

2022

# Ads Safety Report

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Google's work to prevent malicious  
use of our ads platforms



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A look back at what we did in 2022 to keep our platforms safe for users, advertisers and publishers

When we make decisions about ads and other monetized content on our platforms, user safety is at the very top of our list. In fact, thousands of Googlers work around the clock to prevent malicious use of our advertising network and make it safer for people, businesses and publishers.

We do this important work because an ad-supported internet allows everyone to access essential information and diverse content, free of charge. And as the digital world evolves, our policy development and enforcement strategies evolve with it — helping to prevent abuse while allowing businesses to reach new customers and grow.

We've continued to invest in our policies, team of experts and enforcement technology to stay ahead of potential threats, including launching new policies and updating existing ones. In 2022, we added or updated 29 policies for advertisers and publishers, including expanding our [financial services verification program](#) to ten new countries, expanding [protections for teens](#), and strengthening our [elections ads policies](#).

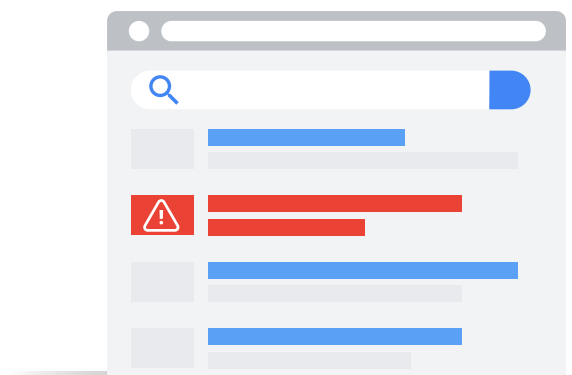
Our continued investment in policy development and enforcement enabled us to block or remove over 5.2 billion ads, restrict over 4.3 billion ads and suspend over 6.7 million advertiser accounts. And we blocked or restricted ads from serving more than 1.57 billion publisher pages and across more than 143,000 publisher sites, up from 63,000 in 2021.

We continue to empower users with more information and control over their ad experience on Google. Last fall, we launched [My Ad Center](#), which helps users control the kinds of ads they see, limit ads that may be sensitive – such as alcohol, dating, weight loss, gambling, and pregnancy – and learn more about the information used to personalize their ad experience across Google on Search, YouTube and Discover. In the first three months after launch, we've seen more than 70 million visits to My Ad Center globally, with people adjusting their ad preferences on more than 20% of those visits.

We've also invested in giving helpful information to users about our advertisers. In 2018, we began [requiring all advertisers](#) who wish to run election ads on our platforms to go through a verification process and include an in-ad disclosure that clearly shows who paid for the ad. In 2020, we took this one step further by introducing a [global advertiser identity verification program](#) that requires Google advertisers to verify information about their businesses, where they operate from and what they're selling or promoting. Most recently, we launched the new [Ads Transparency Center](#), a searchable repository of verified advertisers across all of our platforms, including Search, Display, and YouTube, that helps people learn more about the ads they see and the advertisers behind them.

We will continue to invest in policies, our team of experts and enforcement technology to stay ahead of potential threats. This report highlights the areas where we enforced the most in 2022.

To learn even more about the work we did, read our [blog post](#).



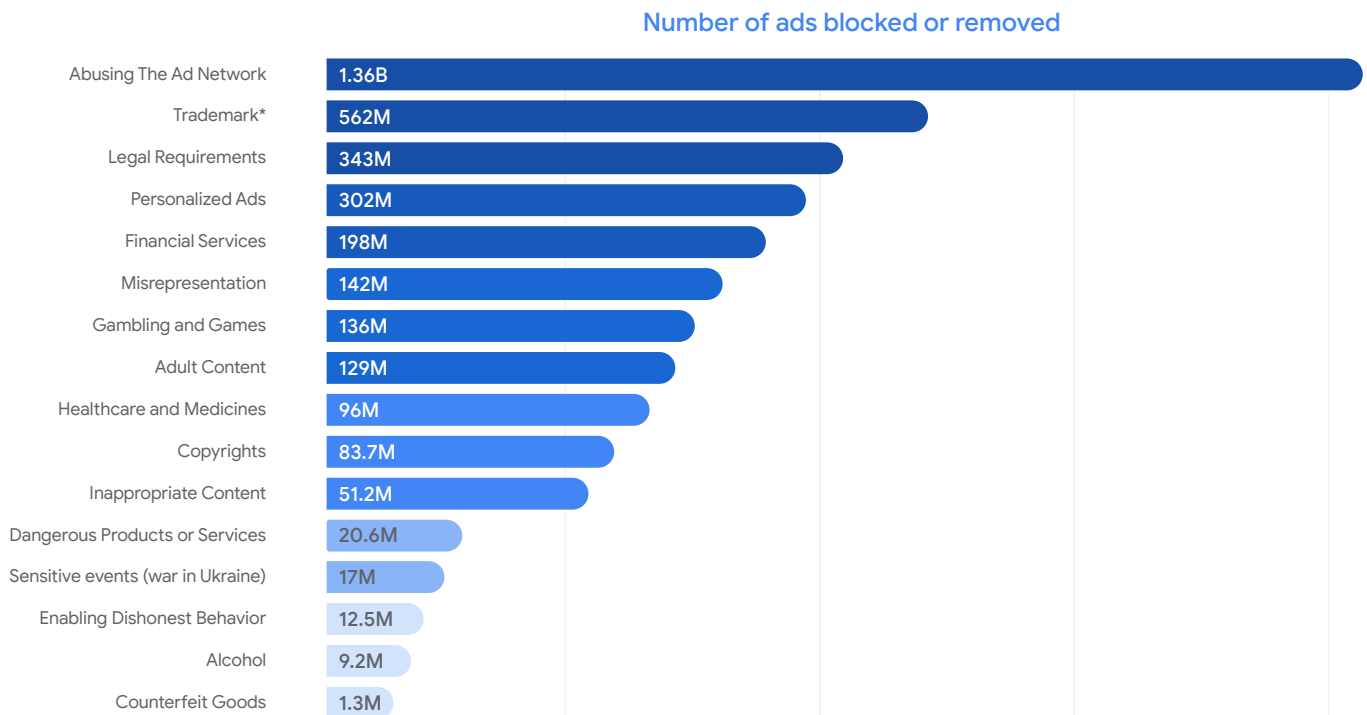
# Advertiser policy enforcement

## Blocked ads

Our policies are designed to support a safe and positive experience for our users, which is why we prohibit content that we believe to be harmful to users and the overall advertising ecosystem.

**5.2 billion**  
bad ads stopped in 2022

Below are the policies that we enforced the most in 2022:



Graph is illustrative only; axis is not to scale

\*We allow trademark owners to limit third-party ads from using their terms in ad text under our policies, even if the ads are otherwise permissible under applicable law.

## Restricted ads

The policies below cover content that is sometimes legally or culturally sensitive. Online advertising can be a powerful way to reach customers, but in sensitive areas, we also work hard to avoid showing ads when and where they might be inappropriate. For that reason, we allow the promotion of the content below, but on a limited basis. These promotions may not show to every user in every location, and advertisers may need to meet additional requirements before their ads are eligible to run.

**4.3 billion**  
restricted ads in 2022

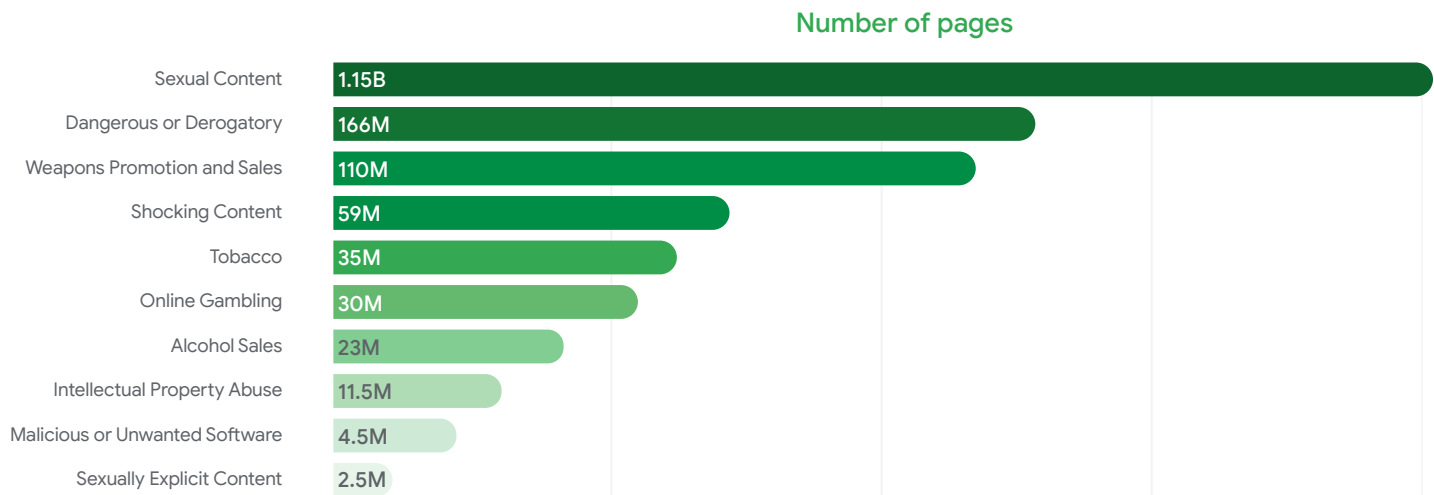
Restricted Businesses	550M	Gambling and Games	130M
Local Legal Requirements	503M	Healthcare and Medicines	124M
Financial Services	237M	Copyrights	83.4M
Adult Content	163M	Alcohol	55M

# Publisher enforcement

We support the open web by helping publishers monetize their content. This content is subject to certain publisher policies and restrictions.

**1.57 billion**  
pages taken action against in 2022

Below are the areas that we enforced the most in 2022:



Graph is illustrative only; axis is not to scale

Learn more about our policies

 [Advertiser](#)

 [Publisher](#)