European Commission preliminarily findings: TikTok's ad repository in breach of DSA

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Following the formal proceedings initiated on 19 February 2024 to evaluate potential breaches of the Digital Services Act (DSA) by TikTok, the European Commission issued its preliminary findings on 15 May 2025, stating that TikTok appeared to be in violation of the Act. An in-depth investigation, involving the analysis of internal company documents, testing of TikTok's tools, and interviews with experts in the field, led the Commission to find that the platform had failed to fulfil its obligation to publish an advertisement repository. The Commission considers that TikTok's advertisement repository does not enable the public to comprehensively search for advertisements based on key criteria, thereby limiting the usefulness of the tool.

Transparency regarding advertisements is crucial, including for researchers and civil society to detect scam advertisements, hybrid threat campaigns, coordinated information operations, and fake advertisements, particularly in the context of elections.

When proceedings were opened in 2024, the Commission also addressed the negative effects stemming from the design of TikTok's algorithmic systems, such as 'rabbit hole effects' and behavioural addiction. Other issues raised included age assurance, TikTok's obligation to ensure a high level of privacy, safety and security for minors, and data access for researchers. The investigation into these topics continues.

Commission preliminarily finds TikTok's ad repository in breach of the Digital Services Act

https://digital-strategy.ec.europa.eu/en/news/commission-preliminarily-finds-tiktoks-ad-repository-breach-digital-services-act

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