Article 62: Regulated financial-service advertising

Council first-reading position 8543/1/26 REV 1, 4 November 2026. Verified 19 November 2026. Final wording and numbering may change.

Application
The Council position provides for general application 21 months after eventual entry into force under Article 124. Final Official Journal text and calendar dates remain to be checked.

Provision
Article 62(1)-(5)

Requirement
Very large online platforms and very large online search engines must request an authorisation number, registration number or other specified evidence from advertisers of regulated financial services. Before allowing those advertisements, they must make best efforts to assess the information's reliability and completeness, subject to the proportionate automated-assessment condition. Missing information requires refusal. Advertisement repositories must identify the financial-service subject matter and whether the advertiser acts for a provider.

Responsible
The specified very large platforms and search engines perform the checks. Advertisers are solely responsible for the information's accuracy for this Regulation's purposes.

Timing
Request and assess the information before allowing the relevant advertising. Refuse access to that advertising service if the required information has not been obtained.

Conditions and exceptions
The definition covers services requiring authorisation or registration under Union law, including specified financial, crypto-asset and crowdfunding services. The reliability assessment is a best-efforts duty qualified by proportionality and automated-tool feasibility.

PSD2 comparison
The Council correlation Annex lists no direct PSD2 predecessor. This does not exclude thematic or technical-standard precursors.

Source: Council of the European Union, 8543/1/26 REV 1. Updated article card.

What it means for the fraud function

- Preserve the advertisement, advertiser identity and claimed licence when investigating a scam.

- Use verified registers to distinguish impersonation of an authorised firm from an advertiser's genuine authorisation.

- Coordinate notices about fraudulent content through Article 61 and the relevant DSA route.

Common misreadings

- This article does not impose the same advertiser-checking duty on every website.

- The reliability and completeness check is a best-efforts duty, conditional on proportionate assessment by automated tools. It is not a general strict-liability obligation to reimburse every investment scam.

Episodes: Coverage follows the curriculum. Links on the updated HTML card.