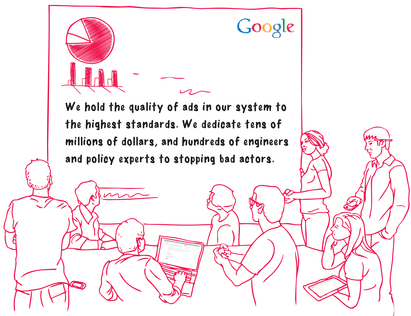
HOW GOOGLE KEEPS ADS SAFE

Ads help fund businesses across the web, and help people enjoy their favorite services and content, often for free. Yet, bad ads can ruin our experiences online and discourage people from using the web – that hurts users, our partners, and Google. We have a vested interest in stopping bad ads.



We hold the quality of ads in our system to the highest standards. We dedicate tens of millions of dollars, and hundreds of engineers and policy experts to stopping bad actors.

WHAT ARE BAD ADS?

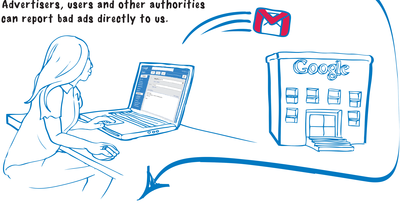
Bad ads include scams selling illegal products such as counterfeit goods, and harmful products such as malware and spyware.

HOW DO WE FIND THEM?

1 AUTOMATED SYSTEMS
Digital tools monitor the content of each ad and scan the advertiser's website before the ad is ever shown.

2 EXPERT REVIEW
Google experts review suspicious ads that our software has flagged.

3 YOUR HELP
Advertisers, users and other authorities can report bad ads directly to us.



WHAT DO WE DO WHEN WE FIND A BAD AD?

We don't just remove bad ads, we also remove bad advertisers.

RESULTS

In 2011, billions of ads were submitted to us. We shut down:

824,000
BAD ADVERTISERS

MORE THAN
134,000,000
BAD ADS

Our ads policies are designed with safety and trust in mind.

Google