

SNAPCHAT'S DSA AD TRANSPARENCY

AI Forensics finds Snapchat's advertising transparency tools fell far short of requirements for very large online platforms under the DSA.

13-05-2026

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Our latest investigation, conducted in April, found that Snapchat's advertising transparency tools fell far short of requirements for very large online platforms under the DSA.

More specifically, we found:

- The platform's Ad Gallery was searchable only by advertiser name.
- The repository was unavailable 99.7% of the time during the observation period.
- Commercial communications were not labeled as such on the web.

However, after sharing our findings with Snap's DSA Compliance Team and holding a collaborative session, Snap's engineering team was able to address the rate limiting issue. A fix, deployed on April 29, led to service availability rising from almost 0% to nearly 100%.

The two other issues, regarding limited search functionality and absence of commercial communication labeling, are yet to be addressed.

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MLex covered our finding that Snapchat's ad repository may have breached DSA transparency rules, as well as our collaborative session with Snapchat to address concerns.

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