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Brussels

Henna Virkkunen
Executive Vice-President for
Tech Sovereignty, Security and
Democracy

Magnus Brunner
Commissioner for Internal Affairs and
Migration

Michael McGrath
Commissioner for Democracy, Justice,
the Rule of Law and Consumer
Protection

European Commission
Rue de la Loi 200
1049 Brussels

**Notification of a Nordic joint letter regarding fraudulent
advertising and the Digital Services Act**

Dear Executive Vice-President, dear Commissioners,

Please find enclosed a letter from Ministers of Denmark, Finland, Norway and
Sweden regarding fraudulent advertising and the Digital Services Act.

Yours faithfully,

Mikaela Kumlin Granit
Permanent Representative of Sweden to the EU

13 July 2026

Ms Henna Virkkunen
Vice-President of the Commission for
Tech Sovereignty, Security and
Democracy

Mr Magnus Brunner
Commissioner for Internal Affairs and
Migration

Mr Michael McGrath
Commissioner for Democracy, Justice,
the Rule of Law and Consumer
Protection

Dear Vice-President, dear Commissioners,

Fraudulent advertising and the Digital Services Act

We, the undersigned Nordic Ministers, have identified fraudulent advertising on online platforms to be a wide-spread problem that we must address. Indeed, it is not an exaggeration to say that online fraud has become a scourge to our societies that subject not least our elders and other vulnerable groups to ruthless deception.

The earnings from online fraud are significant and feed the criminal economy. In addition, the revenue online platforms earn from fraudulent advertising incentivise them to abstain from taking serious action against said fraud. Already, the volume of fraudulent advertisement on online platforms is evidence of an online environment being exploited for criminal purposes despite existing regulatory frameworks that enable platforms to take action.

Among the Nordic countries, we are aware of the fact that this is a global phenomenon that has been brought to the attention of the Commission's services. We note for example the recent complaint lodged by 29 consumer organisations across Europe and the umbrella organisation BEUC to the European Commission and to national supervisory authorities regarding Meta, TikTok and Google in relation to their compliance with the Digital Services Act (DSA).

According to the complaint, consumer organisations in 13 European countries have collected evidence on a large scale between December 2025 and March 2026. Nearly 900 ads that were deemed likely to be fraudulent were reported to the platforms via their reporting tools. The results show that financial fraud is still all too common and that the platforms have failed to effectively stop the reported fraudulent ads and protect consumers.

In many cases, the organisations have discovered major discrepancies between what the platforms claim to do and the reality that users encounter online.

Consequently, we conclude that there is case to take forward under the DSA on fraudulent advertising with a view to ensure its effective application. We believe that the full application of the DSA in this regard, including its provisions on systemic risks and advertising on online platforms, would push back fraudulent advertising on online platforms.

With this letter, we wish to assure you and your services our support to pursue action against fraudulent advertising on online platforms in accordance with the DSA. It seems to us that the full application of the DSA is needed now more than ever before.

We would appreciate feedback from you on the state-of-play on actions under the DSA against fraudulent advertising.

Yours sincerely,

This letter is signed without prejudice to Norway's and Iceland's agreements with the European Union.



Christina Egelund

Minister of Science, Higher Education and Digital Affairs, Denmark



**Forsknings-, Uddannelses-
og Digitaliseringsministeriet**



Lulu Ranne

Minister of Transport and Communications, Finland



Astri Aas-Hansen

Minister of Justice and Public Security, Norway



Karianne Oldernes Tung

Minister of Digitalisation and Public
Governance, Norway



Gunnar Strömmer

Minister of Justice, Sweden



Erik Slottnér

Minister for Public Administration,
Sweden