EUROPEAN
COMMISSION

Brussels, 25.11.2021
COM(2021) 731 final

ANNEXES 1 to 2

ANNEXES

to the proposal for a

REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

on the transparency and targeting of political advertising

{SEC(2021) 575 final} - {SWD(2021) 355 final} - {SWD(2021) 356 final}

ANNEX I

Information to be provided under Article 7(2)

(a) where the notice is not within the advertisement itself, an example/representation of the political advertisement or a link to it.

(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.

(c) the period during which the political advertisement is disseminated and, where applicable and known to the publisher, the fact that the same advertisement has been disseminated in the past.

(d) any election with which the advertising is linked, if applicable.

(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.

(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.

(g) meaningful information about the methodology used for the calculation of the amounts and values referred in (e).

(h) where the publisher is a very large online platform, a link to the advertisement's location in the publisher's advertising repository.

(i) where the advertisement is linked to specific elections or referendums, links to official information about the modalities for participation in the election or referendum concerned.

(j) information about the mechanism established under Article 9.

ANNEX II

Information to be provided under Article 12(3)

(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 and logic including the inclusion and exclusion parameters and the reasons for choosing these parameters.

(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.

(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.

(d) a link to effective means to support individuals' exercise of their rights under Regulation (EU) 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.