**Google Cracks Down on Billions of Ad Violators**

Google blocked or removed 3.1 billion ads from its platform worldwide last year for violating hate speech, fraud and other policies and placed restrictions on 6.4 billion ads that were deemed "legally or culturally sensitive." Google also reports an increase in "cloaking" by ad fraudsters promoting scams sparked the formation of its advertiser identity verification program.

***The Hill 3/17/21***

[***https://thehill.com/policy/technology/543529-google-blocked-nearly-100-million-misleading-coronavirus-ads-in-2020***](https://thehill.com/policy/technology/543529-google-blocked-nearly-100-million-misleading-coronavirus-ads-in-2020)

***Image credit:***

[***http://media-assets-04.thedrum.com/cache/images/thedrum-prod/s3-news-tmp-112560-adfraud--default--830.png***](http://media-assets-04.thedrum.com/cache/images/thedrum-prod/s3-news-tmp-112560-adfraud--default--830.png)