2025

Ads Safety Report: United Kingdom

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:

675.7M
Ads Removed

593k
Advertiser accounts suspended

Top 5 Policy Violations:

1. Abusing the ad network
2. Sexual Content
3. Dating and Companionship
4. Gambling and Games
5. Financial Services

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**.