2020

Ads Safety Report

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

![Bar chart showing the number of ads blocked and removed in different categories]

- Data collection and use: 70K
- Personalized ads: 452K
- Counterfeit goods: 1.2M
- Enabling dishonest behavior: 1.6M
- Inappropriate content: 1.9M
- Alcohol: 8.8M
- Adult content: 9.7M
- Dangerous products/services: 12.9M
- Copyrights: 46M
- Legal requirements: 91M
- Other restricted businesses: 99M
- Sensitive event (COVID-19): 99M
- Misrepresentation: 101M
- Gambling and games: 111M
- Financial services: 123M
- Trademarks*: 200M
- Healthcare & medicines: 204M
- Abusing the ad network: 867M

*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

<table>
<thead>
<tr>
<th>Category</th>
<th># of URLs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult content</td>
<td>1.8M</td>
</tr>
<tr>
<td>Financial services</td>
<td>23M</td>
</tr>
<tr>
<td>Alcohol</td>
<td>80M</td>
</tr>
<tr>
<td>Legal requirements</td>
<td>550M</td>
</tr>
<tr>
<td>Gambling and games</td>
<td>68M</td>
</tr>
<tr>
<td>Other restricted businesses</td>
<td>354M</td>
</tr>
<tr>
<td>Healthcare &amp; medicines</td>
<td>66M</td>
</tr>
</tbody>
</table>

## 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.

![Graph](image-url)  

Graph is illustrative only; axis is not to scale

Learn more about our policies:

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