

## IMCO Amendments to draft INI report on DSA

Alex Agius Saliba (MT, S&D) draft report (available [here](#))

Amendments [1-311](#), [312-598](#), [599-919](#)

MEPs from the Internal Market and Consumer Protection Committee have submitted 919 amendments to MEP Agius Saliba's draft own initiative report which is intended to influence the [Digital Services Act](#); an upcoming piece of legislation which is likely to include measures aimed at increasing transparency and accountability in digital markets. Please find below an overview of the most relevant amendments concerning advertising.

MEP	Political Group	Position	Tag
Alex Agius Saliba, Adriana Maldonado López, Maria-Manuel Leitão-Marques Clara Aguilera, Brando Benifei, Maria Grapini, Andreas Schieder, Evelyne Gebhardt, Biljana Borzan, Sylvie Guillaume	S&D	<b>AM45:</b> Need to depart from advertising-centric business model designed to maximise attention in favour of model focused on interests of citizens and advertisers (in broadening audience and customer base) <b>AM263:</b> model of free services paid through advertising may be detrimental to society and consumers	Platform business model
Andreas Schieder, Adriana Maldonado López, Clara Aguilera, Maria Grapini	S&D	<b>AM217:</b> transparency under ECD needs to be strengthened because of lack of transparency in online advertising.	Adtech transparency
Evelyne Gebhardt, Monika Beňová, Andreas Schieder, Sylvie Guillaume, Adriana Maldonado López	S&D	<b>AM268:</b> intermediaries that enable commercial transactions, including advertising, should be subject to stronger obligations in protecting consumers	Adtech consumer protection
Alex Agius Saliba, Adriana Maldonado López, Maria-Manuel Leitão-Marques, Clara Aguilera, Brando Benifei, Andreas Schieder, Marc Angel, Evelyne Gebhardt, Biljana Borzan	S&D	<b>AM642:</b> DSA platform to consumer framework should cover transparency and accountability in online advertising (rather than just advertising). Framework should include (1) opt out option for tracking and micro-targeting, opt in option for use of behavioural data for advertising; (2) consumer access to their marketing profiles; (3) guidance of what counts as aggressive advertising; (4) provide access to ad delivery data to verify exposure of advertisers, performance of paid vs unpaid advertising	Targeting opt out, Adtech transparency

Andreas Schieder, Adriana Maldonado López, Clara Aguilera	S&D	<b>AM646:</b> online advertising industry should be liable for establishment of legal status of false or misleading ad “(change of ban on the incriminated advertising)”	Adtech liability
Alex Agius Saliba, Adriana Maldonado López, Maria-Manuel Leitão-Marques, Clara Aguilera, Brando Benifei, Maria Grapini, Andreas Schieder, Marc Angel, Evelyne Gebhardt, Biljana Borzan	S&D	<b>AM653:</b> A7 ECD should be revised to regulate targeted advertising more strictly	Adtech regulation
Alex Agius Saliba, Adriana Maldonado López, Maria-Manuel Leitão-Marques, Clara Aguilera, Brando Benifei, Maria Grapini, Andreas Schieder, Evelyne Gebhardt, Sylvie Guillaume	S&D	<b>AM673:</b> fairness criteria should be introduced for accountability of targeted advertising algorithms, with external audits and verification of algorithm design choices	Adtech transparency
Marcel Kolaja (on behalf of Greens/EFA)	Greens/EFA	<b>AM59:</b> Profiling and targeting undermine democratic society and hinder competition (through data collection by platforms)	Platform business model
Alexandra Geese (on behalf of Greens/EFA)	Greens/EFA	<b>AM184:</b> recent targeted advertising scandals show need for DSA	Adtech business model
Katalin Cseh, Karen Melchior	RE	<b>AM163:</b> need guidelines on products/services that should not be excluded from ads targeting children, including influencer marketing. <b>AM228:</b> a business partner verification platform for influencers and small service providers should be established	Advertising and children, influencer marketing
Jordi Cañas	RE	<b>AM178:</b> fundamental rights should be protected from intrusive business models, including digital advertising	Adtech business model
Dita Charanzová, Ivars Ijabs, Vlad-Marius Botoș, Andrus Ansip, Karen Melchior, Svenja Hahn	RE	<b>AM606:</b> ‘Know Your Business Customer’ should apply to advertisers on platforms. Platforms should provide services to customers where information is incomplete or when informed by authorities that identity of customer is false	Advertising transparency, platform transparency
Anna-Michelle Asimakopoulou	EPP	<b>AM226:</b> online advertising service providers (among others) should be required to verify identity of business partners	Adtech transparency,

			platform transparency
Andreas Schwab	EPP	<b>AM257:</b> EC should assess whether there is need to strengthen ECD transparency provisions on digital advertising	Adtech transparency
Pablo Arias Echeverría, Róza Thun und Hohenstein, Tomislav Sokol, Andrey Kovatchev, Edina Tóth, Pilar del Castillo Vera, Romana Tomc, Andreas Schwab	EPP	<b>AM260:</b> consumer protection concerns about targeting <u>can</u> (rather than cannot) be addressed through transparency requirements <b>AM579:</b> <u>remove language</u> , to mean that the DSA should <u>not</u> distinguish between commercial activities (including advertising and marketing practices) and non-commercial activities and content	Adtech transparency
Pablo Arias Echeverría, Róza Thun und Hohenstein, Tomislav Sokol, Andrey Kovatchev, Edina Tóth, Maria da Graça Carvalho, Kris Peeters, Romana Tomc, Andreas Schwab	EPP	<b>AM645:</b> requirement to disclose who is paying for ads and false/misleading ads should empower advertisers vis-à-vis ad services regarding where ads are placed. More efforts needed to make sure illegal activities are not funded by advertising services.	Adtech transparency, brand safety
Pablo Arias Echeverría, Róza Thun und Hohenstein, Tomislav Sokol, Andrey Kovatchev, Maria da Graça Carvalho, Marion Walsmann, Romana Tomc	EPP	<b>AM649:</b> transparency on who is paying for ads should also apply to targeted ads. The criteria for profiling must be clear to verify against abuse. Users should be informed and give their consent prior to receiving targeted ads.	Adtech transparency; targeting opt in
Pablo Arias Echeverría, Róza Thun und Hohenstein, Tomislav Sokol, Andrey Kovatchev, Maria da Graça Carvalho, Marion Walsmann, Kris Peeters, Andreas Schwab, Romana Tomc	EPP	<b>AM651:</b> requirements regarding behavioural advertising should be introduced to protect public interest. Behavioural advertising based on certain vulnerable characteristics should be forbidden, while others should only be allowed following opt-in from user.	Limits on targeting, targeting opt out
Martin Schirdewan, Emmanuel Maurel, Stelios Kouloglou	GUE/NGL	<b>AM254:</b> profiling interferes with rights and freedoms; GDPR is inadequate; personal data should only be used where it is necessary to provide service.	Ban on targeting

Eugen Jurzyca	ECR	<b>AM256:</b> <u>remove</u> 'concerns about profiling cannot be addressed through transparency requirements alone'; ECD obligation on digital advertising don't necessary need change, but should be reviewed. <b>AM580:</b> <u>remove language</u> to mean that DSA shouldn't distinguish between commercial activities (including advertising) and non-commercial activities, but instead distinguish between commercial activities and content	Adtech transparency
Adam Bielan, Beata Mazurek, Andżelika Anna Możdżanowska	ECR	<b>AM258:</b> ECD transparency provisions on digital advertising should be frequently reviewed	Adtech transparency
Adam Bielan, Beata Mazurek, Eugen Jurzyca, Andżelika Anna Możdżanowska	ECR	<b>AM647:</b> requirement to disclose who is paying for ads should only be established if technically feasible, proportionate and proven to provide added value	Advertising transparency, platform transparency
Eugen Jurzyca, Adam Bielan	ECR	<b>AM648:</b> <u>remove language</u> to mean that requirement to disclose who is paying for ads should not apply to platforms established in third countries	Advertising transparency, platform transparency
Marco Zullo	NA	<b>AM185:</b> need more transparency in online advertising and hidden marketing, such as influencer marketing. Influencers should disclose sponsored nature of content clearly.	Adtech transparency, influencer marketing
Jean-Lin Lacapelle, Virginie Joron	ID	<b>AM621:</b> ECD A5 & A10 should require transparency of commercial activities including income from advertising carried out outside EU	Advertising transparency, platform transparency