2024 Ads Safety Report
United Kingdom

Google's work to prevent malicious use of our ads platforms

With billions worldwide depending on Google for reliable information, including ads, our dedicated team works tirelessly to protect the digital advertising ecosystem. Here's a look back at what we did in 2024 in the United Kingdom to keep our platforms safe for everyone.

Advertiser policy enforcement

Our policies are designed to support a safe and positive experience for our users, which is why we prohibit content that we believe to be harmful to users and the overall advertising ecosystem.

411.7M
Ads removed

1.1M
Ads accounts suspended

Top 5 policy violations:

1. Trademark
2. Abusing the ad network
3. Financial services
4. Legal requirements
5. Gambling and games

The ad safety landscape is constantly changing, reshaped by technological breakthroughs like advancements in AI, emerging abuse tactics, and global events, demanding continuous agility from our industry. In this dynamic environment, we are meeting these challenges head-on, deploying cutting-edge technology and collaborating with partners to foster a safer online experience for everyone.

Google