

2021

# Ads Safety Report

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



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A look back at what we did in 2021 to keep our platforms safe for users, advertisers and publishers

When we make decisions about ads and other monetized content on our platforms, user safety is at the very top of our list. In fact, thousands of Googlers work around the clock to prevent malicious use of our advertising network and make it safer for people, businesses and publishers.

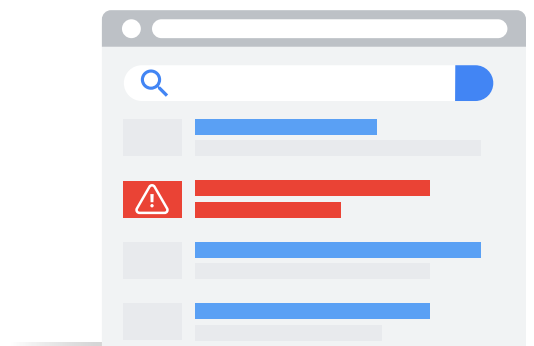
We do this important work because an ad-supported internet allows everyone to access essential information and diverse content, at no cost. And as the digital world evolves, our policy development and enforcement strategies evolve with it — helping to prevent abuse while allowing businesses to reach new customers and grow.

We've continued to invest in our policies, team of experts and enforcement technology to stay ahead of potential threats, including launching new policies and updating existing ones. In 2021, we introduced a [multi-strike system](#) for repeat policy violations. We added or updated over 30 policies or restrictions for advertisers and publishers including a policy [prohibiting claims that promote climate change denial](#) and a [certification for U.S.-based health insurance providers](#) to only allow ads from government exchanges, first-party providers and licensed third-party brokers.

Our continued investment in policy development and enforcement enabled us to block or remove over 3.4 billion ads, restrict over 5.7 billion ads and suspend over 5.6 million advertiser accounts. And we blocked or restricted ads from serving on 1.7 billion publisher pages and approximately 63,000 publisher sites.

We continue to roll out [new innovations](#) on features like our “About this ad” menu to help you understand why an ad was shown, and which advertiser ran it. You can report an ad if you believe it violates one of our [policies](#) or block an ad that you aren't interested in.

We will continue to invest in policies, our team of experts and enforcement technology to stay ahead of potential threats. This report highlights the areas where we enforced the most in 2021. To learn more about the work we did, read our [blog post](#).



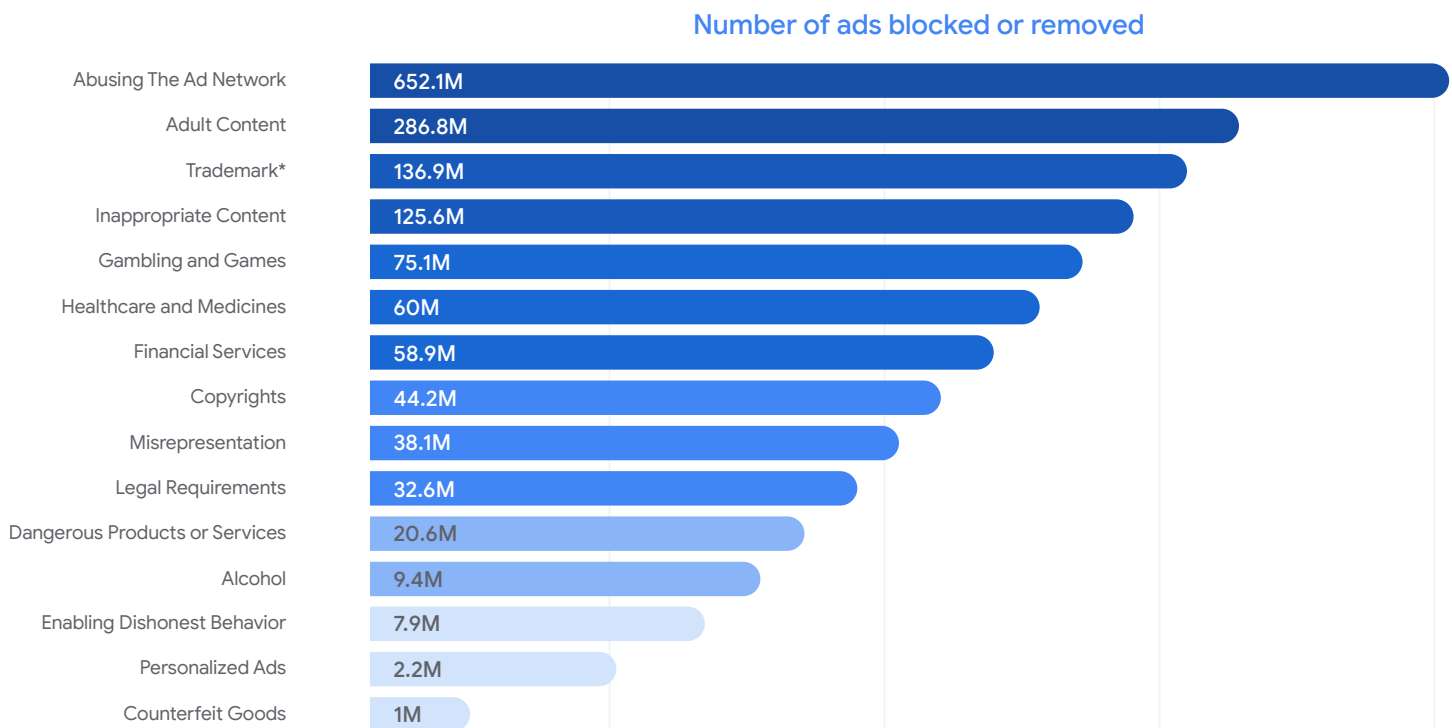
# Advertiser policy enforcement

## Blocked ads

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.

### 3.4 billion bad ads stopped in 2021

Below are the policies that we enforced the most in 2021:



Graph is illustrative only; axis is not to scale

\*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

The policies below cover content that is sometimes legally or culturally sensitive. Online advertising can be a powerful way to reach customers, but in sensitive areas, we work hard to avoid showing ads when and where they might be inappropriate. For that reason, we allow the promotion of the content below, but on a limited basis. These promotions may not show to every user in every location, and advertisers may need to meet additional requirements before their ads are eligible to run. Note that not all ad products, features, or networks are able to support restricted content.

### 5.7 billion restricted ads in 2021

Trademarks	1.4B	Adult Content	126.1M
Other Restricted Businesses	511.4M	Gambling and Games	108.1M
Financial Services	223M	Legal Requirements	105.7M
Healthcare and Medicines	219.3M	Copyrights	68.6M
Alcohol	128.5M		

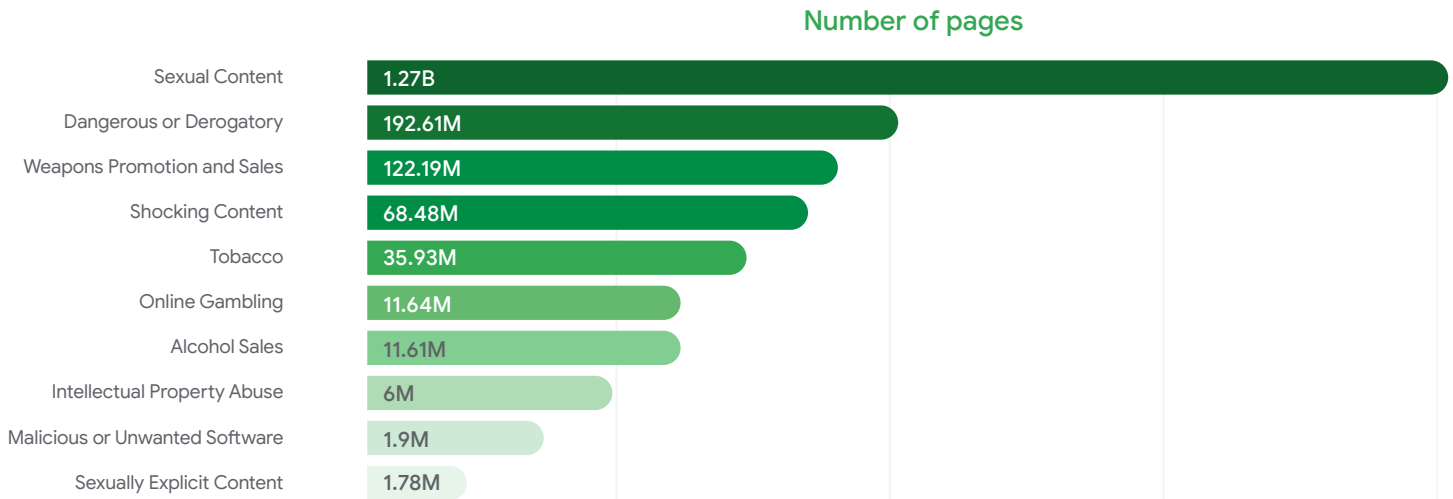
# Publisher enforcement

We support a free and open web by helping publishers monetize their content. This content is subject to certain publisher policies and restrictions.

## 1.7 billion

### pages taken action against in 2021

Below are the areas that required the most enforcement in 2021:



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## Learn more about our policies



[Advertiser](#)



[Publisher](#)