

## Transparency Notice – JCDecaux Ireland

Campaign: “Save Moore Street and the GPO” - Sinn Féin

### 1. Publisher

- Publisher: JCDecaux Ireland Limited
  - Registered address: 6 Sandyford Park, Burton Hall Road, Leopardstown, Dublin 18, D18 AT28, Ireland
  - Contact for political advertising transparency and complaints:  
[political-ads@jcdecaux.ie](mailto:political-ads@jcdecaux.ie)
- 

### 2. Sponsor of this political advertisement

- Sponsor name: Sinn Féin
  - Sponsor type: Political party
  - Sponsor address: Ard Oifig Shinn Féin, Kevin Barry Memorial Hall, 44 Parnell Sq West, Dublin 1
  - Political actor under Regulation (EU) 2024/900: Yes  
The advertising service has been paid for by Sinn Féin.  
The payee is JCDecaux Ireland Limited.
- 

### 3. Political objective / context

- Campaign description: Outdoor advertising campaign supporting “The campaign to save Moore Street and the GPO.”
  - Political / policy context: Campaign concerning the protection and future of the Moore Street and GPO area in Dublin, linked to Sinn Féin’s political position on heritage and planning policy.
  - Linked political actor: Sinn Féin
  - Linked electoral event or referendum: None specified.
- 

### 4. Campaign details with JCDecaux

- Advertising formats:
    - 2 x Metropole panels
    - 1 x Billboard
  - Display period: 23 February 2026 – 8 March 2026
  - Geographic coverage: Dublin City Centre
    - Metropole 1: East Wall
    - Metropole 2: Guild Street
    - Billboard: Summerhill
- 

### 5. Amounts paid and funding

- Amount paid to JCDecaux Ireland for this campaign (media cost, ex-VAT unless otherwise stated): €5,174.61
- Funding source for this campaign: Sinn Féin (party funds / as declared by sponsor).
- Aggregated campaign amount (all providers): €5,174.61

---

**6. Targeting and delivery**

- No personal-data-based targeting has been used for this campaign.

---

**7. Notification of concerns / complaints**

If a member of the public wishes to notify us of possible non-compliant political advertisements they can do so by e-mailing [political-ads@jcdecaux.ie](mailto:political-ads@jcdecaux.ie)

Please include, where possible, a photo/screenshot of the ad, the location, date and time seen, and a brief explanation of your concern.

---

Date of publication of this Transparency Notice: 23/02/2026