

Ban.020 DMA Ban on online advertising services

Authors: Winfried Veil

Last update: 2026-08-18 09:09:20 | By: Winfried Veil

Created at: 2026-08-17 15:48:11

Article 5(2)(a) Digital Markets Act

Obligations for gatekeepers

"The gatekeeper shall not do any of the following:

(a) process, for the purpose of providing online advertising services, personal data of end users using services of third parties that make use of core platform services of the gatekeeper;

[...]

unless the end user has been presented with the specific choice and has given consent within the meaning of Article 4, point (11), and Article 7 of Regulation (EU) 2016/679.

Where the consent given for the purposes of the first subparagraph has been refused or withdrawn by the end user, the gatekeeper shall not repeat its request for consent for the same purpose more than once within a period of one year.

This paragraph is without prejudice to the possibility for the gatekeeper to rely on Article 6(1), points (c), (d) and (e) of Regulation (EU) 2016/679, where applicable."