

# TRANSPARENCY NOTICE

## 1) Declaration of the nature of the material

We hereby declare that the planned material is a political advertisement within the meaning of EU regulations.

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## 2) Sponsor data (identity)

**Sponsor:** European People's Party Group in the European Parliament (EPP Group)

**Email:** [eppgroup-advertising@europarl.europa.eu](mailto:eppgroup-advertising@europarl.europa.eu)

**Registered address:** rue Wiertz 60, 1047 Brussels, Belgium

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## 3) Link between the material and the political/legislative process

The campaign concerns the EPP Group successes in the period after the European elections, with a focus on the sectors of EU security and agricultural policies. The communication is of an informational and political nature, related to the shaping EU policies in the field of defence and farming.

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## 4) Payer and origin of funds and control

**Payer:** Same entity as the Sponsor.

**Sponsor controlled by an entity outside the EU:** no

**Origin of funds:** public/ EU

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## 5) Period, territory, and formats

**Publication period:** 15th to the 30th of December 2025

**Territorial scope:** Romania

**Formats:** *Digital display/in-feed advertising on Romanian online portals, creatives featuring EPP-Group political messages on defence-related and agricultural policies.*

*Clicks lead to the landing page:*

<https://www.eppgroup.eu/ro/ce-facem/with-eu-countries/romania/in-doar-un-an-ppe-a-transformat-viziunea-in-realitate>

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## 6) Budget and non-monetary benefits

**Total campaign budget:** 49.000 Euros

**Total value of non-monetary benefits (e.g., barter):** not applicable

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## 7) Declaration of truthfulness and consent for data processing

We declare that the above information is true. We consent to the processing of contact data for the purpose of fulfilling legal obligations, including sharing with competent authorities.

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## 8) Information obligation and condition for publication

We acknowledge that the obligation to provide the above information lies with the sponsor and entities providing political advertising services. We understand that failure to provide or correct the information “without undue delay” will result in suspension or termination of publication.

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## 9) Calculation methodology

The amounts and non-monetary benefits were determined as follows:

**Method for determining and aggregating amounts:** **FOR DIGITAL**: *Media cost is calculated as the number of impressions × CPM rate according to the media plan. Impression data come from publisher reports. Creative production and campaign management are included in the package price and invoiced as a single agency invoice (without a separate fee).*

Non-monetary benefits/barter: none.

Reporting currency: EUR

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## 10) Applied labelling and transparency notice templates

We confirm that the materials will use the political advertising labelling template and the transparency notice template in accordance with Commission Implementing Regulation (EU) 2025/1410.