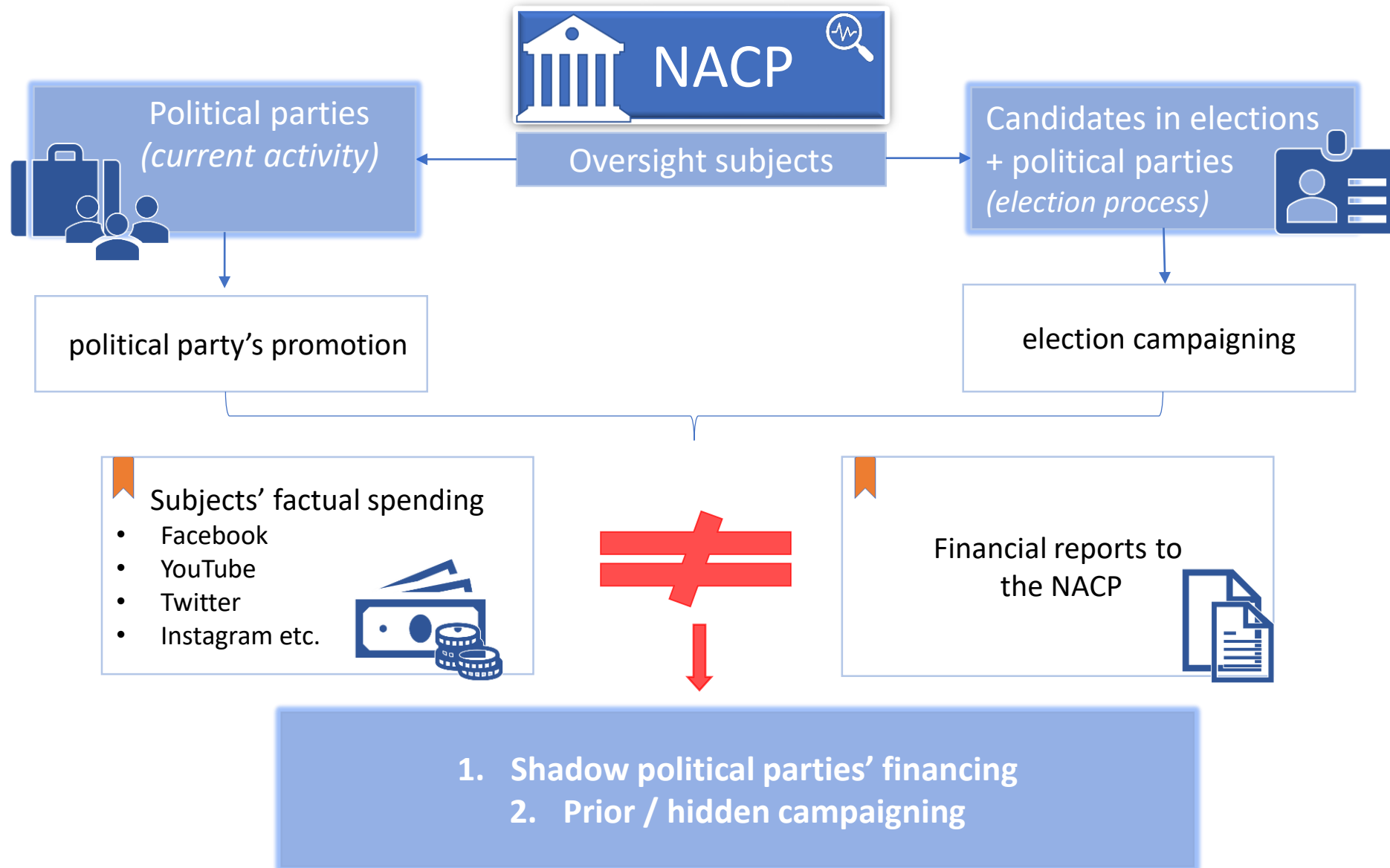


CAMPAIGN FINANCE OVERSIGHT IN UKRAINE



What has been done

1. The Law “On Media” has been adopted, online media regulation and regulation of different WEB-platforms are implemented.
2. Campaigning spending and promotion on the Internet are highlighted in political activity subjects reporting.
3. Automatization of the receipt of the spending information by the NACP and CEC, including Internet advertising, is anticipated with its further publication on the proper portal (ICS – PolitData).
4. **The right** of the regulator (the National Council of Television and Radio Broadcasting) to implement campaigning marking on the ground of concluded agreements, memorandums of cooperation with providers of the platforms of the common access to the information, is stipulated at the legislative level.
5. The cooperation with NGOs on conducting election campaigning and referendums on the Internet is provided.
6. Specific program tools are used for monitoring on the Internet and social media, in particular in online campaigning (Semantrum).
7. The first cases of violations’ justification on undeclared spending on online advertising on Facebook are elaborated.

What has to be done

1. To envisage a marking **obligation** and prosecution **mechanism** for its violation.
2. To envisage cooperation mechanisms with online-platforms, (notifications on clients, access to the advertisement libraries, transparency of the content moderation algorithms).
3. To implement provisions of the EU Act on digital services in the national legislation with the development of independent and effective oversight mechanism for the implementation of its provisions*.
4. To prohibit the usage of microtargeting within the political advertisement dissemination and campaigning when implementing GDPR (General Data Protection Regulation) requirements in the national legislation**.
5. To restrict the usage of deepfakes within election and referendum campaigning aiming at preventing communication of events which haven’t been held.
6. To restrict the usage of bots for the promotion of desinformation campaigns and provide liability for their usage.
7. To restrict the usage of the common identity by NGOs and political parties to prevent manipulations on campaigning spending and promotion.

* The EC is planning to adopt drafts of two related documents to ensure in particular, fair functioning of the online-platform - [Digital Services Act](#) and [Digital Markets Act](#).

** General Data Protection Regulation – regulation within the EU legislation on personal data protection of all persons within the EU and European Economic Area.