



2025

Ads Safety Report: European Union

Working to prevent malicious use of our ads platforms

Billions of people worldwide depend on Google as a reliable source of information. That includes advertisements. Ads Safety works to **protect the digital advertising ecosystem**.

In 2025, here's what we did to keep our platforms safe for everyone.

Primary Stats:

1.6B

Ads Removed

2M

Advertiser accounts suspended

Top 5 Policy Violations:

1. [Abusing the ad network](#)
2. [Trademark](#)
3. [Personalization Violations](#)
4. [Misrepresentation](#)
5. [Dating and Companionship](#)

Reshaped by AI advancements, new abuse tactics, and global events, the ads safety landscape is ever-shifting. Our industry demands **continuous agility**.

We meet the needs of this dynamic environment head-on. Using the latest Gemini models and through collaboration with partners, we foster **safer online experiences for everyone**.