



2020

Ads Safety Report

Annual report on efforts to prevent
malicious use of our ads platforms



Ads Safety Report

A look back at what we did in 2020 to keep our platforms safe for users, advertisers and publishers.

At Google, we actively look for ways to ensure a safe user experience when making decisions about the ads people see and the content that can be monetized on our platforms. Developing policies in these areas and consistently enforcing them is one of the primary ways we keep people safe and preserve trust in the ads ecosystem.

2021 marks one decade of releasing our annual Ads Safety Report which highlights the work we do to prevent malicious use of our ads platforms. Providing visibility on the ways we're preventing policy violations in the ads ecosystem has long been a priority — and this year we're sharing more data than ever before.

We know that when we make decisions through the lens of user safety, it will benefit the broader ecosystem. Preserving trust for advertisers and publishers helps their businesses succeed in the long term. In the upcoming year, we will continue to invest in policies, our team of experts and enforcement technology to stay ahead of potential threats. We also remain steadfast on our path to scale our verification programs around the world in order to increase transparency and make more information about the ad experience universally available.

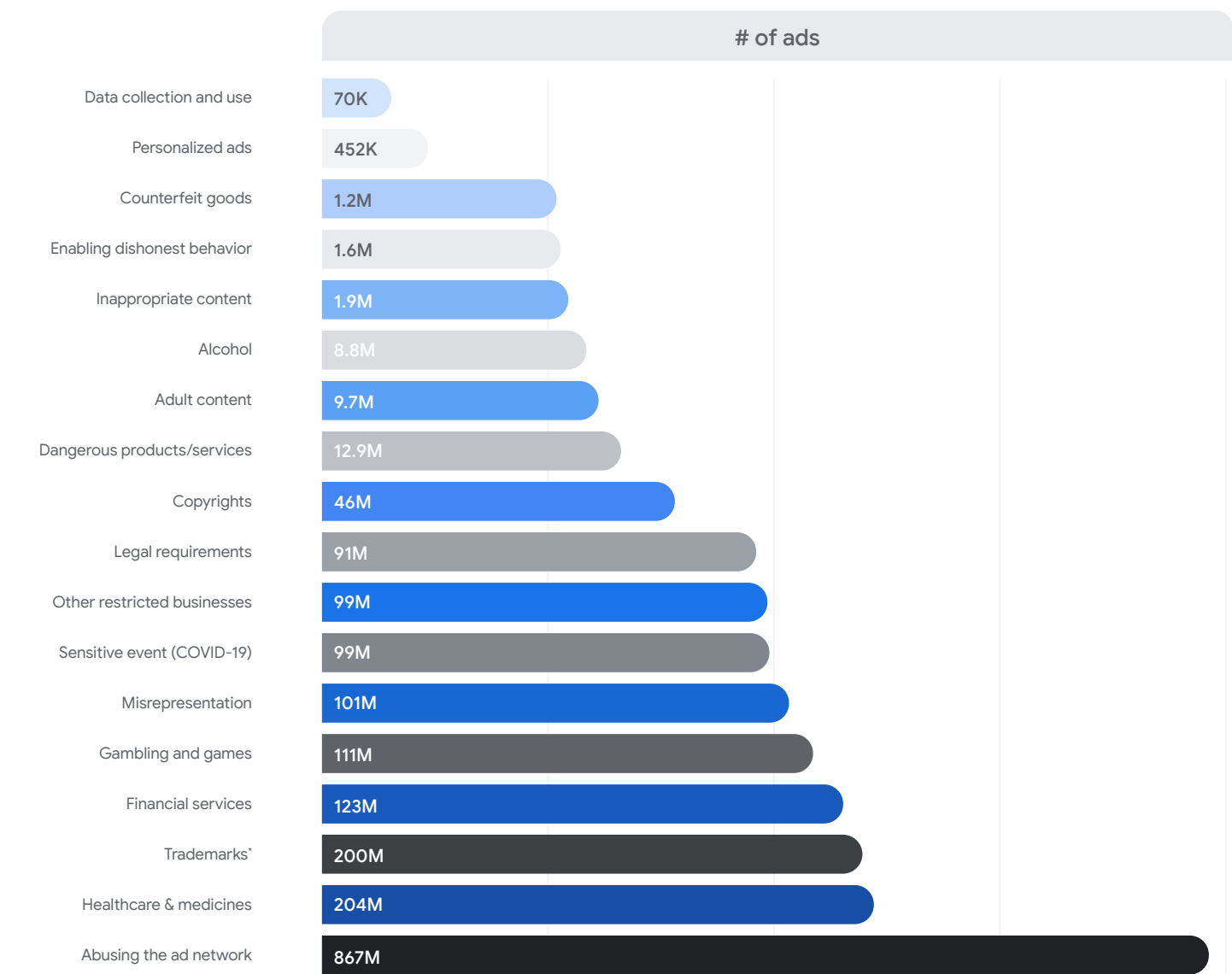
This report highlights the areas that required the most enforcement in 2020. To learn even more about the work we did, read our [blog post](#).

We launched over 40 policy updates in 2020, including: [Political Content](#), [Clickbait](#), [Harmful Health Claims](#), [Business Operations Verification](#), [Advertiser Identity Verification](#) and [Housing, Employment, and Credit](#).

Advertiser Enforcement

Advertisers have to adhere to our policies which are designed to ensure a safe and positive experience for users. Below are the areas that required the most enforcement in 2020.

3.1 Billion ads blocked and removed in 2020



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

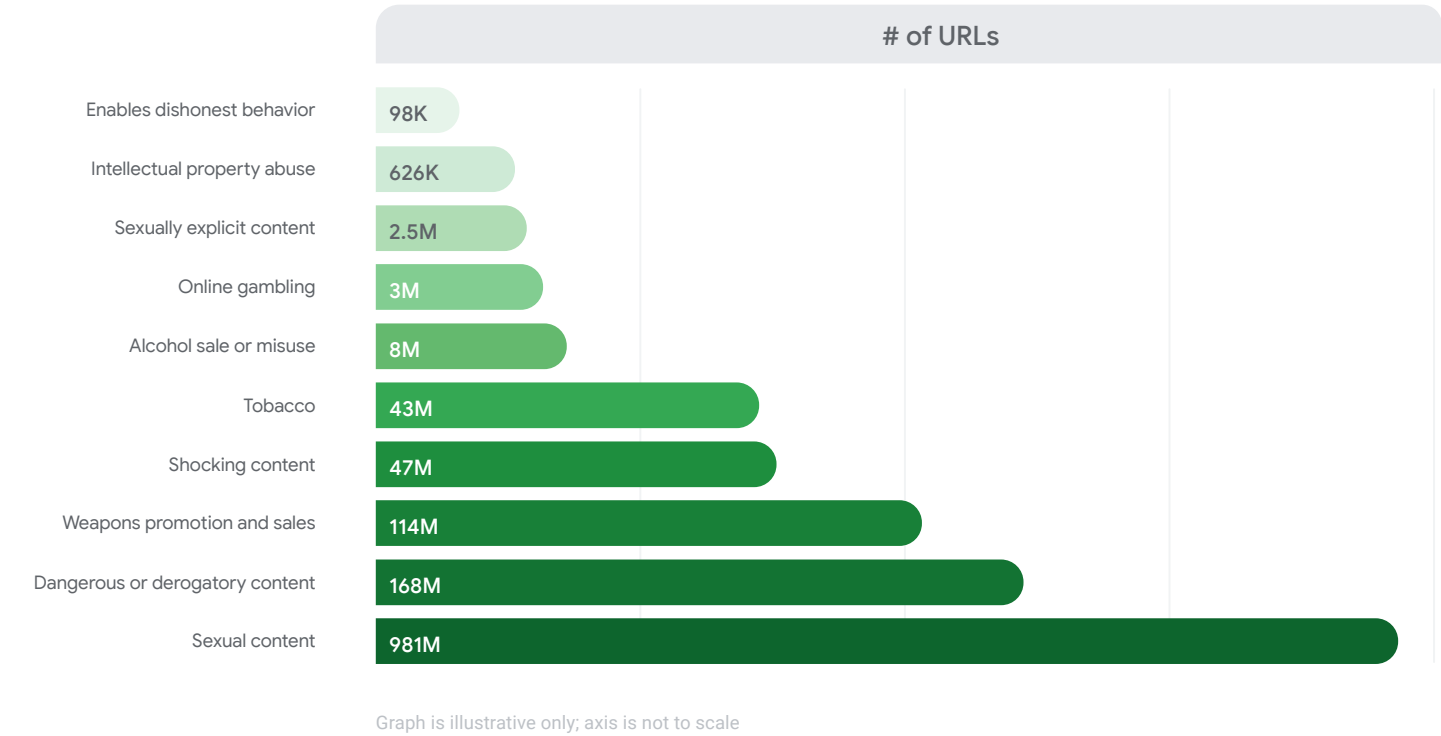
There are certain categories of ads that are legally or culturally sensitive and are only allowed on a limited basis. These ads may not show to every user in every location, and advertisers may need to meet additional requirements before their ads are eligible to run.

6.4 Billion
restricted ads in 2020

Adult content	1.8M	Financial services	23M
Alcohol	80M	Legal requirements	550M
Gambling and games	68M	Other restricted businesses	354M
Healthcare & medicines	66M		

Publisher Enforcement

In 2020 we took action against 1.3 billion pages and 1.6 million domains. Below are the areas that required the most enforcement in 2020.



Learn more about our policies:

[Advertising](#) [Publisher](#)