

Political advertising - Transparency notice

2025 (1): Sponsorship of Euractiv Rapporteur newsletter (27th to 31st October 2025), and banner campaign Euractiv (3rd to 7th November 2025).

- Topic: Direct regional funding is the cornerstone for EU cohesion.
- Identity of the sponsor: European Free Alliance
- Period of publication of the ad: 3rd to 7th November 2025.
- Total expenditure: 3.000€.
- Origin of the amount: This ad received financial support from the European Parliament. The contents of the event are the sole responsibility of the author, and the European Parliament cannot be held responsible for any use which may be made of the information contained therein.
- Calculation of the amount: the European Free Alliance purchased the Euractiv membership for 10.000€ in 2025. This membership grants 10 credits that can be exchangeable for services. The cost of this ad is 3 credits, which equals 3.000€.
- No targeting or delivery techniques were applied.
- Mechanisms of notification of non-compliant political advertisements: Article 15(1) of the Regulation (EU) 2024/900 of the European Parliament and of the Council of 13 March 2024 on the transparency and targeting of political advertising refers to indicating possibly non-compliant political advertisements:
 1. Political advertising publishers shall have in place the necessary mechanisms to enable natural or legal persons to notify them if a particular political advertisement that they have published does not comply with this Regulation.
 2. The mechanisms referred to in paragraph 1 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 made in electronic form.
 3. Those mechanisms shall facilitate the submission of precise and substantiated notifications to political advertising publishers to enable them to identify the non-compliance of the political advertisements in question with this Regulation. To that end, political advertising publishers shall take the necessary measures to enable and facilitate the submission of notifications containing all of the following elements: (a) a substantiated explanation of the reasons why the natural or legal person submitting the notification alleges that the political advertisement in question does not comply with this Regulation; (b) information enabling the identification of the political advertisement; (c) the name and email address of the natural or legal person submitting the notification.

4. Political advertising publishers shall without undue delay send a confirmation of receipt of the notification received pursuant to paragraph 1 to the natural or legal person who submitted it.
5. Political advertising publishers which are very large online platforms and very large online search engines shall without undue delay: (a) examine and address the notifications received pursuant to paragraph 1 in a diligent, non-arbitrary and objective manner; (b) inform the natural or legal person which made the notification referred to in paragraph 1 of the follow-up given to it.
6. Political advertising publishers that are not very large online platforms and very large online search engines shall without undue delay: (a) make best efforts to examine and address the notifications received pursuant to paragraph 1, in a diligent, non-arbitrary and objective manner; (b) inform, at least upon request, the natural or legal persons which made the notification referred to in paragraph 1 of this Article of the follow-up given to it; political advertising publishers qualifying as micro-undertakings under Article 3(1) of Directive 2013/34/EU shall make best efforts to ensure their compliance with this point.
7. In the last month preceding an election or a referendum, political advertising publishers shall process any notification they receive about a political advertisement linked to that election or referendum within 48 hours provided that the notification can be processed completely on the basis of the information included in the notification. Political advertising publishers qualifying as micro, small or medium-sized undertakings under Article 3(1), (2) and (3) of Directive 2013/34/EU shall make best efforts to process any notification that they receive about a political advertisement linked to that election or referendum without undue delay.
8. Political advertising publishers shall provide clear and user-friendly information on the possibilities for redress in respect of the political advertisement to which the notification relates and, where applicable, on the use of automated means for the processing of notifications.
9. Political advertising publishers shall without undue delay inform the sponsors or providers of political advertising services concerned of any measures they take following notifications made under this Article, that affect the availability or the presentation of the political advertisement concerned.
10. Political advertising publishers may respond to multiple notifications under paragraph 1 regarding the same advertisement or advertising campaign collectively, including by making use of automated tools or by making an announcement on their website referring to the notifications concerned.

11. The Commission, after consulting the network of national contact points referred to in Article 22(8), may issue guidelines to assist political advertising publishers in the application of this Article.