



ROYAL NORWEGIAN MINISTRY
OF LOCAL GOVERNMENT AND REGIONAL DEVELOPMENT

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Norwegian Position Paper on the Commission Proposal for a Regulation of the European Parliament and of the Council on a Single Market For Digital Services (Digital Services Act) and – amending Directive 2000/31/EC - (COM(2020) 825)

Introduction

Norway is an integral part of the EU Internal Market through the European Economic Area (EEA)-agreement and incorporation of relevant EU legislation into the Agreement ensures legal homogeneity throughout the EEA.

Norway welcomes the Commission's proposal for a Regulation on a Single Market for Digital Services (Digital Services Act, DSA), and supports the overall objectives of the proposal which are to improve the Single Market for digital services and to create a safer and more transparent online environment for citizens in the European Economic Area (EEA). In this regard, Norway is of the opinion that children and young people constitute a vulnerable group that has a special need for protection in this online environment.

Targeted advertising – Article 24

The trilogue negotiations on the Commission Proposal on DSA started 31 January 2022. Norway has noted the Parliament's position on targeted advertising and the proposal to prohibit targeted advertising aimed at minors. This is a position the Norwegian government share. Minors are particularly vulnerable to practices where businesses use information that is observed, volunteered, inferred, or collected on individuals' conduct or characteristics, to tailor advertisement to individual consumers or groups of individual consumers. Impressionability, lack of experience and natural credulity, make children and young people vulnerable to the influence of advertising. For children and young people, it is difficult to resist advertisement that hits them where they are the most vulnerable. Targeted advertising facilitates exploiting such vulnerabilities to a far greater extent than traditional advertising. At the same time, children and young people themselves act as consumers at an ever-younger age and on an increasing number of platforms, and minors are an attractive target group for businesses. Norway is therefore of the opinion that the DSA should include a ban of all targeted advertising aimed at minors.

Against this background Norway proposes the following amendment to article 24 (new No. 3):

- *Targeting techniques that process, reveal or infer personal data of minors for the purpose of displaying advertisements is prohibited.*

Further restrictions on targeted advertising and sharing of personal data

Furthermore, to prevent unfortunate market development and to protect fundamental rights in relation to targeted advertising, the DSA should impose on the Commission to investigate further restrictions on the sharing of personal data across services, platforms and undertakings. While considering appropriate restrictions, one should balance the interests of businesses and the aim of fostering innovation, against the need to protect the interests of European citizens.

To cater for this need for further investigations, Norway proposes the following new article:

- *The Commission shall carry out an assessment on the need for further restrictions on targeted advertising and the sharing of personal data across services, platforms and undertakings and, if appropriate, propose amendments to this Regulation.*