NOTE

This is an extract from EASA’s Policy newsletter of October 2023, published 11th October. It sets out the latest issues related to Influencer marketing and the EU

Influencer Marketing: CPC Network taking action

On Monday this week, the European Commission has announced that the CPC network (consists of authorities responsible for enforcing EU consumer protection laws to protect consumers’ interests in EU and EEA countries) would coordinate a so-called sweep[[1]](#footnote-1) of influencer marketing practices. This online monitoring exercise is expected to be launched end of October. The following steps are expected to follow the usual timeline such action: the sweep is carried out by the CPC network in November and the results are published in December or January. Then, a second phase takes place, consisting for the CPC network in checking how many of the uncompliant traders have improved their practice to become compliant, following the sweep.

On the same day, the European Commission has launched its Influencers Legal Hub[[2]](#footnote-2), aiming to inform influencers about their legal obligations when there engage in marketing practices. The Influencer Legal Hub comprises video trainings, written legal briefs, overviews of important European laws and cases, as well as links to other resources, among which links to self-regulatory organisations.

The press release is available in the daily news section of 17th October[[3]](#footnote-3). EASA, which is regularly in touch with DG Just on this topic, was represented by its Director General Lucas Boudet in the panel of experts gathered by the Commission for the launch event.

With its upcoming Influencer Marketing Standards Training (IMST), EASA and its network of SROs intend to do even more, making trainings to influencers available in the different languages and reaching influencers in Europe beyond the borders of the EU. EASA’s ambition is then to further build on the IMST towards a certification and monitoring of trained influencers.

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1. <https://commission.europa.eu/live-work-travel-eu/consumer-rights-and-complaints/enforcement-consumer-protection/sweeps_en> [↑](#footnote-ref-1)
2. <https://commission.europa.eu/live-work-travel-eu/consumer-rights-and-complaints/influencer-legal-hub_en> [↑](#footnote-ref-2)
3. <https://ec.europa.eu/commission/presscorner/detail/en/mex_23_5067> [↑](#footnote-ref-3)