. Providers of political advertising services shall ensure that the contractual arrangements concluded for the provision of a political advertising service enable compliance with the relevant provisions of this Regulation.	
	Article 5			
G	133	Article 5 Identification of political advertising services	Article 5 Identification of political advertising services	
	Article 5(1)			
G	134			

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	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.	1. Providers of advertising services shall request sponsors and providers of advertising services acting on behalf of sponsors to declare whether the advertising service <u>that</u> 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 <u>in good faith and in clear terms, and shall be responsible for its accuracy.</u>	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 truthfully .	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 <u>truthfully and shall be responsible for its accuracy.</u>
R	134a	<u>1a. Providers of advertising services that receive a declaration, from a sponsor, or from a provider of advertising services acting on behalf of a sponsor, that advertising constitutes political advertising shall make best efforts to ensure that those declarations are made in accordance with paragraph 1 before the provision of the service.</u>		
	Article 5(2)			
Y	135			Y

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	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 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 <u>require the sponsor and where applicable providers of advertising services acting on behalf of the sponsor to provide the information necessary to comply with Articles 6(1), 7(1) and 7a(1), as appropriate.</u> <u>Sponsors shall ensure the accuracy of, and provide the information necessary to comply with Article 6(1), points (ca) and (d), Article 7(1), points (a), (b) and (ba), and Article 7a(1), points (a) and (b).</u> <u>Sponsors, or where applicable providers of advertising services acting on behalf of sponsors shall ensure the accuracy of, and provide the information necessary to comply with Article 6(1), points (a), (b), (ba), (c) and (da) and Article 7a(1), points (c), (d) and (e).</u>	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 <u>require the sponsor or providers of advertising services acting on behalf of sponsors to provide the relevant information necessary to comply with Article 6 paragraph 1. That information shall be transmitted in a complete and accurate manner and without undue delay .</u>	

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		<u>Sponsors and providers of advertising services acting on behalf of sponsors shall provide that information in a timely, complete and accurate manner.</u>		
Article 5(2a)				
135a		<u>2a. Providers of advertising services shall require sponsors, or providers of advertising services acting on behalf of sponsors, who submit a declaration or information in accordance with this Article that is manifestly erroneous to correct that declaration or that information. Sponsors, or providers of advertising services acting on behalf of sponsors, shall act upon such a request without undue delay.</u>	2a. Where a provider of advertising services becomes aware or has actual knowledge that a declaration or information is manifestly erroneous, shall request the sponsor or the provider of advertising services acting on behalf of a sponsor to correct its declaration or information provided. Sponsors or providers of advertising services acting on behalf of sponsors shall make such corrections in a complete and accurate manner and without undue delay.	<u>2a. Providers of advertising services shall require sponsors, or providers of advertising services acting on behalf of sponsors, who submit a declaration or information in accordance with this Article that is manifestly erroneous to correct that declaration or that information. Sponsors or providers of advertising services acting on behalf of sponsors shall make such corrections in a complete and accurate manner and without undue delay.</u> Provisional agreement subject to agreement on relevant recitals as follows: Merge recitals 28b, 28c and 28d (lines 38a, 38b and 38c). Recital 34b (line 44b)

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G	135b		deleted Council position moved to row 135a.	
Article 5(2b)				
G	135c	<u>2b. Where applicable, 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).</u>		<u>2b. Providers of advertising services shall ensure that its online interface is designed and organised in a way that facilitates compliance by sponsors, and providers of advertising services acting on behalf of sponsors with their obligations as referred to in paragraph 1 of this Article and Article 6(1).</u>
R	135d	<u>2c. Political advertising publishers that are also Very Large Online Platforms (VLOPs) and Very Large Online Search Engines (VLOSEs) shall diligently identify, analyse and assess any systemic risks that their political advertising services pose in the context of their risk assessments according to Article 34 of</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>Regulation (EU) 2022/2065 (Digital Services Act) and put in place reasonable, proportionate and effective mitigation measures in accordance with Article 35 of Regulation (EU) 2022/2065 (Digital Services Act) to address these risks.</u>		
	Article 5a			
G	135e	<u>Article 5a</u> <u>Identification of a political advertisement</u>		<u>Article 5a</u> <u>Identification of a political advertisement</u> Text Origin: EP Mandate
	Article 5a(1), introductory part			
G	135f	<u>1. For the purpose of determining whether a message constitutes a political advertising within the meaning of Article 2(2)(b), account shall be taken of all its features, and in particular the following:</u>		<u>1. For the purpose of determining whether a message constitutes political advertisement within the meaning of Article 2, point 2(b), account shall be taken of all its features, including:</u>
	Article 5a(1), point (a)			
G	135g	<u>(a) the content of the message;</u>		<u>(a) the content of the message;</u>

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	Article 5a(1), point (a)			
G	135h	<u>(b) the sponsor of the message;</u>		<u>(b) the sponsor of the message;</u>
	Article 5a(1), point (a)			
Y	135i	<u>(c) the spoken or written language used to convey the message;</u>		<u>(c) the language used to convey the message;</u> Provisional agreement subject to a recital on language
	Article 5a(1), point (a)			
G	135j	<u>(d) the form of the message or the means by which the message is prepared, placed, promoted, published, delivered or disseminated;</u>		<u>(d) the means by which the message is prepared, placed, promoted, published, delivered or disseminated;</u>
	Article 5a(1), point (a)			
G	135k	<u>(e) the targeted audience;</u>		<u>(e) the targeted audience;</u>
	Article 5a(1), point (a)			
G	135l	<u>(f) the context in which the message is conveyed, including the period of dissemination such as election or referendum periods,</u>		<u>(f) the context in which the message is conveyed, including the period of dissemination;</u>

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>or dissemination of the message during and a legislative or regulatory process;</u>		
	Article 5a(1), point (a)			
G	135m	<u>(g) the objective of the message.</u>		<u>(g) the objective of the message.</u>
	Article 5a(2)			
G	135n	<u>2. The Commission shall draw up common guidance intended to contribute to the proper application of this Article.</u>		<u>2. The Commission shall draw up common guidance intended to contribute to the proper application of this Article.</u>
	Article 6			
G	136	Article 6 Record-keeping and information transmission <u>of information transmission to the political advertising publisher</u>	Article 6 Record-keeping and information transmission	Article 6 Record-keeping and information transmission
	Article 6(1)			
G	137	1. Providers of political advertising services shall retain information they collect in the provision of their services, <u>to the extent necessary to comply with this Regulation</u> , on the following:	1. Providers of political advertising services shall retain information they collect in the provision of their services, on the following:	1. Providers of political advertising services shall retain information they collect in the provision of their services, <u>to the extent necessary to comply with this Regulation</u> , on the following:

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	Article 6(1), point (a)			
G	138	(a) the political advertisement or political advertising campaign to which the service or services are connected;	(a) the political advertisement or political advertising campaign to which the service or services are connected;	(a) the political advertisement or political advertising campaign to which the service or services are connected;
	Article 6(1), point (b)			
G	139	(b) the specific service or services provided in connection to the political advertising;	(b) the specific service or services that they provided in connection to the political advertising;	(b) the specific service or services that they provided in connection to the political advertising;
Y	139a	<u>(ba) the starting date and, where available, the period during which the service or services were provided;</u>		
	Article 6(1), point (c)			
G	140	(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;	(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

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	Article 6(1), point (ca)			
140a		<u>(ca) information on the public or private origin of those amounts and other benefits, as well as whether they originate from inside or outside of the Union;</u>		<u>(ca) information on the public or private origin of the amounts they invoiced for the service or services provided and other benefits received in part or full exchange for the service or services provided, as well as whether they originate from inside or outside of the Union;</u> addresses 'their sources' in row 140
	Article 6(1), point (d)			
141	(d) where applicable, the identity of the sponsor and its contact details.	(d) <u>the identity of the sponsor of the political advertisement and its contact details and,</u> where applicable, the identity <u>and the contact details</u> of the <u>legal or natural person who ultimately controls the</u> sponsor, <u>and for legal persons, the place of establishment; and</u> and its contact details.	(d) the identity of the sponsor of the political advertisement and, where applicable, the identity of the entity ultimately controlling the sponsor, their contact details and, for legal persons, their place of establishment; and and its contact details.	(d) <u>the identity and the contact details of the sponsor of the political advertisement and,</u> where applicable, <u>of the entity ultimately controlling</u> the identity of the sponsor and, <u>for legal persons, their place of establishment; and</u> its contact details.
	Article 6(1), point (da)			
141a		<u>(da) where applicable, an indication of elections or referendums to which the political</u>	(da) where applicable, an indication of the relevant elections or referenda with which	<u>(da) where applicable, an indication of elections or referendums to which the political</u>

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		advertisement is linked.	the political advertisement is linked.	advertisement is linked. Text Origin: EP Mandate
Article 6(2)				
142	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 both in written and in writing and may be in electronic form. Such information shall be retained in a machine-readable format for a period of five ten years from the date of the last preparation, placement, promotion , publication, delivery or dissemination, as the case may be.	2. The information referred to in paragraph 1 shall be in writing and may be written or in electronic form. Such information shall be retained for a period of five years from the date of the last preparation, placement, promotion , publication or dissemination, as the case may be.	2. The information referred to in paragraph 1 shall be in writing and may be written or in electronic form. Such information shall be retained in a machine-readable format for a period of five [5/10] years from the date of the last preparation, placement, promotion , publication [delivery] or dissemination, as the case may be. Pending outcome on data retention period and techniques.
142a			2a. This Article shall not apply to undertakings qualifying under Article 3, paragraph 1 of Directive 2013/34/EU if the provision of advertising services is purely marginal and ancillary to their main activities.	
Article 6(3)				

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143	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.	3. Providers of political advertising services shall ensure that the information referred to in paragraph 1 is communicated <u>in a timely and accurate manner</u> to the political advertising publisher which will <u>place, promote publish, deliver or</u> disseminate the political advertisement, <u>so as</u> to enable political advertising publishers to comply with their obligations under this Regulation. <u>Providers of political advertising services shall make reasonable efforts to ensure that the</u> That information shall be transmitted, in a timely <u>retained pursuant to paragraph 1 is complete</u> and accurate. <u>When the political advertising publisher is the only provider of political advertising services, the sponsor shall communicate the relevant information to the political advertising publisher</u> manner in accordance with best practice and industry standards, by means of a standardised automated process where technically possible.	<i>deleted</i> Council mandate: Moved to new Article 6a on transmission of information	
143a				

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>3a. When a provider of political advertising services provides a service, it shall also transmit to the relevant political advertising publisher the information retained pursuant to paragraph 1 in accordance with best practice and industry standards, where technically possible, by means of a standardised automated process.</u>		
143b		<u>3b. When providers of political advertising services become aware that information which they have transmitted to a political advertising publisher has been updated, they shall ensure that the updated information is communicated to the political advertising publisher.</u>		
Article 6a				
143c			Article 6a Transmission of information to the political advertising publisher	<u>Article 6a</u> <u>Transmission of information to the political advertising publisher</u>
Article 6a(1)				

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143d			1. Providers of political advertising services shall ensure that the information referred to in Article 6 paragraph 1 is communicated in a timely, complete and accurate manner to political advertising publishers which will publish or disseminate the political advertisement to enable political advertising publishers to comply with their obligations under this Regulation. Providers of political advertising services shall make reasonable efforts to ensure that the information retained pursuant to Article 6 paragraph 1 is complete and accurate. When the political advertising publisher is the only provider of political advertising services, the sponsor shall communicate the relevant information to the publisher.	<u>1. Providers of political advertising services shall ensure that the information referred to in Article 6 paragraph 1 is communicated in a timely, complete and accurate manner to political advertising publishers to enable them to comply with their obligations under this Regulation.</u> <u>Each provider of political advertising services shall transmit that information during the provision of the relevant service and in accordance with best practice and industry standards and, where technically possible, by means of a standardised automated process.</u> <u>Providers of political advertising services shall make reasonable efforts to ensure that the information retained pursuant to Article 6 paragraph 1 is complete and accurate.</u> <u>When the political advertising publisher is the only provider of political advertising services, the sponsor shall communicate the relevant information to the</u>

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
				<u>publisher.</u>
Article 6a(2)				
143e			2. Providers of political advertising services shall transmit that information at the same time with the provision of the relevant service in accordance with best practice and industry standards, by means of a standardised automated process where technically possible.	<u>merged with row 143d</u>
Article 6a(3)				
143f			3. Where a provider of political advertising services becomes aware that information which it has transmitted has been updated, it shall ensure that this updated information is communicated to the relevant political advertising publisher.	<u>2 Where a provider of political advertising services becomes aware that information which it has transmitted has been updated, it shall ensure that this updated information is communicated to the relevant political advertising publisher.</u>
Article 7				
144	Article 7 Transparency requirements for each political advertisement	Article 7 Transparency <u>Labelling</u> requirements for each political	Article 7 Transparency requirements for each political advertisement	Article 7 <u>Labelling and</u> transparency requirements for each political

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		advertisement <u>advertisements</u>		advertisement
	Article 7(1), first subparagraph			
G	145	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:	1. In the context of the provision of political advertising services, each <u>Political advertising publishers shall ensure that every</u> political advertisement shall be made available with <u>contains</u> the following information in a clear, salient and unambiguous way:	1. In the context of the provision of political advertising services, Political advertising publishers shall ensure that each political advertisement shall be <u>is</u> made available <u>together</u> with the following information in a clear, salient and unambiguous way:
	Article 7(1), first subparagraph, point (a)			
G	146	(a) a statement to the effect that it is a political advertisement;	(a) a statement to the effect <u>clear statement</u> that it is a political advertisement;	(a) a statement to the effect that it is a political advertisement;
	Article 7(1), first subparagraph, point (b)			
Y	147	(b) the identity of the sponsor of the political advertisement and the entity ultimately controlling the sponsor;	(b) the identity of the sponsor of the political advertisement and, <u>where applicable</u> , the entity <u>or person</u> ultimately controlling <u>or financing</u> the sponsor;	(b) the identity of the sponsor of the political advertisement and, <u>where applicable</u> , the entity ultimately controlling the sponsor; Reference to 'financing' to be clarified in a recital.
	Article 7(1), first subparagraph, point (ba)			

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
147a		<u>(ba) where applicable, the election, referendum, legislative or regulatory process to which the political advertisement is linked;</u>		<u>(ba) the election, referendum, legislative or regulatory process to which the political advertisement is linked;</u>
Article 7(1), first subparagraph, point (bb)				
147b			(ba) where applicable, a statement to the effect that the political advertisement has been targeted or amplified;	<u>(ba) where applicable, a statement to the effect that the political advertisement has been targeted [or amplified];</u> Text in square brackets pending outcome on delivery / amplifications techniques.
Article 7(1), first subparagraph, point (c)				
148	(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 to enable the wider context <u>clear indication of where a permanent copy of the political advertisement and its aims to be understood, or a clear indication of transparency notice containing the information referred to in Article 7a can be easily and directly retrieved, and, where it can be easily retrieved, necessary and possible, an update of that indication;</u>	(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 to enable the wider context of the political advertisement and its aims to be understood, <u>containing the information referred to in [Article(s)/paragraph x]</u> or a clear indication of where it can be easily <u>and directly</u> retrieved-;

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	Article 7(1), second subparagraph			
R	148a	<u>Political advertising publishers shall ensure the completeness of information referred to in paragraphs 1a, 1b, 1ba, and 1c and the accuracy of information referred to in paragraph 1c.</u>		Update of transparency notice to be looked at in row 158. linked to rows 147a and 147b
	Article 7(1), second subparagraph			
R	149	In this regard, political advertising publishers shall use efficient and prominent marking and labelling techniques that allow the political advertisement to be easily identified as such and shall ensure that the marking or labelling remains in place in the event a political advertisement is further disseminated.	In this regard, political advertising publishers shall use efficient and prominent marking and labelling techniques that allow the political advertisement to be easily identified as such and shall ensure that the marking or labelling remains in place in the event a political advertisement is further disseminated.	
R	149a	<u>1a. The information referred to in points (a) to (c) of paragraph 1 shall be made available in the form of labels.</u> <u>Those labels shall be prominent, enable individuals to easily</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>identify a political advertisement as such and remain in place in the event that the political advertisement is further disseminated.</u>		
149b		<u>1b. By [12 months after the entry into force of this Regulation], the Commission shall adopt delegated acts in accordance with Article 19 in order to supplement paragraph 1a of this Article establishing standardised and efficient techniques for labelling of political advertising including for the audiovisual sector, printed media, online and offline advertising, taking into account the particular characteristics of the medium in which it is published.</u> <u>When adopting those delegated acts, the Commission shall take account of the latest technological and market developments, relevant scientific research and best practices.</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
R	149c	<u>1c. In order to ensure uniform conditions for the implementation of paragraphs 1 and 1a of this Article, the Commission shall adopt implementing acts establishing uniform labels.</u> <u>Those implementing acts shall be adopted in accordance with the examination procedure referred to in Article 19a(2).</u>		R
	Article 7(2)			
Y	150	2. The transparency notice shall be included in each political advertisement or be easily retrievable from it, and shall include the following information: 2. The transparency notice shall be included in each political advertisement or be easily retrievable from it, and shall include the following information: Rest of Article 7. is moved to new articles 7a and 7b	2. The transparency notice- shall be included in each political advertisement or be easily retrievable from it include, at least, and shall include the following information:	Y
	Article 7(2), point (a)			
Y	151	(a) the identity of the sponsor and contact details;	(a) the identity of the sponsor and, where applicable, of the entity ultimately controlling the sponsor contact details;	Y
	Article 7(2), point (b)			

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
152	(b) the period during which the political advertisement is intended to be published and disseminated;	(b) the period during which the political advertisement is intended to be published and disseminated;	deleted	
Article 7(2), point (c)				
153	(c) based among others on information received in line with Article 6(3), information on the aggregated amounts spent or other benefits received in part or full exchange for the preparation, placement, promotion, publication and dissemination of the relevant advertisement, and of the political advertising campaign where relevant, and their sources;	(c) based among others on information received in line with Article 6(3), information on the aggregated amounts spent or other benefits received in part or full exchange for the preparation, placement, promotion, publication and dissemination of the relevant advertisement, and of the political advertising campaign where relevant, and their sources;	(c) based among others on information received in line with Article 6(3), information on the aggregated amounts spent or other benefits information on the aggregated amounts or other benefits received by the providers of political advertising services including those received by the publisher in part or full exchange for the preparation, placement, promotion, publication and dissemination of political advertising services for the relevant advertisement, and offer the political advertising campaign where relevant, and their sources;	
Article 7(2), point (d)				
154	(d) where applicable, an indication of elections or referendums with which the advertisement is linked;	(d) where applicable, an indication of elections or referendums with which the advertisement is linked;	(d) where applicable, an indication of elections or referendums with which the advertisement is linked;	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	Article 7(2), point (e)			
Y	155	(e) where applicable, links to online repositories of advertisements;	(e) where applicable, links to online repositories of advertisements; where applicable, links to online repositories of advertisements referred to in paragraph 6;	Y
Y	155a		(ea) where applicable, the information specified in Article 12a(1) point (c) and (ca);	Y
	Article 7(2), point (f)			
Y	156	(f) information on how to use the mechanisms provided for in Article 9(1).	(f) information on how to use the mechanisms provided for in Article 9(1). deleted	Y
	Article 7(2), point (g)			
Y	157	(g) The information to be included in the transparency notice shall be provided using the specific data fields set out in Annex I.	(g) The information to be included in the transparency notice shall be provided using the specific data fields set out in Annex I. (g) The information to be included in the transparency notice shall be provided using the specific data fields also contain the elements set out in Annex I.	Y
Y	157a		2a. The transparency notice	Y

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			shall be included in each political advertisement or be easily retrievable from its first publication and until the end of its publication. Transparency notices shall be presented in a format which is easily accessible and, where technically possible, machine readable, clearly visible and user friendly, including by using plain language. Transparency notices which are machine readable shall be made accessible by means of a common publicly available application programming interface.	
Article 7(3)				
158	3. Political advertising publishers shall make reasonable efforts to ensure that the information referred to in paragraph 1 and 2 is complete, and where they find this is not the case, they shall not make available the political advertisement.	3. Political advertising publishers shall make reasonable efforts to ensure that the information referred to in paragraph 1 and 2 is complete, and where they find this is not the case, they shall not make available the political advertisement.	3. Political advertising publishers shall make reasonable efforts to ensure that the information referred to in paragraph 2 is complete, accurate and up to date. When the sponsor or the provider of political advertising services becomes aware that the information transmitted to or published by the political advertising publisher is incomplete or inaccurate, it shall contact, without undue delay, the political advertising publisher	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			concerned and, as relevant, shall transmit completed or corrected information to the political advertising publisher. If the political advertising publisher becomes aware by any means that information referred to in paragraph 2 is incomplete or inaccurate, it shall make reasonable efforts including, as relevant, by contacting the sponsor or the service providers concerned, to complete or correct the information. Where the information cannot be completed or corrected without undue delay, the publisher¹ and 2 is complete, and where they find this is not the case, they shall not make available or shall discontinue the publication or dissemination of the political advertisement. The publisher shall inform the sponsor or the service provider acting on behalf of the sponsor if the political advertisement it sponsors is not made available or is discontinued.	
	Article 7(4)			
R	159	4. Transparency notices shall be	4. <i>Transparency notices shall be</i>	R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	kept up to date and presented in a format which is easily accessible and, where technically possible, machine readable, clearly visible and user friendly, including through the use of plain language. The information shall be published by the political advertising publisher with the political advertisement from its first publication until one year after its last publication.	kept up to date and presented in a format which is easily accessible and, where technically possible, machine readable, clearly visible and user friendly, including through the use of plain language. The information shall be published by the political advertising publisher with the political advertisement from its first publication until one year after its last publication.	deleted	
Article 7(5)				
R 160	5. Political advertising publishers shall retain their transparency notices together with any modifications for a period of five years after the end of the period referred to in paragraph 4.	5. Political advertising publishers shall retain their transparency notices together with any modifications for a period of five years after the end of the period referred to in paragraph 4.	5. Political advertising publishers shall retain their transparency notices together with any modifications for a period of five years after the end of the period referred to in paragraph 4. last publication.	R
R 160a			5a. Paragraph 5 shall not apply to undertakings qualifying under Article 3, paragraph 1 of Directive 2013/34/EU, provided that the provision of advertising services is purely marginal and ancillary to their main activities.	R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	Article 7(6)			
161	6. Political advertising publishers which are very large online platforms within the meaning of Article 25 of Regulation (EU) 2021/xxx [the DSA] shall ensure that the repositories that they make available pursuant to Article 30 of that regulation [Digital Services Act] make available for each political advertisement in the repository the information referred to in paragraph 2.	6. Political advertising publishers which are very large online platforms within the meaning of Article 25 of Regulation (EU) 2021/xxx [the DSA] shall ensure that the repositories that they make available pursuant to Article 30 of that regulation [Digital Services Act] make available for each political advertisement in the repository the information referred to in paragraph 2.	6. Political advertising publishers which are very large online platforms within the meaning of Article 25 of Regulation (EU) 2021/xxx [the DSA] shall ensure that for each political advertisement, the information set out in paragraph 2 of this Article is made the repositories that they make available pursuant to immediately in the repositories referred to in Article 30[39] of that regulation [Digital Services Act]. Such information shall be kept update and provided according to an agreed industry standard for accessibility, data structure and access by means of a common publicly available application programming interface make available for each political advertisement in the repository the information referred to in paragraph 2.	
	Article 7(7)			
162	7. Member States, including competent authorities, and the	7. Member States, including competent authorities, and the	7. Member States, including competent authorities, and the	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	Commission shall encourage the drawing up of codes of conduct intended to contribute to the proper application of this Article, taking into account the specific characteristics of the relevant service providers involved and the specific needs of micro, small and medium-sized enterprises, within the meaning of Article 3 of Directive 2013/34/EU.	Commission shall encourage the drawing up of codes of conduct intended to contribute to the proper application of this Article, taking into account the specific characteristics of the relevant service providers involved and the specific needs of micro, small and medium-sized enterprises, within the meaning of Article 3 of Directive 2013/34/EU.	Commission shall encourage the drawing up of codes of conduct intended to contribute to the proper application of this Article, taking into account the specific characteristics of the relevant service providers involved and the specific needs of micro, small and medium-sized enterprises, within the meaning of Article 3 of Directive 2013/34/EU.	
	Article 7(8)			
163	8. The Commission is empowered to adopt delegated acts in accordance with Article 19 to amend Annex I by adding, modifying or removing elements from the list of information to be provided pursuant to paragraph 2 where, in the light of technological developments, such an amendment is necessary for the wider context of the political advertisement and its aims to be understood.	8. The Commission is empowered to adopt delegated acts in accordance with Article 19 to amend Annex I by adding, modifying or removing elements from the list of information to be provided pursuant to paragraph 2 where, in the light of technological developments, such an amendment is necessary for the wider context of the political advertisement and its aims to be understood.	8. The Commission is empowered to adopt delegated acts in accordance with Article 19 to amend Annex I by adding, modifying or removing or modifying elements from the list of information to be provided pursuant to paragraph 2 where, in the light of technological developments, therein in the light of technological developments, relevant scientific research, developments in supervision by competent authorities and relevant guidance issued by competent bodies, and provided that the elements set out in paragraph 2 of this Article are maintained and that such an	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			amendment is necessary for the wider context of the political advertisement and its aims to be understood.	
	Article 7a			
R	163a	<u>Article 7a</u> <u>Transparency notices</u>		R
	Article 7a(1)			
R	163b	<u>1. The transparency notice referred to in Article 7(1)(c) shall be made available by the political advertising publishers and shall include the following information:</u>		R
	Article 7a(1), point (a)			
R	163c	<u>(a) the identity, the address or the place of establishment and contact details of the sponsor;</u>		R
R	163d	<u>(b) where applicable, the identity of the person or entity ultimately financing or otherwise controlling the sponsor, their address, or</u>		R

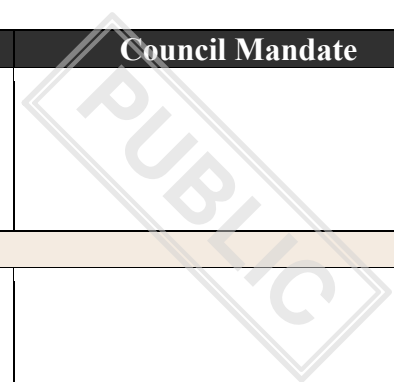
	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>place of establishment and contact details;</u>		
R 163e		<u>(c) the period during which the political advertisement is intended to be published and disseminated;</u>		R
R 163f		<u>(d) the aggregated amounts spent or other benefits received by the providers of political advertising services including those received by the publisher in part or full exchange for the preparation, placement, promotion, publication, delivery and dissemination of the relevant advertisement, and where relevant of the political advertising campaign, and the origin of the amounts and other benefits;</u>		R
R 163g		<u>(e) where applicable, an indication of the elections, referendums, and legislative or regulatory processes with which</u>		R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u><i>the advertisement is linked;</i></u>		
R	163h	<u><i>(f) how to use the mechanisms provided for in Article 9(1);</i></u>		R
R	163i	<u><i>(g) whether the advertisement has been suspended or discontinued due to violation of this Regulation;</i></u>		R
R	163j	<u><i>(h) where applicable, a statement to the effect that the political advertisement has been targeted based on the use of personal data;</i></u>		R
R	163k	<u><i>(i) where applicable, the specific groups of individuals targeted;</i></u>		R
R	163l	<u><i>(j) where applicable, the</i></u>		R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>categories and sources of personal data used for the targeting;</u>		
R 163m		<u>(k) where applicable, the reach of political message the number of views, and engagements with the advertisement.</u>		
Article 7a(1), second subparagraph				
R 163n		<u>(l) The information to be included in the transparency notice shall be provided using the specific data fields set out in Annex I.</u>		
R 163o		<u>2. Sponsors shall ensure the accuracy of the information, which they are required to provide for the purposes of paragraph 1, points (a) and (b) before and during the period of publication, delivery, or dissemination of the political advertisement.</u> <u>Sponsors or, where applicable, providers of political advertising services acting on behalf of</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>sponsors shall ensure the accuracy of the information, which they are required to provide for the purposes of paragraph 1, points (c), (d) and (e) before and during the period of publication, delivery, or dissemination of the political advertisement.</u> <u>Political advertising publishers shall ensure the accuracy of the information, which they are required to provide for the purposes of paragraph 1, points (g) to (l) before and during the period of publication, delivery, or dissemination of the political advertisement.</u> <u>Political advertising publishers shall ensure that the information referred to in paragraph 1 is complete.</u> <u>Where the sponsor or the provider of political advertising services becomes aware that any information transmitted to or published by the political advertising publisher is incomplete or inaccurate, it shall contact, without undue delay, the political advertising publisher</u>		

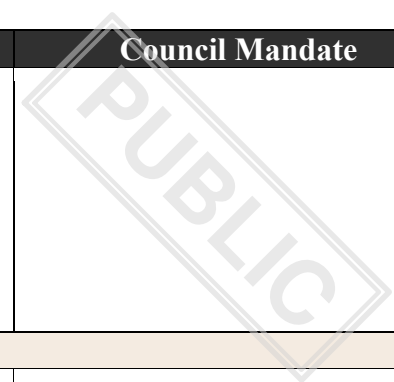
	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>concerned and shall transmit complete or accurate information to that political advertising publisher.</u> <u>Where the political advertising publisher becomes aware that the information referred to in Article 7(1) and paragraph 1 of this Article is incomplete or inaccurate, it shall make best efforts, including by contacting the sponsor or the providers of political advertising services to complete or correct the information without undue delay.</u> <u>Where the information cannot be completed or corrected, the political advertising publisher shall not make available the political advertisement, or shall without undue delay discontinue the placement, promotion, publication, delivery or dissemination of the political advertisement.</u> <u>The political advertising publisher shall inform without undue delay the sponsors or the providers of political advertising services concerned about any decisions</u>		



	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>taken in connection with the seventh subparagraph of this paragraph.</u>		
163p		<u>3. Transparency notices shall be easily retrievable at all times during the period from their first publication until their withdrawal.</u> <u>Transparency notices shall be kept up to date, presented in a format which is easily accessible and available in a machine readable format. They shall be written in the language of the political advertisement. Political advertising publishers who offer services in the Union shall ensure that transparency notices comply with the accessibility requirements set out in Directive (EU) 2019/882.</u> <u>Transparency notices shall be user friendly, including through the use of plain language.</u>		
163q		<u>4. Political advertising publishers</u>		

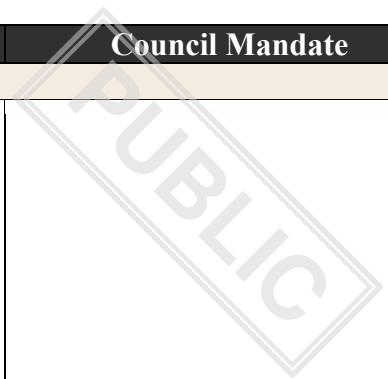
	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>shall keep their transparency notices along with any modifications thereto for a period of ten years after the last publication.</u>		
R 163r		<u>5. The Commission is empowered to adopt delegated acts in accordance with Article 19 to amend Annex I in the light of technological developments, relevant scientific research, market practices, supervisory practices of competent authorities and relevant guidance issued by competent bodies.</u>		
R 163s		<u>6. By ... (12 months after the entry into force of this Regulation), the Commission shall adopt delegated acts in accordance with Article 19 to supplement the information requirements provided for in paragraph 1 of this Article by establishing technical specifications adapted to the audiovisual sector, printed media, online and offline advertising and</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>in particular that take into account the specific characteristics of the relevant service providers involved and the specific needs of micro, small and medium-sized enterprises within the meaning of Article 3 of Directive 2013/34/EU.</u>		
R 163t		<u>Article 7b</u> <u>European repository for online political advertisements</u>		R
R 163u		<u>1. The Commission shall establish and ensure the management of a public repository for all online political advertisements. This repository shall ensure:</u>		R
R 163v		<u>(a) the hosting of a database containing each online political advertisement, together with the information required under Article 7a(1) in respect of each</u>		R

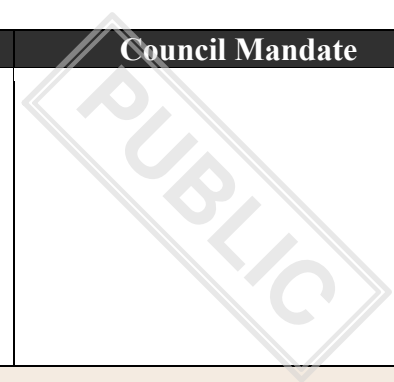


	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>online political advertisements for political advertising publishers that are not VLOPs or VLOSEs and that make political advertising available through an online service;</u>		
R 163w		<u>(b) that every online political advertisement, together with the information required under Article 7a(1), in respect of each online political advertisement can be publicly accessed.</u>		
	Article 7b(1), second subparagraph			
R 163x		<u>(c) A common data structure, common standards and a common application programming interface for the exchange of information with publishers, shall apply. The information shall be available in machine readable format, shall allow for multicriteria queries and shall be publicly accessible via a single portal.</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
R 163y		<u>2. Political advertising publishers that are VLOPs or VLOSEs shall make in real time the information required under Article 7a(1) available in the repositories provided pursuant Article 39 of Regulation (EU) 2022/2065 (Digital Services Act), and publicly accessible through the European repository for online political advertisements, and shall update that information, as necessary.</u>	PUBLIC	
R 163z		<u>3. Where a provider of very large online platform or of very large online search engine has removed or disabled access to a specific political advertisement based on alleged illegality or incompatibility with its terms and conditions, in addition to the requirements of Article 39(3) of Regulation (EU) 2022/2065 (Digital Services Act), the repository shall include for the specific advertisement concerned, the information required by Article 7a(1) of this Regulation.</u>		



	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
R 163aa		<u>4. Political advertising publishers that are not VLOPs or VLOSEs and that make political advertising available through an online service shall make the information required under Article 7a(1) available, together with a copy of each online political advertisement in the European repository for online political advertisements, without delay and no later than 24 hours after its first publication.</u>		
R 163ab		<u>5. Where political advertising publishers that are not VLOPs or VLOSEs and that make political advertising available through an online service have removed or disabled access to a specific political advertisement based on alleged illegality or incompatibility with its terms and conditions, the European repository for online political advertisements shall include for the specific advertisement concerned, the information</u>		



	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>referred to in Article 17(3), points (a) to (e), or Article 9(2), point (a)(i) of Regulation (EU) 2022/2065 (Digital Services Act), as applicable, and the information required by Article 7a(1) of this Regulation.</u>		
R 163ac		<u>6. By ... [12 months after the entry into force of this Regulation], the Commission, in consultation with relevant stakeholders and in light of technological, market and scientific developments, shall adopt delegated acts in accordance with Article 19 to supplement paragraph 1 of this Article by setting out detailed arrangements for the provision of a common data structure and standards, a common application programming interface, and a single portal.</u> <u>When adopting those delegated acts, the Commission shall aim to achieve the following objectives:</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
R 163ad		<u>(a) to enable the information provided by political advertising publishers according to paragraphs 1 to 3 to be publicly accessed together via a single European repository for online political advertisements;</u>		
R 163ae		<u>(b) to enable sponsors and providers of political advertising services to communicate to the political advertising publisher, by automated means, the information required under Article 7a (1) for every online political advertisement;</u>		
R 163af		<u>(c) to enable the political advertising publishers to make available online, and via a common data structure and common standards, the information required under Article 7a(1) as a transparency notice;</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
R	163ag	<u>(d) to allow easy public access to online transparency notices, through the use of a common application programming interface that would enable the notices to be accessed and the relevant databases to be queried;</u>		
R	163ah	<u>(e) to support third-party and public access to transparency notices, including by enabling analysis of online transparency notices and their presentation through user-friendly single portal and search services.</u>		
Article 8				
G	164	Article 8 Periodic reporting on political advertising services	Article 8 Periodic reporting on political advertising services	Article 8 Periodic reporting on political advertising services
Article 8(1)				
G	165	1. Where they provide political advertising services, advertising publishers shall include	1. Where they provide Political advertising services, advertising publishers shall include	1. Where they provide Political advertising services, advertising publishers shall include

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	information on the amounts or the value of other benefits received in part or full exchange for those services, including on the use of targeting and amplification techniques, aggregated by campaign, as part of their management report within the meaning of Article 19 of Directive 2013/34/EU in their annual financial statements.	information <u>provided to them directly by sponsors or by providers of political advertising services</u> on the amounts or the value of other benefits received in part or full exchange for those services, including on the use of targeting and amplification <u>ad delivery</u> techniques, aggregated by campaign, as part of <u>a separate note to</u> their management report within the meaning of Article 19 of Directive 2013/34/EU in their annual financial statements .	information on the amounts or the value of other benefits received in part or full exchange for those the services provided , including on the use of targeting and amplification techniques, aggregated by campaign, as part of attached to their management report within the meaning of Article 19 of Directive 2013/34/EU in their annual financial statements .	information- on the amounts or the value of other benefits received in part or full exchange for those the services <u>provided</u> , including on the use of targeting and <u>[amplification]/[ad delivery]</u> amplification techniques, aggregated by campaign, as part of attached to their management report within the meaning of Article 19 of Directive 2013/34/EU in their annual financial statements . EP to check possible addition to recital 44. provisional agreement subject to outcome on techniques
Article 8(2)				
G 166	2. Paragraph 1 shall not apply to undertakings qualifying under Article 3(3) of Directive 2013/34/EU.	2. Paragraph 1 shall not apply to undertakings qualifying under <u>micro, small and medium-sized enterprises within the meaning of Article 3(3)3</u> of Directive 2013/34/EU.	2. Paragraph 1 shall not apply to undertakings qualifying under Article 3(3) of 3 , paragraphs 1 to 3 of Directive 2013/34/EU.	2. Paragraph 1 shall not apply to undertakings qualifying under Article 3(3)3 , <u>paragraphs 1 to 3</u> of Directive 2013/34/EU.
R 166a		<u>2a. Providers of political advertising services shall, in</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>accordance with national law, regularly report on the amounts or the value of other benefits received in part or full exchange for those services to the national competent authorities responsible for the auditing or supervision of political actors.</u>		
Article 9				
167	Article 9 Indicating possibly unlawful political advertisements	Article 9 Indicating possibly unlawful political advertisements	Article 9 Indicating possibly unlawful political advertisements	Article 9 Indicating possibly unlawful political advertisements
Article 9(1)				
168	1. Where they provide political advertising services, advertising publishers shall put in place mechanisms to enable individuals to notify them, free of charge, that a particular advertisement which they have published does not comply with this Regulation.	1. Where they provide political advertising services, advertising publishers shall put in place mechanisms to enable individuals to notify them, free of charge, <u>natural or legal persons to notify them</u> that a particular advertisement which they have published does not comply with this Regulation.	1. Where they provide Political advertising services, advertising publishers shall enable natural or legal persons put in place mechanisms to enable individuals to notify them, free of charge, that a particular advertisement which they have published does not comply with this Regulation.	1. Where they provide Political advertising services, advertising publishers shall put have in place <u>the necessary</u> mechanisms to enable individuals <u>natural or legal persons</u> to notify them, free of charge, that of a particular advertisement which <u>that</u> does not comply with this Regulation. Recital 45 to be adapted to clarify mechanisms.
Article 9(1a)				

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
168a		<u>1a. Those mechanisms shall be free of charge, user-friendly, and easy to access, including from the transparency notice. Where technically possible, those mechanisms shall allow notifications to be submitted by electronic means.</u>		Refer to row 169 below.
Article 9(2)				
169	2. Information on how to notify political advertisements as referred to in paragraph 1 shall be user friendly and easy to access, including from the transparency notice.	2. Information on how to notify political advertisements as referred to in paragraph 1 shall be user friendly and easy to access, including from the transparency notice.	2. Information on how to notify political advertisements as referred to in paragraph 1 shall be user friendly and easy to access, including from the transparency notice. Political advertising publishers shall allow for the submission of the notification referred to in paragraph 1 by electronic means.	2. Information on how to notify political advertisements as <u>The mechanisms</u> referred to in paragraph 1 shall be user friendly <u>free of charge, user-friendly</u> , and easy to access, including from the transparency notice. <u>Where technically possible, those mechanisms shall allow for electronic notifications.</u>
Article 9(2a)				
169a		<u>2a. The mechanisms referred to in paragraph 1 shall facilitate the submission of precise and substantiated notifications so that political advertising publishers are able to identify the unlawfulness of the advertisements in question.</u>		<u>2a. Those mechanisms shall facilitate the submission of precise and substantiated notifications for political advertising publishers to identify the unlawfulness of the advertisements in question. To that end, advertising publishers</u>

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		<u>To that end, advertising publishers shall take the necessary measures to enable and facilitate the submission of notifications containing all of the following elements:</u>		<u>shall take the necessary measures to enable and facilitate the submission of notifications containing all of the following elements:</u>
	Article 9(2a), point (a)			
169b		<u>(a) a substantiated explanation of the reasons why the person or entity submitting the notification alleges that the advertisement in question does not comply with this Regulation;</u>		<u>(a) a substantiated explanation of the reasons why the person or entity submitting the notification alleges that the advertisement in question does not comply with this Regulation;</u>
	Article 9(2a), point (b)			
169c		<u>(b) information enabling the identification of the political advertisement;</u>		<u>(b) information enabling the identification of the political advertisement;</u>
	Article 9(2a), point (c)			
169d		<u>(c) the name and email address of the individual or entity submitting the notification;</u>		<u>(c) the name and email address of the individual or entity submitting the notification.</u>
	Article 9(2a), point (d)			
169e				

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		<u>(d) a statement confirming that the person or entity submitting the notification believes in good faith that information contained therein is complete and accurate.</u>		Provisional agreement does not include any text in this row.
Article 9(3)				
170	3. Political advertising publishers shall allow for the submission of the information referred to in paragraph 1 by electronic means. The political advertising publisher shall inform individuals of the follow up given to the notification as referred to in paragraph 1.	3. Political advertising publishers shall allow for the submission <u>send without undue delay a confirmation of receipt</u> of the information referred to in paragraph 1 by electronic means. <u>The notification to persons who submitted it.</u> <u>Political advertising publishers shall examine and address the notification in timely, diligent and objective manner.</u> Political advertising publisher <u>publishers</u> shall inform individuals <u>without undue delay the sponsors or providers of political advertising services concerned</u>, of the follow up <u>effect</u> given to the notification. <u>Political advertising publishers shall provide clear and user-friendly information on the</u>	3. Political advertising publishers shall allow for the submission of the information referred to in paragraph 1 by electronic means. The political advertising publisher shall inform individuals of the follow up given to the notification as referred to in paragraph 1 make <u>reasonable efforts to address, in a diligent and objective manner and without undue delay, the notifications received pursuant to paragraph 1, by contacting the relevant provider of political advertising services and, as relevant, the sponsor.</u> Council mandate: para 3 of COM proposal moved and revised as para 3a.	

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		<u>possibilities for redress in respect of the advertisement to which the notification relates and, where applicable, on the use of automated means for the processing of notifications</u> as referred to in paragraph 1.		
R 170a			3a. Political advertising publishers shall inform, at least upon request and without undue delay, the persons which made the notification referred to in paragraph 1 of the follow up given to it . Political advertising publishers qualifying under Article 3, paragraph 1 of Directive 2013/34/EU shall make best efforts to ensure the compliance with this paragraph.	
R 170b		<u>3a. In the month preceding an election or a referendum, political advertising publishers shall process without undue delay and no later than 48 hours any notification that they receive about an advertisement linked to</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>that election or referendum.</u> <u>Political advertising publishers that are micro and small enterprises within the meaning of Article 3 of Directive 2013/34/EU shall process without undue delay any notification that they receive about advertisement linked to that election or referendum.</u>		
R 170c			3b. In the last month preceding an election or a referendum, political advertising publishers which are very large online platforms within the meaning of Regulation (EU) 2022/XXX [Digital Services Act] shall address any notification that they receive about advertisement linked to this election or referendum within 48 hours.	
	Article 9(4)			
G 171	4. Repetitive notifications under paragraph 1 regarding the same advertisement or advertising campaign may be responded to collectively, including by reference to an announcement on the website	4. Repetitive notifications under paragraph 1 regarding the same advertisement or advertising campaign may be responded to collectively <u>by making use of automated tools</u> , including by	4. Repetitive notifications under paragraph 1 regarding the same advertisement or advertising campaign may be responded to collectively, including by reference to an announcement on the website	4. Repetitive notifications under paragraph 1 regarding the same advertisement or advertising campaign may be responded to collectively, including by <u>making use of automated tools or by</u>

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	of the political advertising publisher concerned.	reference to an announcement on the website of the political advertising publisher concerned.	of the political advertising publisher concerned.	reference to an announcement on the website of the political advertising publisher concerned.
R	171a	<u>4a. The Commission shall adopt delegated acts in accordance with Article 19 to supplement paragraph 1 of this Article by establishing technical specifications for the mechanism referred to in that paragraph, adapted for the audiovisual sector, printed media, online and offline advertising.</u>		
Article 10				
G	172 Article 10 Transmission of information to competent authorities	Article 10 Transmission of information to competent authorities	Article 10 Transmission of information to competent authorities	Article 10 Transmission of information to competent authorities
Article 10(1), first subparagraph				
G	173 1. Competent national authorities shall have the power to request that a provider of political advertising services transmits the information referred to in Articles 6, 7 and 8. The transmitted information must	1. Competent national authorities shall have the power to request that a provider of political advertising services transmits <u>transmit</u> the information referred to in Articles 6, <u>7, 7a</u> and 8. The transmitted	1. To verify compliance with Articles 6, 7 and 8 , competent national authorities shall have the power to request that a provider providers of political advertising services transmits the transmit	1. <u>To verify compliance with Articles 6, 7, 7a and 8</u> , competent national authorities shall have the power to request that a <u>provider</u> providers of political advertising services transmits the

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement	
	be complete, accurate and trustworthy, and provided in a clear, coherent, consolidated and intelligible format. Where technically possible, the information shall be transmitted in a machine readable format.	information must <u>shall</u> be complete, accurate and trustworthy, and <u>shall be</u> provided in a clear, coherent, consolidated and intelligible format. Where technically possible, the information shall be transmitted in a <u>standardised and</u> machine readable format.	any necessary information referred to in Articles 6, 7 and 8. The transmitted information must <u>shall</u> be complete, accurate and trustworthy, and provided in a clear, coherent, consolidated and intelligible format. Where technically possible, the information shall be transmitted in a machine readable format.	information referred to in Articles 6, 7 and 8 <u>transmit any necessary information</u> . The transmitted information must <u>shall</u> be complete, accurate and trustworthy, and <u>shall be</u> provided in a clear, coherent, consolidated and intelligible format. Where technically possible, the information shall be transmitted in a <u>standardised and</u> machine readable format. provisional agreement subject to recital on machine readable format.	
Article 10(1), second subparagraph					
G	174	The request shall contain the following elements:	The request shall contain the following elements:	1a. The request referred to in paragraph 1 shall contain the following elements:	The request <u>referred to in paragraph 1</u> shall contain the following elements:
Article 10(1), second subparagraph, point (a)					
Y	175	(a) a statement of reasons explaining the objective for which the information is requested and why the request is necessary and proportionate, unless the request pursues the objective of the prevention, investigation, detection and prosecution of criminal	(a) a <u>brief</u> statement of reasons explaining the objective for which the information is requested and why the request is necessary and proportionate , unless the request pursues the objective of the prevention, investigation, detection and prosecution of criminal	(a) a statement of reasons explaining the objective for which the information is requested and why the request is necessary and proportionate, unless the request pursues the objective of the prevention, investigation , detection, investigation , -and	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	offences and to the extent that the reasons for the request would jeopardise that objective;	offences and to the extent that the reasons for the request would jeopardise that objective;	prosecution of criminal offences or serious administrative offences and to the extent that the reasons for the request would jeopardise that objective;	
Article 10(1), second subparagraph, point (b)				
176	(b) information on the redress available to the relevant service provider and to the sponsor of the political advertising service.	(b) information on the redress available to the relevant service provider and to the sponsor of the political advertising service.	(b) information on the redress available to the relevant service provider and to the sponsor of the political advertising service.	(b) information on the redress available to the relevant service provider and to the sponsor of the political advertising service.
Article 10(2)				
177	2. Upon receipt of a request pursuant to paragraph 1, providers of political advertising services shall, within two working days, acknowledge receipt of that request and inform the authority of the steps taken to comply with it. The relevant service provider shall provide the requested information within ten working days.	2. Upon receipt of a request pursuant to paragraph 1, providers of political advertising services shall, within two working days, acknowledge receipt of that request and inform the authority of the steps taken to comply with it. The relevant service provider shall provide the requested information within ten <u>eight</u> working days.	2. Upon receipt of a request pursuant to paragraph 1, providers of political advertising services shall, within two working days, acknowledge receipt of that request and inform the authority of the steps taken to comply with it. The relevant service provider shall provide the requested information within ten working days. However, providers of political advertising services qualifying under Article 3 paragraphs 1 to 3 of Directive 2013/34/EU shall make reasonable efforts to provide the requested information within fifteen working days.	2. Upon receipt of a request pursuant to paragraph 1, providers of political advertising services shall, within two working days, acknowledge receipt of that request and inform the authority of the steps taken to comply with it. The relevant service provider shall provide the requested information within ten <u>eight working days.</u> <u>However, providers of political advertising services qualifying under Article 3 paragraphs 1 to 3 of Directive 2013/34/EU shall make reasonable efforts to provide the requested information within twelve working days and</u>

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
				<u>thereafter, without undue delay.</u>
Article 10(2a)				
177a			2a. By derogation from paragraph 2, in the last month preceding an election or a referendum, providers of political advertising services shall provide the requested information within 48 hours. However, providers of political advertising services qualifying under Article 3 paragraphs 1 to 3 of Directive 2013/34/EU shall make reasonable efforts to provide the requested information without undue delay and where possible before the date of the election or referendum.	<u>2a. By derogation from paragraph 2, in the last month preceding an election or a referendum, providers of political advertising services shall provide the requested information that is in their possession without undue delay and no later than 48 hours. However, providers of political advertising services qualifying under Article 3 paragraphs 1 to 2 of Directive 2013/34/EU shall provide the requested information without undue delay and where possible before the date of the election or referendum.</u>
Article 10(3)				
178	3. Providers of political advertising services shall designate a contact point for the interaction with competent national authorities. Providers of political advertising services which are SMEs within the meaning of Article 3 of Directive 2013/34/EU	3. Providers of political advertising services shall designate a contact point for the interaction with competent national authorities. Providers of political advertising services which are SMEs within the meaning of Article 3 of Directive 2013/34/EU	3. Providers of political advertising services shall designate a contact point for the interaction with competent national authorities. Providers of political advertising services which are SMEs within the meaning of Article 3	3. Providers of political advertising services shall designate a contact point for the interaction with competent national authorities. Providers of political advertising services which are SMEs within the meaning of Article <u>qualifying under Article 3</u>

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	may appoint an external natural person as contact point.	may appoint an external natural person as contact point.	paragraphs 1 to 3 of Directive 2013/34/EU may appoint an external natural person as contact point.	<u>paragraphs 1 to 3</u> of Directive 2013/34/EU may appoint an external natural person as contact point.
Article 10(3a)				
178a		<u>3a. In the month preceding an election or a referendum, providers of political advertising services shall provide the requested information referred to in Articles 6, 7 and 8 that is under their control without undue delay and no later than 48 hours. Providers of political advertising services that are micro and small enterprises within the meaning of Article 3 of Directive 2013/34/EU shall provide the requested information without undue delay.</u>		Merged with row 177a
Article 11				
179	Article 11 Transmission of information to other interested entities	Article 11 Transmission of information to other interested entities	Article 11 Transmission of information to other interested entities	Article 11 Transmission of information to other interested entities
Article 11(1), first subparagraph				
180	1. Providers of political	1. Providers of political	1. Upon request from interested	1. <u>1. Upon request from interested</u>

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	advertising services shall take the appropriate measures to transmit the information referred to in Article 6 to interested entities upon request and without costs.	advertising services shall take the appropriate measures to transmit the information referred to in Article 6 <u>Articles 6, 7 and 7a</u> to interested entities <u>promptly</u> upon request, <u>without costs and where technically possible in a machine readable format.</u> and without costs.	entities, providers of political advertising services shall transmit, free of charge, take the appropriate measures to transmit the information referred to in Article 6 to interested entities upon request and without costs. they are required to have pursuant to Articles 6 and 7 to these entities	<u>entities,</u> providers of political advertising services shall take the appropriate measures to transmit <u>transmit promptly, free of charge, and where technically possible in a machine readable format</u> the information referred to in Article 6 to interested entities upon request and without costs <u>they are required to have pursuant to Articles 6, 7 and 7a to these entities.</u>
Article 11(1), second subparagraph				
181	Where the provider of political advertising services is a political advertising publisher, it shall also take the appropriate measures to transmit the information referred to in Article 7 to interested entities upon request and without costs.	Where the provider of political advertising services is a political advertising publisher, it shall also take the appropriate measures to transmit the information referred to in Article 7 to interested entities upon request and without costs.	deleted	Where the provider of political advertising services is a political advertising publisher, it shall also take the appropriate measures to transmit the information referred to in Article 7 to interested entities upon request and without costs. To delete
Article 11(2), first subparagraph				
182	2. Interested entities requesting the transmission of information pursuant to paragraph 1 shall be independent from commercial interests and shall fall in one or	2. Interested entities requesting the transmission of information pursuant to paragraph 1 shall be independent from commercial interests and shall fall in one or	2. Interested entities requesting the transmission of information pursuant to paragraph 1 shall be independent from commercial interests and shall fall in one or	2. Interested entities requesting the transmission of information pursuant to paragraph 1 shall be independent from commercial interests and shall fall in one or

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	more of the following categories:	more of the following categories:	more of the following categories:	more of the following categories:
Article 11(2), first subparagraph, point (a)				
183	(a) vetted researchers in accordance with Article 31 of Regulation (EU) 2021/xxx [Digital Services Act];	(a) vetted researchers in accordance with Article 31 ⁴⁰ of Regulation (EU) 2021/xxx ^{f2022/2065} (Digital Services Act ^f);	(a) vetted researchers in accordance with Article 31 of Regulation (EU) 2021/xxx [Digital Services Act];	(a) vetted researchers in accordance with Article 31 ⁴⁰ of Regulation (EU) 2021/xxx ^{f2022/2065} (Digital Services Act ^f);
Article 11(2), first subparagraph, point (b)				
184	(b) members of a civil society organisation whose statutory objectives are to protect and promote the public interest, authorised under national or Union law;	(b) members of a civil society organisation whose statutory objectives are to protect and promote the public interest, authorised under national or Union law;	(b) members of a civil society organisation whose statutory objectives are to protect and promote the public interest, authorised under national or Union law;	(b) members of a civil society organisation whose statutory objectives are to protect and promote the public interest, authorised under national or Union law;
Article 11(2), first subparagraph, point (c)				
185	(c) political actors as authorised under national law; or	(c) political actors as authorised under national law; or	(c) political actors as authorised under national law; or;	(c) political actors as authorised under national law; or; ^f
Article 11(2), first subparagraph, point (d)				
186	(d) national or international electoral observers accredited in a Member State.	(d) national or international electoral observers accredited in a Member State.	(d) national or international electoral observers accredited recognised in a Member State ; or	(d) national or international electoral observers accredited recognised in a Member State ; ^f or

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	Article 11(2), first subparagraph, point (da)			
186a		<u>(da) journalists.</u>	(da) journalists.	<u>(da) journalists.</u>
	Article 11(2), second subparagraph			
187	Such interested entities shall also include journalists accredited in a Member State by national, European or international bodies.	Such interested entities shall also include journalists accredited in a Member State by national, European or international bodies.	deleted	Such interested entities shall also include journalists accredited in a Member State by national, European or international bodies. To delete
	Article 11(3)			
188	3. Following a request from an interested entity, the service provider shall make best efforts to provide the requested information or its reasoned response under paragraph 5, within one month.	3. Following a request from an interested entity, the service provider shall make best efforts to provide the requested information or its reasoned response under paragraph 5 <u>as soon as possible and, at the latest</u> , within one month.	3. Following a request from an interested entity, the service provider shall make best efforts to provide the requested information or its reasoned response under paragraph 5, within one month.	3. Following a request from an interested entity, the service provider shall make best efforts to provide the requested information or its reasoned response under paragraph 5 <u>as soon as possible and, at the latest</u> , within one month.
	Article 11(4)			
189	4. When preparing the information to be provided pursuant to paragraph 1, the service provider	4. When preparing the information to be provided pursuant to paragraph 1, the service provider	4. When preparing the information to be provided pursuant to paragraph 1, the service provider	4. When preparing the information to be provided pursuant to paragraph 1, the service provider

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	may aggregate the relevant amounts or place them in a range, to the extent necessary to protect its commercial legitimate interests.	may aggregate the relevant amounts or place them in a range, to the extent necessary to protect its commercial legitimate interests.	may aggregate the relevant amounts or place them in a range, to the extent necessary to protect its commercial legitimate interests.	may aggregate the relevant amounts or place them in a range, to the extent necessary to protect its commercial legitimate interests.
Article 11(5)				
190	5. Where requests pursuant to paragraph 1 are manifestly unfounded, unclear or excessive, in particular because of their lack of clarity, the service provider may refuse to respond. In this case, the relevant service provider shall send a reasoned response to the interested entity making the request.	5. Where requests pursuant to paragraph 1 are manifestly unfounded, unclear or excessive, in particular because of their lack of clarity <u>unclear, excessive or concerning information not within the control of the service provider</u> , the service provider may refuse to respond. In this case <u>provide the requested information. In such cases</u> , the relevant service provider shall send a reasoned response to the interested entity making the request, <u>including information on the possibilities for redress, including those that exist under Directive (EU) 2020/1828</u> .	5. Where requests pursuant to paragraph 1 are manifestly unfounded, unclear or excessive, in particular because of their lack of clarity, the service provider may refuse to respond. In this case, the relevant service provider shall send a reasoned response and information on the redress possibilities to the interested entity making the request.	5. Where requests pursuant to paragraph 1 are manifestly unfounded, unclear or excessive, in particular because of their lack of clarity <u>unclear, excessive or concerning information not within the possession of the service provider</u> , the service provider may refuse to respond. In this case <u>provide the requested information. In such cases</u> , the relevant service provider shall send a reasoned response to the interested entity making the request <u>and information on the redress possibilities, including, where applicable, those that exist under Directive (EU) 2020/1828</u> .
Article 11(6)				
191	6. Where requests under paragraph 1 are repetitive and their processing involves significant costs, the service provider may	6. Where requests under paragraph 1 are repetitive and their processing involves significant costs, the service provider may	6. Where requests under paragraph 1 are repetitive and their processing the processing of the requests under paragraph 1	6. Where requests under paragraph 1 are repetitive and their processing <u>the processing of the requests under paragraph 1</u>

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	charge a reasonable and proportionate fee, which in any event shall not exceed the administrative costs of providing the information requested.	charge a reasonable and proportionate fee, which in any event shall not exceed the administrative costs of providing the information requested.	involves significant costs, the service provider may charge a reasonable and proportionate fee, which in any event shall not exceed the administrative costs of providing the information requested.	involves significant costs, the service provider may charge a reasonable and proportionate fee, which in any event shall not exceed the administrative costs of providing the information requested.
	Article 11(7)			
G	192 7. Service providers shall bear the burden of demonstrating that a request is manifestly unfounded, unclear or excessive, or that requests are repetitive and involve significant costs to process.	7. Service providers shall bear the burden of demonstrating that a request is manifestly unfounded, unclear or excessive <u>unclear, excessive or concerning information not within the control of the service provider</u> , or that requests are repetitive and involve significant costs to process.	7. Service providers shall bear the burden of demonstrating that a request is manifestly unfounded, unclear or excessive, or that requests are repetitive and involve significant costs to process.	7. Service providers shall bear the burden of demonstrating that a request is manifestly unfounded, unclear or excessive <u>unclear, excessive or concerning information not in possession of the service provider</u> , or that requests are repetitive and involve significant costs to process.
	CHAPTER III			
R	193 CHAPTER III TARGETING AND AMPLIFICATION OF POLITICAL ADVERTISING	CHAPTER III TARGETING AND AMPLIFICATION <u>AD DELIVERY</u> OF POLITICAL ADVERTISING <u>SERVICES</u>	CHAPTER III TARGETING AND AMPLIFICATION OF POLITICAL ADVERTISING	
	Article -12			
R	193a	<u>Article -12</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>Prohibition of targeting and ad delivery techniques involving the processing of special categories of personal data</u>		
193b		<u>1. Targeting and ad delivery techniques that involve the processing of special categories of personal data as referred to in Article 9 of Regulation (EU) 2016/679 and in Article 10 of Regulation (EU) 2018/1725 in the context of political advertising services shall be prohibited.</u>		
Article 12				
194	Article 12 Specific requirements related to targeting and amplification	Article 12 Specific requirements related to <u>the processing of personal data for online targeting and amplification</u> ad delivery techniques	Article 12 Specific requirements Prohibitions related to targeting and amplification	
Article 12(1)				
195	1. Targeting or amplification techniques that involve the processing of personal data	1. Targeting or amplification <u>and ad delivery</u> techniques that involve the processing of personal data	1. Targeting or amplification techniques that involve the processing of special categories of	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	referred to in Article 9(1) of Regulation (EU) 2016/679 and Article 10(1) of Regulation (EU) 2018/1725 in the context of political advertising are prohibited.	referred to in <u>that is not special categories of personal data within the meaning of</u> Article 9(1) <u>2</u> of Regulation (EU) 2016/679 and/or <u>of</u> Article 10(1) <u>10</u> of Regulation (EU) 2018/1725 in the context of political advertising are prohibited <u>services shall be strictly limited to the situations provided for in this Article.</u>	personal data referred to in Article 9(1) of Regulation (EU) 2016/679 and Article 10(1) of Regulation (EU) 2018/1725 in the context of political advertising are prohibited.	
R	195a	<u>1a. Ad delivery techniques referred to in this Article shall determine the audience within the targeted audience without further processing of personal data, by random selection only.</u>		R
Y	195b	<u>1b. Targeting and ad delivery techniques that involve the processing of personal data of persons of whom the data controller is aware with reasonable certainty that they are at least one year under the voting age established by national law shall be prohibited. Compliance with the obligations set out in this</u>		Y

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>Article shall not oblige providers of online platforms to process additional personal data in order to assess whether the user of the service is a minor.</u>		
R 195c		<u>1c. Targeting and ad delivery techniques that involve the processing of personal data shall be restricted to personal data explicitly provided by the data subject with his or her consent as defined in Article 4(11) of Regulation (EU) 2016/679 given solely for the purpose of online political advertising.</u> <u>The personal data provided by the data subject by virtue of using a service or device, including provided content, shall not be considered as provided personal data and therefore shall not be used by the provider for the purpose of targeting and delivering political advertising.</u> <u>The data controller shall inform when requesting consent from the data subject that his or her provided personal data may be</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>processed solely for the purpose of presenting political advertising to the data subject. Refusing to give consent shall not be more difficult or time-consuming to the data subject than giving consent. Providers shall not request consent where the data subject exercises his or her right to object by automated means using technical specifications, in line with Article 21(5) of Regulation (EU) 2016/679. In the event the data subject refuses to give his or her consent, or has withdrawn his or her consent, he or she shall be given other fair and reasonable options to access information society services.</u> <u>Targeting and ad delivery techniques referred to in this paragraph shall not combine more than four categories of personal data, including the location of the data subject.</u> <u>If the political advertisement is linked to an election or a referendum, the location of the data subject shall be understood being at the level of the constituency applicable for that</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>election or referendum as referred to in paragraph 1d, point (b).</u> <u>If the political advertisement is not linked to an election or a referendum, the location used for targeting and ad delivery techniques shall not be below the municipality level.</u> <u>If the political advertisement is not linked to an election or a referendum and in case of combination of two or more categories of data, the targeted group shall comprise at least 0,4% of the population of the Member State but at minimum 50 000 citizens.</u>		
R 195d		<u>1d. Notwithstanding paragraph 1c, 60 days immediately preceding an election or a referendum, targeting and ad delivery techniques that involve the processing of provided personal data shall be restricted to the following personal data explicitly provided by the data subject to the advertising publisher with his or her consent as defined in Article</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>4(11) of Regulation (EU) 2016/679 given solely for the purpose of online political advertising;</u>		
R 195e		<u>(a) the languages spoken by the data subject;</u>		R
R 195f		<u>(b) the location of the data subject at the level of the constituency which is applicable in the relevant election or referendum;</u>		R
R 195g		<u>(c) the information that the data subject is a first voter.</u>		R
Article 12(1d)				
R 195h		<u>1e. Subparagraphs 2 and 3 of paragraph 1c shall apply mutatis mutandis.</u>		R
Article 12(1e)				

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
R	195i	<u><i>1e. This Article shall not apply to internal communications of any political party, foundation, association or any other non-profit body, to their members and former members and to communications, such as newsletters, linked to their political activities, as long as those communications are solely based on subscription data and therefore strictly limited to their members, former members or subscribers and are based on personal data provided by them and do not involve further processing of personal data to target or otherwise further select the recipients and the messages they receive. Such forms of direct marketing fall under the scope of Regulation (EU) 2016/679 and Directive 2002/58/EC.</i></u>	PUBLIC	
	Article 12(2)			
R	196	2. The prohibition laid down in the first sentence shall not apply to the situations referred to in Article 9(2)(a) and (d) of Regulation (EU) 2016/679 and Article 10(2)(a) and (d) of Regulation (EU) 2018/1725.	2. The prohibition laid down in the first sentenceParagraph 1 shall not apply to the situations referred to in Article 9(2)(a) and (d) of Regulation (EU) 2016/679 and Article 10(2)(a) and (d) of	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			Regulation of Regulation (EU) 2018/1725. For the purposes of implementing this paragraph, the explicit consent within the meaning of Regulations (EU) 2016/679 and (EU) 2018/1725 shall be given separately and specifically for the purpose of political advertising.	
R	196a		2a. Paragraph 1 shall not apply to the situations referred to in Article 9(2)(d) of Regulation (EU) 2016/679 and Article 10(2)(d) of Regulation (EU) 2018/1725.	R
Y	196b		2b. Targeting or amplification techniques that involve the processing of personal data of a subject that is known with reasonable certainty to be at least one year under the voting age established by national rules in the context of political advertising, are prohibited.	Y

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	Article 12a			
R 196c			Article 12a Specific requirements related to targeting and amplification Council Mandate: New Article 12a.	R
	Article 12a(1), introductory part			
R 197	3. When using targeting or amplification techniques in the context of political advertising involving the processing of personal data, controllers shall, in addition to the requirements laid down in Regulation (EU) 2016/679 and Regulation (EU) 2018/1725, as applicable, comply with the following requirements:	3. When using targeting or amplification techniques in the context of political advertising <u>services</u> involving the processing of personal data, controllers shall, in addition to the requirements laid down in Regulation (EU) 2016/679, <u>Regulation (EU) 2018/1725</u> and Regulation (EU) 2018/1725 <u>2022/2065 (Digital Services Act)</u> , as applicable, comply with the following requirements:	31. When using targeting or amplification techniques in the context of political advertising involving the processing of personal data, controllers shall, in addition to the requirements laid down in Regulation (EU) 2016/679 and Regulation (EU) 2018/1725, as applicable, comply with the following requirements:	R
	Article 12a(1), point (a)			
R 198	(a) adopt and implement an internal policy describing clearly and in plain language, in particular, the use of such techniques to target individuals or amplify the content, and retain such policy for a period	(a) adopt, <u>implement and make publicly available</u> and implement an internal policy describing clearly and in plain language, in particular, the use of such techniques to target individuals or	(a) adopt, implement and make publicly available and implement an internal policy describing clearly and in plain language, in particular, the use of how such techniques to target individuals or	R

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	of five years;	amplify the content , and retain such policy for a period of five <u>ten</u> years;	amplify the content are used , and retain such policy for a period of five years from the last use of these techniques ;	
Article 12a(1), point (b)				
199	(b) keep records on the use of targeting or amplification, the relevant mechanisms, techniques and parameters used, and the source(s) of personal data used.	(b) keep records on the use of targeting or amplification , the relevant mechanisms, techniques and parameters used, and the source(s) of personal data used.	(b) keep records on the use of targeting or amplification, the relevant mechanisms, techniques and parameters used, and the source(s) of personal data used.	
Article 12a(1), point (c)				
200	(c) provide, together with the political advertisement, additional information necessary to allow the individual concerned to understand the logic involved and the main parameters of the technique used, and the use of third-party data and additional analytical techniques. This information shall comprise the elements set out in Annex II.	(c) provide, together with the <u>indication that it is</u> political advertisement, additional information necessary to allow the individual concerned to understand the logic involved and the main parameters of the technique used, and the use of third-party data and additional analytical techniques. This information shall comprise the elements set out in Annex II.	(c) provide ensure the provision , together with the indication that it is a political advertisement, of additional information necessary to allow the individual concerned to understand the logic involved and the main parameters of the technique used, and the use of third-party data and additional analytical techniques. This The information shall comprise the elements set out in Annex II include, at least, the following elements:	
Article 12a(1), point (c)(i)				

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R	200a		(i) the specific groups of recipients targeted, including the parameters used to determine the recipients to whom the advertising is disseminated;	R
	Article 12a(1), point (c)(ii)			
R	200b		(ii) the categories and the sources of personal data used for the targeting and amplification;	R
	Article 12a(1), point (c)(iii)			
R	200c		The information to be included shall also contain the elements set out in Annex II.	R
R	200d	<u>(ca) make an internal annual risk assessment of the use of those techniques on the fundamental rights and freedoms of individuals and the society as a whole; the results of these risk assessments shall be made publicly available.</u>		R
	Article 12a(1), point (ca)			

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200e			(ca) provide, together with the advertisement, or in the transparency notice required under Article 7, a reference to effective means to support individuals exercise their rights under Regulation (EU) 2016/679 or Regulation (EU) 2018/1725, as applicable, in particular, a reference to individuals' right to give or withdraw consent as applicable, and the right to object. Such reference shall include a link to an interface allowing for the exercise of such right.	
Article 12a(2)				
201	4. Political advertising publishers making use of targeting or amplification techniques shall include in the transparency notice required under Article 7 the information specified in paragraph 3(c) and a link to the policy referred to in paragraph 3(a). In case the controller is different from the advertising publisher, the controller shall transmit the internal policy or a reference to it to the political advertising	4. Political advertising publishers making use of targeting or amplification techniques <u>techniques involving the processing of personal data</u> shall include in the transparency notice required under Article 7 <u>a(1)</u> , <u>additional</u> the information specified in paragraph 3(c) and a link to the policy referred to in paragraph 3(a). In case the controller is different from the advertising publisher, the	42. Political advertising publishers making use of targeting or amplification techniques shall include in the transparency notice required under Article 7 In the case the controller is different from the political advertising publisher, the controller shall transmit the internal policy and ensure that the information specified <u>referred to in paragraph 3(c) and a link 1 point (c) and (ca) is communicated</u> to the policy	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	publisher.	controller shall transmit the internal policy or a reference to it to the political advertising publisher. <u>necessary to enable the individual concerned to understand the logic involved and the main parameters of the technique used, and the use of third party data and additional analytical techniques.</u> <u>It shall include, in particular, the following information:</u>	referred to in paragraph 3(a). In case the controller is different from the advertising publisher, the controller shall transmit the internal policy or a reference to it to the political advertising publisher to enable the political advertising publisher to comply with its obligations under this Regulation. The 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.-	
R 201a		<u>(a) the targeting goals, mechanisms and logic including the inclusion and exclusion parameters, and the reasons for choosing those parameters;</u>		
R 201b		<u>(b) the period of dissemination, the number of individuals to whom the advertisement is</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>disseminated;</u>		
R 201c		<u>(c) a link to or a clear indication of where the policy referred to in paragraph 3(a) can be easily retrieved.</u>		R
Article 12a(3)				
R 201d			3. Providers of political advertising services shall, as necessary, transmit to the controllers the information necessary to comply with paragraphs 1 and 2.	R
R 201e		<u>4a. Where the controller is different from the advertising publisher, the controller shall transmit the internal policy referred to in point (a) of paragraph 3 to the political advertising publisher and ensure that the information referred to in this paragraph or a reference to it is communicated to the political advertising publisher to enable the</u>		R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>political advertising publisher to comply with its obligation under this Regulation. 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.</u>		
	Article 12(5)			
202	5. Political advertising publishers making use of targeting or amplification techniques referred to in paragraph 3 shall include in or together with the advertisement and in the transparency notice required under Article 7 a reference to effective means to support individuals exercise their rights under Regulation (EU) 2016/679.	5. Political advertising publishers making use of targeting or amplification <u>ad delivery</u> techniques referred to in paragraph 3 shall include in or together with the advertisement and in the transparency notice required under Article 7 <u>a(1)</u> a reference to effective means to support individuals exercise their rights under Regulation (EU) 2016/679. <u>The transparency notice shall visibly link to an easily accessible interface in which users can withdraw their consent or modify the personal data they provided for the sole purpose of online political advertising as referred to in paragraphs 1c and 1d.</u>	deleted	

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Article 12a(4)				
203	6. Information to be provided in accordance with this provision shall be presented in a format which is easily accessible and, where technically feasible, machine readable, clearly visible and user-friendly, including through the use of plain language.	6. Information to be provided in accordance with this provision shall be presented in a format which is easily accessible and, where technically feasible, machine readable, clearly visible and user-friendly, including through the use of plain language.	64. Information to be provided in accordance with this provision paragraphs 1 to 3 shall be presented in a format which is easily accessible and, where technically feasible, machine readable, clearly visible and user-friendly, including through the use of plain language.	
Article 12(7)				
204	7. Providers of advertising services shall, as necessary, transmit to the controller the information necessary to comply with paragraph 3.	7. Providers of advertising services shall, as necessary, transmit to the controller the information necessary to comply with paragraph 3 <u>paragraphs 3, 4 and 4a.</u>	<i>deleted</i>	
Article 12a(5)				
205	8. The Commission is empowered to adopt delegated acts in accordance with Article 19 to amend Annex II by modifying or removing elements of the list of information to be provided pursuant to paragraph 3(c) of this Article in light of technological	8. The Commission is empowered to adopt delegated acts in accordance with Article 19 to amend Annex II by modifying or removing elements of the list of information to be provided pursuant to paragraph 3(c) of this Article in light of technological	85. The Commission is empowered to adopt delegated acts in accordance with Article 19 to amend Annex II by modifying or removing adding or modifying elements of the list of information to be provided pursuant to paragraph 3(c) of this Article	

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	developments in relevant scientific research, and developments in supervision by competent authorities and relevant guidance issued by competent bodies.	developments in relevant scientific research, and developments in supervision by competent authorities and relevant guidance issued by competent bodies.	therein in light of technological developments in, relevant scientific research, and developments in supervision by competent authorities and relevant guidance issued by competent bodies and provided that the elements set out in paragraph 1(c) of this Article are maintained.-	
Article 13				
206	Article 13 Transmission of information concerning targeting or amplification to other interested entities	Article 13 Transmission of information concerning <u>online</u> targeting or amplification <u>ad delivery</u> to other interested entities	Article 13 Transmission of information concerning targeting or amplification to other interested entities	
Article 13(1)				
207	1. The controller referred to in Article 12 shall take appropriate measures to transmit, upon request by interested entities in accordance with Article 11(1), the information referred to in Article 12.	1. The controller referred to in Article 12 shall take appropriate measures to transmit, upon request by interested entities in accordance with Article 11(1), the information referred to in Article 12.	1. The controller referred to in Article 12 Controllers shall take appropriate measures to transmit, upon request by interested entities in accordance with Article 11(1), and free of charge , the information referred to in Article 12 12a .	
Article 13(2)				

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G	208	2. Article 11(2) to (7) shall apply mutatis mutandis.	2. Article 11(2) to (7) shall apply mutatis mutandis.	2. Article 11(2) to (7) shall apply mutatis mutandis.	G
CHAPTER IV					
G	209	CHAPTER IV SUPERVISION AND ENFORCEMENT	CHAPTER IV SUPERVISION AND ENFORCEMENT	CHAPTER IV SUPERVISION AND ENFORCEMENT	G
Article 14					
G	210	Article 14 Legal representative	Article 14 Legal representative	Article 14 Legal representative	G
Article 14(1)					
R	211	1. Service providers that provide political advertising services in the Union but do not have an establishment in the Union shall designate, in writing, a natural or legal person as their legal representative in one of the Member States where the provider offers its services.	1. Service providers that provide political advertising services in the Union but do not have an establishment in the Union shall designate, in writing, a natural or legal person as their legal representative in one of the Member States where the provider offers its services <u>and register them with the national single points of contact.</u> <u>Service providers shall notify the name, postal address, email</u>	1. Service providers that provide political advertising services in the Union but do not have an establishment in the Union shall designate, in writing, a natural or legal person as their legal representative in one of the Member States where the provider offers its services. The designated legal representative shall register with the competent authority referred to in paragraph (2a).	R

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		<u>address and telephone number of their legal representative to the national single point of contact in the Member State where that legal representative resides or is established.</u> <u>Member States shall keep publicly available registers of all legal representatives registered on their territory under this Regulation and shall ensure that that information is easily accessible and that it is accurate and up to date.</u> <u>The Commission shall keep a publicly available and easily accessible and machine-readable database of legal representatives registered within the Union under this Regulation.</u>		
211a			1a. Where the providers of political advertising services fail to comply with the obligation under paragraph (1), Member States shall take any appropriate measures to ensure compliance with this Regulation, including by discontinuing the publication	

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			or dissemination of the relevant political advertisements when compliance cannot be ensured otherwise.	
Article 14(2)				
212	2. The legal representative shall be responsible for ensuring compliance with the represented service provider's obligations pursuant to this Regulation and shall be the addressee for all communications with the relevant service provider provided for in this Regulation. Any communication to that legal representative shall be deemed to be a communication to the represented service provider.	2. The legal representative shall be responsible for ensuring compliance, <u>and may be held liable for non-compliance</u> , with the represented service provider's obligations pursuant to this Regulation and <u>obligations under this Regulation, without prejudice to the liability and legal actions that could be initiated against the service provider. The legal representative</u> shall be the addressee for all communications with the relevant service provider provided for in this Regulation. Any communication to that legal representative shall be deemed to be a communication to the represented service provider.	2. The legal representative shall be responsible for ensuring compliance with the represented service provider's obligations pursuant to this Regulation and shall be the addressee for all communications with the relevant service provider provided for in this Regulation. Any communication to that legal representative shall be deemed to be a communication to the represented service provider.	
212a		<u>2a. Service providers shall provide their legal representative with necessary powers and</u>		

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		<u>sufficient resources to guarantee efficient and timely cooperation with the Member States' competent authorities and, where relevant, the Commission, and to ensure the compliance with their decisions.</u>		
R 212b			2a. Member States shall designate one competent authority responsible to publish online, and update regularly, the information on designated legal representatives registered pursuant to paragraph 1. Member States shall provide the links to the relevant websites to the Commission.	
R 212c			2b. The Commission shall set up a portal linking to the websites provided by Member States pursuant to paragraph 2a.	
	Article 15			
G 213	Article 15	Article 15	Article 15	G

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	Competent authorities and contact points	Competent authorities and contact points	Competent authorities and contact points	
Article 15(1)				
214	1. The supervisory authorities referred to in Article 51 of Regulation (EU) 2016/679 or Article 52 of Regulation (EU) 2018/1725 shall be competent to monitor the application of Article 12 of this Regulation in their respective field of competence. Article 58 of Regulation (EU) 2016/679 and Article 58 of Regulation (EU) 2018/1725 shall apply <i>mutatis mutandis</i> . Chapter VII of Regulation (EU) 2016/679 shall apply for activities covered by Article 12 of this Regulation.	1. The supervisory authorities referred to in Article 51 of Regulation (EU) 2016/679 or Article 52 of Regulation (EU) 2018/1725 shall be competent to monitor the application of Article 12 of this Regulation in their respective field of competence. Article 58 of Regulation (EU) 2016/679 and Article 58 of Regulation (EU) 2018/1725 shall apply <i>mutatis mutandis</i> . Chapter VII of Regulation (EU) 2016/679 shall apply for activities covered by Article 12 of this Regulation.	1. The supervisory authorities referred to in Article 51 of Regulation (EU) 2016/679 or Article 52 of Regulation (EU) 2018/1725 shall be competent to monitor the application of Article 12 Articles 12 and 12a of this Regulation in their respective field of competence. Article 58 of Regulation (EU) 2016/679 and Article 58 of Regulation (EU) 2018/1725 shall apply <i>mutatis mutandis</i> . mutatis mutandis . Chapter VII of Regulation (EU) 2016/679 shall apply for activities covered by Article 12 Articles 12 and 12a of this Regulation.	
214a		<u>1a. In case the political advertising publisher is a very large online platform within the meaning or a very large online search engine within the meaning of Article 33 of Regulation 2022/2065, the European Data</u>		

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		<u>Protection Board may initiate an investigation, at the request of national authorities, the Commission, or on its own initiative after consulting the relevant national authorities if it suspects the infringement of Article - 12 or Article 12 of this Regulation.</u>		
R 214b		<u>1b. The initiation of investigation pursuant to paragraph 1a of this Article by the European Data Protection Board shall relieve the national data protection authority or authorities, or any competent authority where applicable, of its powers regarding the infringement at stake to supervise and enforce the obligations under this Regulation.</u>		
R 214c		<u>1c. The national data protection authorities shall, within 15 days after being informed of initiation of the investigation, or within seven days if within 60 days immediately preceding elections</u>		

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		<u>or referendums as referred to in Article 12(1d), transmit to the European Data Protection Board any information they hold about the infringement at stake.</u>		
214d		<u>1d. In the exercise of its powers of investigation under this Regulation the European Data Protection Board shall request the individual or joint support of any national data protection authority or authorities concerned by the suspected infringement, including the data protection authority of establishment.</u>		
Article 15(2)				
215	2. Member States shall designate competent authorities to monitor the compliance of providers of intermediary services within the meaning of Regulation (EU) 2021/xxx [DSA] with the obligations laid down in Articles 5 to 11 and 14 of this Regulation, where applicable. The competent authorities designated under Regulation (EU) 2021/xxx [Digital	2. Member States shall designate competent authorities <u>that are to supervise and</u> to monitor the compliance of providers of intermediary services within the meaning of Regulation (EU) 2021/xxx [DSA] <u>2022/2065 (Digital Services Act)</u> with the obligations laid down in Articles 5 to 11 and 14 of this Regulation, where applicable. The competent	2. Member States shall designate competent authorities to monitor the compliance of providers of intermediary services within the meaning of Regulation (EU) 2021/xxx [DSA] with the obligations laid down in Articles 5 to 11 and 14 of this Regulation, where applicable. The competent authorities designated under Regulation (EU) 2021/xxx [Digital	

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	Services Act] may also be one of the competent authorities designated to monitor the compliance of online intermediaries with the obligations laid down in Articles 5 to 11 and 14 of this Regulation. The Digital Services Coordinator referred to in Article 38 of Regulation (EU) 2021/xxx in each Member State shall be responsible for ensuring coordination at national level in respect of providers of intermediary services as defined by Regulation (EU) 2021/xxx [Digital Services Act]. Article 45(1) to (4) and Article 46(1) of Regulation (EU) 2021/xxx [Digital Services Act] shall be applicable for matters related to the application of this Regulation as regards providers of intermediary services.	authorities designated under Regulation (EU) 2021/xxx <u>2022/2065</u> (Digital Services Act) may also be one of the competent authorities designated to monitor the compliance of online intermediaries with the obligations laid down in Articles 5 to 11 and 14 of this Regulation. The Digital Services Coordinator referred to in Article 38<u>49</u> of Regulation (EU) 2021/xxx <u>2022/2065</u> in each Member State shall be responsible for ensuring coordination at national level in respect of providers of intermediary services as defined by Regulation (EU) 2021/xxx <u>2022/2065</u> (Digital Services Act). Article 45(1)<u>58(1)</u> to (4) and Article 46(1)<u>60(1)</u> of Regulation (EU) 2021/xxx <u>2022/2065</u> (Digital Services Act) shall be applicable for matters related to the application of this Regulation as regards providers of intermediary services.	Services Act] may also be one of the competent authorities designated to monitor the compliance of online intermediaries with the obligations laid down in Articles 5 to 11 and 14 of this Regulation. The Digital Services Coordinator referred to in Article 38 of Regulation (EU) 2021/xxx in each Member State shall be responsible for ensuring coordination at national level in respect of providers of intermediary services as defined by Regulation (EU) 2021/xxx [Digital Services Act]. Article 45(1) to (4) and Article 46(1) of Regulation (EU) 2021/xxx [Digital Services Act] shall be applicable for matters related to the application of this Regulation as regards providers of intermediary services.	
R 215a		<u>2a. To the extent that the Commission has exclusive competence to monitor the compliance of very large online</u>		R

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		<u>platforms and of very large search engines within the meaning of Regulation (EU) 2022/2065 (Digital Services Act) with the obligations laid down in that Regulation, it shall be competent to monitor their compliance with Article 5(2d) and Article 7b(2) of this Regulation.</u>		
Article 15(3)				
216	3. Each Member State shall designate one or more competent authorities to be responsible for the application and enforcement of the aspects of this Regulation not referred to in paragraphs 1 and 2. Each competent authority designated under this paragraph shall structurally enjoy full independence both from the sector and from any external intervention or political pressure. It shall in full independence effectively monitor and take the measures necessary and proportionate to ensure compliance with this Regulation.	3. Each Member State shall designate one or more competent authorities to be responsible for the <u>consistent</u> application and enforcement of the aspects of this Regulation not referred to in paragraphs 1 and 2. <u>The national competent authorities may be the same as those referred in Article 30 of Directive 2010/13/EU.</u> Each competent authority designated under this paragraph shall structurally enjoy full independence both from the sector and from any external intervention or political pressure. It shall, <u>acting</u> in full independence, effectively monitor and take the measures necessary and proportionate to ensure <u>consistent supervision,</u> compliance with <u>and enforcement</u>	3. Each Member State shall designate one or more competent authorities to be responsible for the application and enforcement of the aspects of this Regulation not referred to in paragraphs 1 and 2. These competent authorities may be different from those referred to in paragraphs 1 and 2. Each competent authority designated under this paragraph shall structurally enjoy full independence both from the sector and from any external intervention or political pressure. It shall in full independence effectively monitor and take the measures necessary and proportionate to ensure compliance with this Regulation.	

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		<i>of</i> this Regulation.		
Article 15(4)				
217	4. Competent authorities referred to in paragraph 3, where exercising their supervisory tasks in relation to this Regulation, shall have the power to request to access data, documents or any necessary information from providers of political advertising services for the performance of their supervisory tasks.	4. Competent authorities referred to in paragraph 3, where exercising their supervisory tasks in relation to this Regulation, shall have <i>at least</i> the power to request to access <i>to</i> data, documents or any necessary information from providers of political advertising services, for the performance of their supervisory tasks. <i>Competent authorities shall use that data only for the purpose of monitoring and assessing compliance with this Regulation, in accordance with relevant legislation on the protection of personal data and the protection of confidential information, and with the objective to maintain the security of the services.</i>	deleted <i>Council mandate: merged with paragraph 5 (row 218a)</i>	
Article 15(5)				
218	5. Competent authorities referred to in paragraph 3, where exercising their enforcement powers in relation to this Regulation, shall have the power to:	5. Competent authorities referred to in paragraph 3, where exercising their enforcement powers in relation to this Regulation, shall have the power to:	5. Competent authorities referred to in paragraph 3, where exercising their supervisory and enforcement tasks and powers in relation to this Regulation, shall have the power	

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			to:	
R	218a		(-a) request access to data, documents or any necessary information, in particular from the sponsor or the providers of political advertising services concerned;	R
	Article 15(5), point (a)			
G	219	(a) issue warnings addressed to the providers of political advertising services regarding their non-compliance with the obligations under this Regulation;	(a) issue warnings addressed to the providers of political advertising services regarding their non-compliance with the obligations under this Regulation;	G
R	219a		<u>(aa) request access to data, documents, or any necessary information from the providers of political advertising services;</u>	R
R	219b		<u>(ab) order an end to infringements and, where</u>	R
			(aa) order the cessation of infringements and require	

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		<u>appropriate, impose remedies that are proportionate to the infringement and necessary to bring it effectively to an end;</u>	sponsors or providers of political advertising services to take the steps necessary to comply with this Regulation, while respecting the fundamental right of freedom of expression and information;	
	Article 15(5), point (b)			
G	220 (b) publish a statement which identifies the legal and natural person(s) responsible for the infringement of an obligation laid down in this Regulations and the nature of that infringement;	(b) publish a statement which identifies the legal and natural person(s) responsible for the infringement of an obligation laid down in this Regulations and the nature of that infringement;	(b) publish a statement which identifies the legal and natural person(s) responsible for the infringement of an obligation laid down in this Regulations and the nature of that infringement;	G
	Article 15(5), point (c)			
R	221 (c) impose administrative fines and financial penalties.	(c) impose administrative fines and financial penalties- <u>including periodic penalty payments;</u>	(c) impose administrative fines and financial penalties- and, as appropriate other remedies, to effectively bring the infringement to an end, or request a judicial authority in their Member State to do so;	R
R	221a	<u>(ca) carry out, or, where necessary in accordance with national law, request a judicial</u>		R

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		<u>authority in their Member State to order inspections of any premises that providers of political advertising services use for purposes related to their trade, business, craft or profession, or to request other public authorities to do so, in order to examine, seize, take or obtain copies of information relating to a suspected infringement in any form, irrespective of the storage medium;</u>		
R 221b		<u>5a. Paragraphs 4 and 5 shall apply mutatis mutandis to the European Data Protection Board.</u>		
R 221c		<u>5b. Member States shall ensure that national competent authorities have all necessary means to carry out their tasks, including sufficient technical, financial and human resources to adequately supervise sponsors and providers of political advertising services under their competence.</u>		

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	Article 15(6)			
222	6. Member States shall ensure cooperation among competent authorities in particular in the framework of national elections networks, to facilitate the swift and 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.	6. Member States shall ensure <u>that there is effective and structured</u> cooperation among <u>all relevant</u> competent authorities <u>and supervisory authorities referred to in paragraphs 1 and 2</u> in particular in the framework of national elections networks, <u>so as</u> to facilitate the swift and 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.	6. Member States shall ensure effective and structured cooperation among competent authorities in particular in the framework of national elections networks at national level among all relevant competent authorities designated under paragraphs 1 to 3 , to facilitate the swift and secured exchange of information on issues connected to the exercise of their supervisory and enforcements tasks and powers pursuant to this Regulation, including by jointly identifying infringements, sharing findings and expertise to help identify infringements, and liaising on the application and enforcement of relevant rules.	
222a			6a. Experts designated by Member States shall meet periodically at Union level in particular in the framework of the European Cooperation Network on Elections working in close cooperation with the	

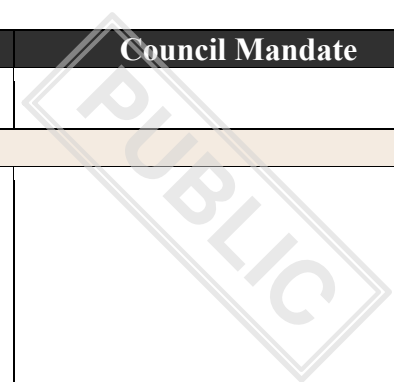
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			European Regulators Group for Audiovisual Media Services, and other relevant networks, to facilitate the swift and secured exchange of information on issues connected to the exercise of their supervisory and enforcement tasks pursuant to this Regulation.	
Article 15(7)				
223	7. Each Member State shall designate one competent authority as a contact point at Union level for the purposes of this Regulation.	7. <u>Where a Member State designates one or more competent authorities, it shall ensure that the respective tasks of those authorities are clearly defined and that they cooperate closely and effectively when performing their tasks.</u> Each Member State shall designate one competent authority as a <u>national</u> contact point at Union level for the purposes of <u>all aspects of</u> this Regulation. <u>National contact points shall ensure effective cooperation between national competent authorities and with other national contact points and Union level authorities. Member States shall make publicly available the contact details of their national contact points. Member States</u>	7. Each Member State shall designate one competent authority as a contact point at Union level for the purposes of this Regulation.	

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		<u>concerned shall communicate the name of the other competent authorities and their respective tasks to the Network of National Contact Points.</u>		
R 223a			Article 15a Cross-border cooperation Council mandate: New article 15a	R
R 223b			1. Compliance with this Regulation by providers of political advertising services shall be subject to the competence of the Member State where the provider has its establishment. In case the provider is established in more than one Member State, it shall be deemed to be under the jurisdiction of the Member State in which it has its main establishment.	R
	Article 15(8)			
R 224				R

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	8. Where a provider of political advertising services is providing services in more than one Member State, or has its main establishment or a representative in a Member State but provides its main activities in another Member State, the competent authority of the Member State of the main establishment or other establishment or of the representative, and the competent authorities of those other Member States shall cooperate with and assist each other as necessary. Unless already regulated by Union law, that cooperation shall entail, at least, the following:	8. Where a provider of political advertising services is providing services in more than one Member State, or has its main establishment or a representative in a Member State but provides its main activities in another Member State, the competent authority of the Member State of the main establishment or other establishment or of the representative, and the competent authorities of those other Member States shall cooperate with and assist each other as necessary. Unless already regulated by Union law, that cooperation shall entail, at least, the following:	82. Where a provider of political advertising services is providing services in more than one Member State, or has its main establishment or a representative in a Member State but provides its main activities in another Member State Without prejudice to paragraphs 1 and 2 of Article 15 and paragraph 1 of this Article, the competent authority of the Member State of the main establishment or other establishment or of the representative, and the competent or authorities of those other all Member States- shall cooperate with and assist each other as necessary. Unless already regulated by Union law, that cooperation shall entail, at least, the following:	
Article 15(8), point (a)				
225	(a) the competent authorities applying supervisory or enforcement measures in a Member State shall, via the contact point referred to in paragraph 7, inform and consult the competent authorities in the other Member State(s) concerned on the supervisory and enforcement	(a) the competent authorities applying supervisory or enforcement measures in a Member State shall, via the contact point referred to in paragraph 7, <u>and without undue delay, and in any event no later than one month after a cooperation request,</u> inform and consult the competent	deleted	

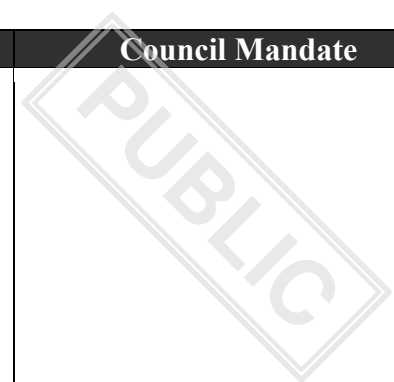
	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	measures taken and their follow-up;	authorities in the other Member State(s) concerned on the supervisory and enforcement measures taken and their follow-up;		
<i>Article 15(8), point (b)</i>				
226	(b) a competent authority may request, via the contact point referred to in paragraph 7, in a substantiated, justified and proportionate manner, another competent authority, where it is better placed, to take the supervisory or enforcement measures referred to in paragraphs 4 and 5; and	(b) a competent authority may request, via the contact point referred to in paragraph 7, in a substantiated, justified and proportionate manner, another competent authority, where it is better placed, to take the supervisory or enforcement measures referred to in paragraphs 4 and 5; and	<i>deleted</i>	
<i>Article 15(8), point (c)</i>				
227	(c) a competent authority shall, upon receipt of a justified request from another competent authority, provide the other competent authority with assistance so that the supervision or enforcement measures referred to in paragraphs 4 and 5 can be implemented in an effective, efficient and consistent manner. The relevant competent authority so requested shall, via the	(c) a competent authority shall, upon receipt of a justified request from another competent authority, provide the other competent authority with assistance so that the supervision or enforcement measures referred to in paragraphs 4 and 5 can be implemented in an effective, efficient and consistent manner. The relevant competent authority so requested shall, via the	(e)3. A competent authority shall, upon receipt of a justified request from another competent authority, provide the other competent authority with assistance without undue delay and no later than one month after receiving the request so that the supervision or enforcement measures referred to in paragraphs 4 and 5 paragraph 5 of Article 15 can be implemented	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	contact points referred to in paragraph 7 and within a timeframe proportionate to the urgency of the request provide a response communicating the information requested, or informing that it does not consider that the conditions for requesting assistance under this Regulation have been met. Any information exchanged in the context of assistance requested and provided under this Article shall be used only in respect of the matter for which it was requested.	contact points referred to in paragraph 7 and, <u>without undue delay, and in any event no later than one month after a cooperation</u> within a timeframe proportionate to the urgency of the request, provide a response communicating the information requested, or informing that it does not consider that the conditions for requesting assistance under this Regulation have been met. Any information exchanged in the context of assistance requested and provided under this Article shall be used only in respect of the matter for which it was requested.	in an effective, efficient and consistent manner. The relevant A competent authority so requested shall, via the contact points referred to in paragraph 7 and within a timeframe proportionate to the urgency of the request provide a response communicating the information requested, or informing that it does not consider that the conditions for requesting assistance under this Regulation have been met. Any information exchanged in the context of assistance requested and provided under this Article shall be used only in respect of the matter for which it was requested upon receipt of a justified request for information from the competent authority of another Member State, via the contact points referred to in paragraph 7 of Article 15, provide that competent authority with the required information without undue delay and no later than 14 days after receiving the request. The deadline may be extended to one month in cases requiring additional investigation or information from multiple competent authorities.	



	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
227a		<u>8a. Compliance with this Regulation by providers of political advertising services shall be subject to the competence of the Member State where the provider has its establishment. In case the provider is established in more than one Member State, it shall be deemed to be under the jurisdiction of the Member State in which it has its main establishment. Without prejudice to paragraphs 1 and 2, the competent authority or authorities of all Member States shall cooperate with and assist each other as necessary.</u> <u>Where a national competent authority has reasons to suspect that a sponsor, provider or publisher of political advertising services infringed this Regulation in a manner affecting individuals in the Member State of that competent authority, it may request the contact point of establishment to assess the matter and to take the necessary investigatory and enforcement</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>measures referred to in paragraphs 4 and 5 of this Article. A request shall be substantiated, justified and proportionate and at least indicate:</u>		
R 227b		<u>(a) the point of contact or legal representative of the provider of the political advertisement services concerned as provided for in Article 14;</u>		R
R 227c		<u>(b) a description of the relevant facts, the provisions of this Regulation concerned and the reasons why the competent authority that sent the request suspects that the provider infringed this Regulation, including the description of the negative effects of the alleged infringement;</u>		R
R 227d		<u>(c) any other information that the competent authority that sent the</u>		R



	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u><i>request considers relevant, including, where appropriate, information gathered on its own initiative or suggestions for specific investigatory or enforcement measures to be taken, including interim measures.</i></u>		
Article 15(8a), second subparagraph				
R 227e		<u><i>(d) The contact point of establishment shall take into utmost account the pursuant to paragraph 5 of this Article. Where it considers that it has insufficient information to act upon the request or recommendation and has reasons to consider that the competent authority that sent the request could provide additional information, it may request such information. The time period laid down in paragraph 4 of this Article shall be suspended until that additional information is provided.</i></u>		R
Article 15(8a), third subparagraph				
R 227f		<u><i>(e) The contact point of establishment shall, without</i></u>		R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>undue delay and in any event not later than one month following receipt of the request pursuant to paragraph 4, communicate to the competent authority that sent the request, and the Network of National Contact Points, the assessment of the suspected infringement and an explanation of any investigatory or enforcement measures taken or envisaged in relation thereto to ensure compliance with this Regulation.</u>		
R 227g			4. Where the competent authority of a Member State has a reason to suspect that a provider of political advertising services, which has its main establishment in another Member State, has infringed this Regulation in its territory, it shall notify the competent authority of the main establishment, via the contact point referred to in Article 15(7).	
R 227h				

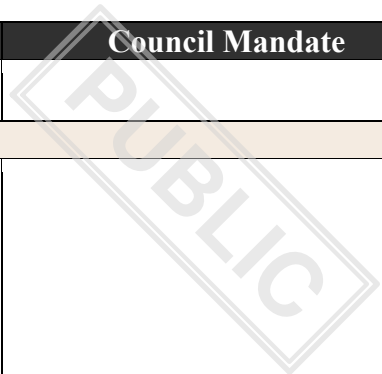
	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			5. A notification pursuant to paragraph 4 shall be duly reasoned and at least indicate:	
R 227i			(a) the information allowing the identification of the political advertising service provider;	R
R 227j			(b) a description of the relevant facts, the relevant provisions of this Regulation and the reasons why the competent authority that sent the notification suspects that the service provider concerned infringed this Regulation, including, as relevant, a description of the facts that would allow the assessment of the criteria set out in Article 16(3);	R
R 227k			(c) the place where the relevant political advertisement or a copy of it can be retrieved;	R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
R	227l		(d) any other information that the competent authority that sent the notification considers relevant, including, where appropriate, information gathered on its own initiative.	R
R	227m		6. Where the competent authority of the main establishment does not have sufficient information to act upon a notification referred to in paragraph 4, it may request additional information from the competent authority that made the notification which shall provide the requested information without undue delay.	R
R	227n		7. The competent authority of the main establishment shall, without undue delay and no later than one month following receipt of the notification referred to in	R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			paragraph 4 or, where applicable, of the information referred to in paragraph 6, communicate to the competent authority that made the notification its assessment of the suspected infringement and further information on the investigatory or enforcement measures taken, or intended to be taken, in order to ensure compliance with this Regulation.	
R 227o			8. Where the investigation of an alleged infringement concerns the provision of political advertising services in one or more Member States in which the provider does not have its main establishment, the competent authority of the main establishment may launch and lead a joint investigation with the participation of the competent authority or authorities concerned:	R
R 227p			(a) at its own initiative and after	R

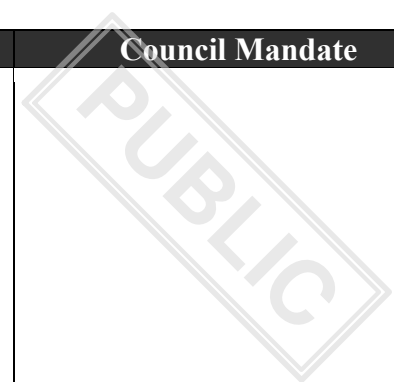
	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			obtaining the agreement of the competent authority or authorities requested; or	
227q			(b) upon the request of another competent authority or authorities, based on the reasoned suspicion that the provision of political advertising services by a service provider established in the Member State of the main establishment has infringed this Regulation or substantially affected individuals in the territory of the competent authority or authorities making the request.	
Article 15(9)				
228	9. Contact points shall meet periodically at Union level in the framework of the European Cooperation Network on Elections to facilitate the swift and secured exchange of information on issues connected to the exercise of their supervisory and enforcements tasks pursuant to this Regulation.	9. Contact points shall meet periodically at Union level <u>Within</u> the framework of the European Cooperation Network on Elections, <u>a permanent Network of National Contact Points shall be established. The Network of National Contact Points shall serve as a platform for regular</u> to facilitate the swift and secured	9. Contact points shall meet periodically at Union level in the framework of the European Cooperation Network on Elections to facilitate the swift and secured exchange of information on issues connected For the purposes of paragraph 8 the competent authority requesting the launch of a joint investigation shall	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		exchange of information on issues connected to the exercise of their supervisory and enforcement tasks pursuant to <u>and structured cooperation between national contact points and the Commission on all aspects of</u> this Regulation. <u>In particular, the Network of National Contact Points shall facilitate:</u>	provide the other competent authority or authorities with the information referred to in paragraph 5. If a competent authority decides not to participate in a joint investigation, it shall provide to the exercise of their supervisory and enforcement tasks pursuant to this Regulation other competent authority or authorities with a reasoned explanation to that effect.	
R 228a		<u>(a) the swift and secured exchange of information and best practices among national contact points and other relevant authorities;</u>		R
R 228b		<u>(b) the preparation, in cooperation with relevant stakeholders, of common lines of action to help sponsors and providers of political advertising services, to comply with the requirements of this Regulation in harmonised way;</u>		R



	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
R 228c		<u>(c) the development of a harmonised approach on sanctions applicable at national level for infringements of this Regulation;</u>		
R 228d		<u>(d) the cooperation at Union level to guarantee a harmonised enforcement of this Regulation.</u>		
Article 15(9), second subparagraph				
R 228e		<u>(e) The Network of National Contact Points shall meet at least twice a year and, where necessary, at the duly justified request of the Commission or a Member State. It shall work in close cooperation with the European Regulators Group for AudioVisual Media Services, and other relevant authorities and networks. The Commission shall take part in the meetings of the Network of National Contact Points and provide administrative support.</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
R	228f		10 In carrying out a joint investigation, competent authorities shall cooperate in good faith, and exercise their investigative powers as necessary for the investigation of the alleged infringement. Competent authorities in a joint investigation shall inform each other of any relevant enforcement action which they initiate or intend to initiate.	
Y	228g	<u>Article 15a</u> <u>Right to lodge a complaint</u>		
	Article 15a, introductory part			
Y	228h	<u>1. Any person, or entity shall have the right to lodge a complaint with the competent authority that is the national contact point of the Member State where that entity or person is located or established against sponsors and providers of political</u>		



	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>advertising services, alleging an infringement of this Regulation.</u> <u>The contact point of the Member State may dismiss any complaint which it deems manifestly unfounded and shall notify the complainant of its decision.</u> <u>The contact point of the Member State shall transmit without undue delay complaints that fall within the competence of another competent authority in the same Member State to that competent authority. The contact point of the Member State shall transmit complaints that fall within the competence of another competent authority in another Member State to the contact point of that Member State within 10 working days.</u> <u>The competent authority receiving the complaint shall assess, and where appropriate, act within fifteen working days. During electoral periods, the assessment shall take place within five working days.</u> <u>During those proceedings, all</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>parties shall have the right to be heard and receive appropriate information about the status of the complaint, in accordance with relevant national law.</u>		
Y	228i	<u>Article 15b</u> <u>Activity reports</u>		
	Article 15b, Introductory part			
R	228j	<u>1. National contact points, designated pursuant to Article 15(7), shall draw up a standardised annual report on the activities covered by this Regulation of all competent authorities designated under in Article 15, including details of the number of complaints received pursuant to Article 15a and an overview of their follow-up.</u> <u>The national contact points shall make the annual reports available to the public in a machine-readable format, and shall transmit them to the European Cooperation Network on Elections and, in the case of elections to the</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>European Parliament, to the European Parliament.</u>		
Article 16				
229	Article 16 Sanctions	Article 16 Sanctions	Article 16 Sanctions	
Article 16(1)				
230	1. In relation to Articles 5 to 11, 13 and 14 Member States shall lay down rules on sanctions including administrative fines and financial penalties applicable to providers of political advertising services under their jurisdiction for infringements of the present Regulation, which shall in each individual case be effective, proportionate and dissuasive.	1. In relation to Articles 53a to 11, 13 and 14 Member States shall lay down rules on sanctions including administrative fines and financial penalties applicable to providers of political advertising services under their jurisdiction for infringements of the present Regulation, which <u>and shall take all measures necessary to ensure that they are implemented. The sanctions provided for</u> shall in each individual case be <u>timely</u> , effective, proportionate and dissuasive.	1. In relation to Articles 5 to 11, 13 and 14 Member States shall lay down rules on sanctions, including fines or financial penalties and, as appropriate other remedies, administrative fines and financial penalties applicable to providers of political advertising services for infringements of Articles 5 to 11, 13 and 14 and to sponsors under their jurisdiction for infringements of the present Regulation, which Article 5 and 6a. The sanctions shall in each individual case be effective, proportionate and dissuasive. In setting the applicable sanctions, the rules governing the freedom of the press and freedom of expression in other media and the rules or codes governing the journalist profession shall be taken into	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			account.	
R	230a		1a. The maximum amount of the financial sanction that may be imposed shall be based on the economic capacity of the entity subject to sanctions, which shall be:	R
R	230b		(a) 4% of the annual income or budget of the sponsor or of the provider of political advertising services as applicable and whichever is the highest, or	R
R	230c		(b) 4% of the annual worldwide turnover of the sponsor or the provider of political advertising services in the preceding financial year.	R
	Article 16(2)			
G	231	2. Member States shall notify the	2. Member States shall notify the	G

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	Commission of those rules within twelve months of the entry into force of this Regulation and shall notify it, without delay, of any subsequent amendments affecting them.	Commission of those rules within twelve months of the entry into force of this Regulation and shall notify it, without delay, of any subsequent amendments affecting them.	Commission of those rules within twelve months of the entry into force of this Regulation and shall notify it, without delay, of any subsequent amendments affecting them.	
	Article 16(3)			
Y	232 3. When deciding on the type of sanctions and its level, due regard shall be given in each individual case, among others, to the following:	3. When deciding on the type of sanctions and its level, due regard shall be given in each individual case, among others, to the following:	3. When deciding on the type of sanctions sanction and its level, due regard shall be given in each individual case, among others, to the following:	Y
	Article 16(3), point (a)			
Y	233 (a) the nature, gravity and duration of the infringement;	(a) the nature, gravity, <u>recurrence</u> and duration of the infringement;	(a) the nature, gravity and duration of the infringement;	Y
	Article 16(3), point (b)			
G	234 (b) the intentional or negligent character of the infringement;	(b) the intentional or negligent character of the infringement;	(b) the intentional or negligent character of the infringement;	G
	Article 16(3), point (c)			
G	235 (c) any action taken to mitigate any damage;	(c) any action taken to mitigate any damage;	(c) any action taken to mitigate any damage;	G

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	Article 16(3), point (d)			
Y	236 (d) any relevant previous infringements and any other aggravating or mitigating factor applicable to the circumstances of the case; and	(d) any relevant previous infringements and any other aggravating or mitigating factor applicable to the circumstances of the case; and	(d) any relevant previous infringements and any other aggravating or mitigating factor applicable to the circumstances of the case; and	Y
	Article 16(3), point (e)			
Y	237 (e) the degree of cooperation with the competent authority.	(e) the degree of cooperation with the competent authority; and	(e) the degree of cooperation with the competent authority.	Y
Y	237a	<u>(ea) the size and economic capacity of the political advertising service provider.</u>	(ea) the size and economic capacity of the entity subject to sanctions, where applicable.	Y
	Article 16(4)			
R	238 4. Infringements of Article 7 shall be considered to be particularly serious where they concern political advertising published or disseminated during an electoral period and directed to citizens in the Member State in which the relevant election is being organised.	4. Infringements of Article 7 <u>Articles 3a, 5, 7, 7a and 7b</u> shall be considered to be particularly serious where they concern political advertising published or disseminated during an electoral period and directed to citizens in the Member State in which the relevant election <u>or referendum</u> is being organised.	4. Infringements of Article 7 Articles 7, 9, and 10 shall be considered to be particularly serious where they concern political advertising published or disseminated during the last month preceding an election or referendum an electoral period and directed to citizens in the Member State in which the relevant election	R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
		<u>Member States may also impose periodic penalty payments to compel sponsors, providers of political advertising services and publishers to put to an end to a serious and repeated violation of this Regulation.</u>	or referendum is being organised.	
238a		<u>4a. National contact points shall notify the Commission of the type and the amount of the penalties imposed. Member States shall report annually on the type and amount of penalties imposed to enforce this Regulation. The Commission shall also periodically draw up a report for the purposes of Article 18 of this Regulation.</u>		
	Article 16(5)			
239	5. If a service provider intentionally or negligently infringes the provisions of this regulation, for the same or linked political advertising, the total amount of the administrative fine shall be sufficiently adjustable in	5. If a service provider intentionally or negligently infringes the provisions of this regulation, for the same or linked political advertising, the total amount of the administrative fine shall be sufficiently adjustable in	deleted	

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	order to take into account all the relevant factors; the fact that the Regulation has been violated in multiple respects shall be reflected in the amount of the total fine, in compliance with the principle of proportionality.	order to take into account all the relevant factors; the fact that the Regulation has been violated in multiple respects shall be reflected in the amount of the total fine, in compliance with the principle of proportionality.		
Article 16(6)				
240	6. For infringements of the obligations laid down in Article 12, the supervisory authorities referred to in Article 51 of the Regulation (EU) 2016/679 may within their scope of competence impose administrative fines in line with Article 83 of Regulation (EU) 2016/679 and up to the amount referred to in Article 83(5) of that Regulation.	6. For infringements of the obligations laid down in Article <u>Articles -12 and</u> 12, the supervisory authorities referred to in Article 51 of the Regulation (EU) 2016/679 <u>and the European Data Protection Board may use the investigative and corrective powers laid down in that Regulation and</u> may within their scope of <u>their</u> competence impose administrative fines in line with Article 83 of Regulation (EU) 2016/679 and up to the amount referred to in Article 83(5) of that Regulation.	6. For infringements of the obligations laid down in Article 12 <u>Articles 12 and 12a</u> , the supervisory authorities referred to in Article 51 of the Regulation (EU) 2016/679 may within their scope of competence impose administrative fines in line with Article 83 of Regulation (EU) 2016/679 and up to the amount referred to in Article 83(5) of that Regulation.	
240a		<u>6a. In case of particularly serious and systemic infringements of the obligations laid down in Articles -</u>		

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		<u>12 and 12 by the sponsor, where the political advertising publisher is a very large online platform or a very large online search engine within the meaning of Article 33 of Regulation (EU) 2022/2065, the European Data Protection Board may order, for a strictly limited period of time, which does not exceed 15 days, the very large online platform or search engine not to provide targeting and ad delivery services for that particular sponsor, pursuant to Article 15(1a). Such suspension may be imposed in addition to or instead of an administrative fine.</u>		
Article 16(7)				
241	7. For infringements of the obligations laid down in Article 12, the supervisory authority referred to in Article 52 of Regulation (EU) 2018/1725 may impose within its scope of competence administrative fines in line with Article 66 of Regulation (EU) 2018/1725 up to the amount referred to in Article 66 (3) of that Regulation.	7. For infringements of the obligations laid down in Article <u>Articles -12 and</u> 12, the supervisory authority referred to in Article 52 of Regulation (EU) 2018/1725 may <u>use the investigative and corrective powers laid down in that Regulation and</u> impose within its <u>the</u> scope of <u>its</u> competence administrative fines in line with Article 66 of Regulation (EU) 2018/1725 up to the amount	7. For infringements of the obligations laid down in Article <u>Articles 12 and 12a</u> , the supervisory authority referred to in Article 52 of Regulation (EU) 2018/1725 may impose within its scope of competence administrative fines in line with Article 66 of Regulation (EU) 2018/1725 up to the amount referred to in Article 66 (3) of that Regulation.	

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		referred to in Article 66 (3) of that Regulation.		
R 241a		<u>7a. Member States shall report annually to the Commission on the sanctions imposed to enforce the provisions of this Regulation, in particular on the type of sanctions applied and the amount of the administrative fines and financial penalties. The Commission shall summarise and evaluate those reports annually and use them for the review process under Article 18.</u>		
R 241b		<u>7b. The Commission is empowered to adopt delegated acts in accordance with Article 19 to introduce minimum sanctions across the Union for infringements of the obligations laid down in Articles -12 and 12, paragraphs 1 to 1e, after having consulted competent authorities and other relevant stakeholders.</u>		

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
Y	241c		Article 16a Notifications to the competent authority	Y
Y	241d		Without prejudice to any other administrative procedure or judicial remedy, competent authorities shall duly address every notification they receive concerning a possible infringement of this Regulation and, at least upon request, inform the person who made the notification of the follow-up given to it. During the last month preceding elections or referendum, any notification received in relation to these elections or referendum shall be addressed without undue delay.	Y
	Article 17			
Y	242	Article 17 Publication of electoral periods	Article 17 Publication of electoral periods periods dates of elections and referendums	Y

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	Article 17, first paragraph			
Y	243	Member States shall publish the dates of their national electoral periods in an easily accessible place, with an appropriate reference to this Regulation.	Member States shall publish the dates of their national electoral periods in an easily accessible place, with an appropriate reference to this Regulation.	1. Member States shall publish the dates of their national electoral periods elections and referendums in an easily accessible place, and with an appropriate reference to this Regulation.
Y	243a			2. The Commission shall provide a portal through which Member States shall provide, immediately after announcement, the dates of their elections or referendums. The portal shall be publicly available.
	CHAPTER V			
G	244	CHAPTER V FINAL PROVISIONS	CHAPTER V FINAL PROVISIONS	CHAPTER V FINAL PROVISIONS
	Article 18			
G	245	Article 18 Evaluation and review	Article 18 Evaluation and review	Article 18 Evaluation and review

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
	Article 18, first paragraph			
Y 246	Within two years after each election to the European Parliament and for the first time by 31 December 2026 at the latest, the Commission shall submit a report on the evaluation and review of this Regulation. This report shall assess the need for amendment to this Regulation. The report shall be made public.	Within two years after each election to the European Parliament and for the first time by 31 December 2026 at the latest , the Commission shall submit a report on the evaluation and review of this Regulation <u>to the European Parliament and to the Council</u> . This report shall assess the need for amendment to this Regulation. The report shall be made public. <u>in particular with regard to:</u>	1. Within two years after each election to the European Parliament and for the first time by 31 December 2026 at the latest, the Commission shall submit a report on the evaluation and review of this Regulation. This report shall assess the need for amendment to this Regulation. The report shall be made public. in particular with regard to: Council mandate: Last sentence of COM proposal moved to new paragraph 2 (row 246f).	
Y 246a		<u>(a) the scope of the Regulation and definition of political advertising in Article 2 (2);</u>		
Y 246b			(a) the effectiveness of this Regulation as regards specific means of political advertising;	

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Y	246c	<u>(b) the effectiveness of the transparency measures, especially the declaration and mechanisms to identify the political nature of an advertisement in Articles 5 and 5a;</u>		Y
Y	246d		(b) further restricting the processing of personal data for the purposes of the targeting and amplification techniques regulated under this Regulation;	Y
R	246e	<u>(c) the effectiveness of the supervision and enforcement structure and the need to introduce harmonised sanctions across the Union for infringements of the obligations laid down in this Regulation, and in particular the infringements referred to in Article 16(4);</u>		R
Y	246f			Y

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			(c) the impact of this Regulation on small and medium-sized media actors;	
Y	246g	<u>(d) the effectiveness of this Regulation in view of technological, scientific and other developments;</u>		Y
Y	246h		(d) the type and amount of sanctions imposed by the Member States;	Y
Y	246i	<u>(e) the interplay of this Regulation with the legal acts referred to in Article 1(4).</u>		Y
R	246j		(e) establishing public repositories for all online political advertising.	R
Article 18, second paragraph				

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement	
Y	246k	<u>The report shall be made public.</u>	2. The report shall be made public.		Y
Article 19					
G	247	Article 19 Exercise of the delegation	Article 19 Exercise of the delegation	Article 19 Exercise of the delegation	G
Article 19(1)					
G	248	1. The power to adopt delegated acts is conferred on the Commission subject to the conditions laid down in this Article.	1. The power to adopt delegated acts is conferred on the Commission subject to the conditions laid down in this Article.	1. The power to adopt delegated acts is conferred on the Commission subject to the conditions laid down in this Article.	G
Article 19(2)					
R	249	2. The power to adopt delegated acts referred to in Article 7(8) and Article 12(8) shall be conferred on the Commission for a period of [until the application of this regulation is evaluated, two years after the next European Parliamentary elections].	2. The power to adopt delegated acts referred to in Article 7(8) and 7(1b) , <u>Article 7a(5) and (6)</u> , Article 12(8) 7b(6) and Article 9(4a) shall be conferred on the Commission for a period of [until the application of this regulation is evaluated, two years after the next European Parliamentary elections].	2. The power to adopt delegated acts referred to in Article 7(8) and Article 12(8) 12a(5) shall be conferred on the Commission for a period of 3 years from the ... [until the application of this regulation is evaluated, two years after the next European Parliamentary elections] date of entry into force of the basic legislative act or any other date set by the co-legislators]. The	R

	Commission Proposal	EP Mandate	Council Mandate	Draft Agreement
			delegation of power shall be tacitly extended for periods of an identical duration, unless the European Parliament or the Council opposes such extension not later than three months before the end of each period.	
	Article 19(3)			
R 250	3. The delegation of power referred to in Article 7(8) and Article 12(8) may be revoked at any time by the European Parliament or by the Council. A decision to revoke shall put an end to the delegation of the power specified in that decision. It shall take effect the day following the publication of the decision in the Official Journal of the European Union or at a later date specified therein. It shall not affect the validity of any delegated acts already in force.	3. The delegation of power referred to in Article 7(8) and 7(1b) , <u>Article 7a(5) and (6), Article 12(8) 7b(6) and Article 9(4a)</u> may be revoked at any time by the European Parliament or by the Council. A decision to revoke shall put an end to the delegation of the power specified in that decision. It shall take effect the day following the publication of the decision in the Official Journal of the European Union or at a later date specified therein. It shall not affect the validity of any delegated acts already in force.	3. The delegation of power referred to in Article 7(8) and Article 12(8) 12a(5) may be revoked at any time by the European Parliament or by the Council. A decision to revoke shall put an end to the delegation of the power specified in that decision. It shall take effect the day following the publication of the decision in the Official Journal of the European Union or at a later date specified therein. It shall not affect the validity of any delegated acts already in force.	
Y 250a		<u>3a. Before adopting a delegated act, the Commission shall consult experts designated by each</u>	3a. Before adopting a delegated act as referred to in Article 7(8) and Article 12a(5), the	

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		<u>Member State in accordance with the principles laid down in the Interinstitutional Agreement of 13 April 2016 on Better Law-Making.</u>	Commission shall consult the experts designated by each Member State in accordance with the principles laid down in the Interinstitutional Agreement on Better Law-Making of 13 April 2016.	
Article 19(4)				
G	251	4. As soon as it adopts a delegated act, the Commission shall notify that act simultaneously to the European Parliament and to the Council.	4. As soon as it adopts a delegated act, the Commission shall notify that act simultaneously to the European Parliament and to the Council.	G
Article 19(5)				
R	252	5. A delegated act adopted pursuant to Article 7(8) or Article 12(8) shall enter into force only if no objection has been expressed either by the European Parliament or by the Council within a period of two months of notification of that act to the European Parliament and the Council or if, before the expiry of that period, the European Parliament and the Council have both informed the Commission that they will not object. That period shall be extended by two months at	5. A delegated act adopted pursuant to Article 7(8) <u>or 7(1b), Article 7a(5) and (6), Article 12(8) 7b(6) and Article 9(4a)</u> shall enter into force only if no objection has been expressed either by the European Parliament or by the Council within a period of two months of notification of that act to the European Parliament and the Council or if, before the expiry of that period, the European Parliament and the Council have both informed the Commission that	R

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	the initiative of the European Parliament or of the Council.	they will not object. That period shall be extended by two months at the initiative of the European Parliament or of the Council.	shall be extended by two months at the initiative of the European Parliament or of the Council.	
R	252a	<u>Article 19a</u> <u>Committee procedure</u>		R
R	252b	<u>1. The Commission shall be assisted by a Committee. That committee shall be a committee within the meaning of Regulation (EU) No 182/2011.</u>		R
R	252c	<u>2. Where reference is made to this paragraph, Article 5 of Regulation (EU) No 182/2011 shall apply.</u>		R
Article 20				
G	253	Article 20 Entry into force and application	Article 20 Entry into force and application	G
Article 20(1)				

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G	254	1. This Regulation shall enter into force on the twentieth day following that of its publication in the Official Journal of the European Union.	1. This Regulation shall enter into force on the twentieth day following that of its publication in the Official Journal of the European Union.	
Article 20(2)				
R	255	2. It shall apply from 1 April 2023.	2. It shall apply from <u>13 months after the entry into force of this Regulation</u> . <u>However, Article 7b, paragraphs 1, 4 and 5 shall apply from [one year after the entry into force of this Regulation] 1 April 2023.</u>	2. It shall apply from 1 April 2023 12 months after its publication in Official Journal of the European Union.
Article 20(3)				
G	256	3. This Regulation shall be binding in its entirety and directly applicable in all Member States.	3. This Regulation shall be binding in its entirety and directly applicable in all Member States.	
Formula				
G	257	Done at Brussels,	Done at Brussels,	
Formula				
G	258			

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	For the European Parliament	For the European Parliament	For the European Parliament		
	Formula				
G	259	The President	The President	The President	G
	Formula				
G	260	For the Council	For the Council	For the Council	G
	Formula				
G	261	The President	The President	The President	G
	Annex I				
G	261.1	Annex I	Annex I		G
	Annex I, first paragraph				
Y	262	Information to be provided under Article 7(2)	Information to be provided under Article 7(2) <u>7a(1)</u>	Information to be provided under Article 7(2)	Y
	Annex I, second paragraph				
Y	263	(a) where the notice is not within the advertisement itself, an example/representation of the	(a) where the notice is not within <u>or attached to</u> the advertisement itself, an example/representation of	(a) where the notice is not within the advertisement itself, an example/representation of the	Y

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	political advertisement or a link to it.	the political advertisement or a link to it.	political advertisement or a link to it.	
Annex I, third paragraph				
264	(b) the identity and place of establishment of the sponsor on behalf of whom the advertisement is disseminated including their name, address, telephone number and electronic mail address, and whether they are a natural or legal entity.	(b) the identity and place of establishment of the sponsor on behalf of whom the advertisement is <u>prepared, placed, promoted, published, delivered or</u> disseminated including their name, address, telephone number and <u>or</u> electronic mail address, and whether they are a natural or legal entity.	(b) the identity and place of establishment of the sponsor on behalf of whom the advertisement is disseminated including their name, address, telephone number and electronic mail address, and whether they are a natural or legal entity.	
264a			(ba) the information required under point (b) on the natural or legal person which provides remuneration in exchange for the political advertisement if this person is different from the sponsor.	
Annex I, fourth paragraph				
265	(c) the period during which the political advertisement is disseminated and, where applicable	(c) the period during which the political advertisement is <u>delivered or</u> disseminated and, where	(c) the period during which the political advertisement is disseminated and, where applicable	

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	and known to the publisher, the fact that the same advertisement has been disseminated in the past.	applicable and known to the publisher, the fact that the same advertisement has been disseminated in the past.	and known to the publisher, the fact that the same advertisement has been disseminated in the past.	
Annex I, fifth paragraph				
266	(d) any election with which the advertising is linked, if applicable.	(d) any election, <u>referendum, legislative or regulatory process</u> with which the advertising is linked, if applicable.	(d) any election with which the advertising is linked, if applicable.	
Annex I, sixth paragraph				
267	(e) the provisional aggregated amount spent on, and the value of other benefits received in part or full exchange for the specific advertisement, and on the specific advertising campaign where relevant, including on the preparation, placement, promotion, publication and dissemination of the political advertisements, as well as the aggregated actual amount spent and the value of other benefits received once known.	(e) the provisional aggregated amount spent on, and the value of other benefits received in part or full exchange for the specific advertisement, and on the specific advertising campaign where relevant, including on the preparation, placement, promotion, publication, <u>delivery</u> and dissemination of the political advertisements, as well as the aggregated actual amount spent and the value of other benefits received once known.	(e) the provisional aggregated amount spent on, and the value of other benefits received in part or full exchange for the specific advertisement, and on the specific advertising campaign where relevant, including on the preparation, placement, promotion, publication and dissemination of the political advertisements, as well as the aggregated actual amount spent and the value of other benefits received once known.	
Annex I, seventh paragraph				
268				

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	(f) the sources of the funds being used for the specific advertising campaign including for the preparation, placement, promotion, publication and dissemination of the political advertisements.	(f) the sources <u>origin</u> of the funds <u>amounts and other benefits</u> being used for the specific advertising campaign including for the preparation, placement, promotion, publication, <u>delivery</u> and dissemination of the political advertisements.	(f) information on the sources of the funds being used for the specific advertising campaign including for the preparation, placement, promotion, publication and dissemination of the political advertisements.	
Annex I, eighth paragraph				
G	269	(g) meaningful information about the methodology used for the calculation of the amounts and values referred in (e).	(g) meaningful information about the methodology used for the calculation of the amounts and values referred in (e).	G
Annex I, ninth paragraph				
R	270	(h) where the publisher is a very large online platform, a link to the advertisement's location in the publisher's advertising repository. <u>publisher's advertising European Repository for Online Political Advertisements.</u>	(h) where the publisher is a very large online platform, a link to the advertisement's location in the publisher's advertising repository.	R
Annex I, tenth paragraph				
G	271	(i) where the advertisement is linked to specific elections or referendums, links to official information about the modalities	(i) where the advertisement is linked to specific elections or referendums, links to official information about the modalities	G

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	for participation in the election or referendum concerned.	for participation in the election or referendum concerned.	for participation in the election or referendum concerned.	
	Annex I, eleventh paragraph			
G	272	(j) information about the mechanism established under Article 9.	(j) information about the mechanism established under Article 9.	
	Annex II			
R	272.1	Annex II		
	Annex II, first paragraph			
R	273	Information to be provided under Article 12(3)	Information to be provided under Article 12(3)	Information to be provided under Article 12(3) 12a(1)
	Annex II, second paragraph			
R	274	(a) the specific groups of recipients targeted, including the parameters used to determine the recipients to whom the advertising is disseminated, with the same level of detail as used for the targeting, the categories of personal data used for the targeting and amplification, the targeting and amplification goals, mechanisms	(a) the specific groups of recipients targeted, including the parameters used to determine the recipients to whom the advertising is disseminated, with the same level of detail as used for the targeting, the categories of personal data used for the targeting and amplification, the targeting and amplification goals, mechanisms	(a) the specific groups of recipients targeted, including the parameters used to determine the recipients to whom the advertising is disseminated, with the same level of detail as used for the targeting, the categories of personal data used for the targeting and amplification, the targeting and amplification goals, mechanisms

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	and logic including the inclusion and exclusion parameters and the reasons for choosing these parameters.	and logic including the inclusion and exclusion parameters and the reasons for choosing these parameters.	and logic including the inclusion and exclusion parameters and the reasons for choosing these parameters.	
Annex II, third paragraph				
275	(b) the period of dissemination, the number of individuals to whom the advertisement is disseminated and indications of the size of the targeted audience within the relevant electorate.	(b) the period of dissemination, the number of individuals to whom the advertisement is disseminated and indications of the size of the targeted audience within the relevant electorate.	(b) the period of dissemination, the number of individuals to whom the advertisement is disseminated and indications of the size of the targeted audience within the relevant electorate.	
Annex II, fourth paragraph				
276	(c) the source of the personal data referred to in point (a), including, where applicable, information that the personal data was derived, inferred, or obtained from a third party and its identity as well as a link to the data protection notice of that third party for the processing at stake.	(c) the source of the personal data referred to in point (a), including, where applicable, information that the personal data was derived, inferred, or obtained from a third party and its identity as well as a link to the data protection notice of that third party for the processing at stake.	(c) the source of the personal data referred to in point (a), including, where applicable, information that the personal data was derived, inferred, or obtained from a third party and its identity as well as a link to the data protection notice of that third party for the processing at stake.	
Annex II, fifth paragraph				
277	(d) a link to effective means to support individuals' exercise of their rights under Regulation (EU)	(d) a link to effective means to support individuals' exercise of their rights under Regulation (EU)	(d) a link to effective means to support individuals' exercise of their rights under Regulation (EU)	

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	2016/679 or Regulation (EU) 2018/1725, as applicable, in the context of targeting and amplification of political advertising on the basis of their personal data.	2016/679 or Regulation (EU) 2018/1725, as applicable, in the context of targeting and amplification of political advertising on the basis of their personal data.	2016/679 or Regulation (EU) 2018/1725, as applicable, in the context of targeting and amplification of political advertising on the basis of their personal data.	
R 277a			(da) a link to or a clear indication of where the policy referred to in Article 12a paragraph 1(a) can be easily retrieved.	R