

Security and disinformation in the U.S. 2016 election: Our work going forward

We are continuing to receive new information from investigators and other companies and we'll keep searching for evidence of abuse. We'll be working closely with lawmakers and the industry to improve transparency, accountability, and disclosures around election advertising. We're also taking new steps today on our own platforms.

Advertising

- **Transparency Report.** In 2018, we'll release a transparency report for election ads, which will share data about who is buying election-related ads on our platforms and how much money is being spent. We began publishing [transparency reports](#) at the start of the current decade. This is a good opportunity to make an additional contribution to public knowledge about how election advertising works online.
- **Creative Library.** We'll also introduce a publicly accessible database of election ads purchased on AdWords and YouTube (with information about who bought each ad). That means people will not only be able to learn more about who's buying election-related ads on our platforms; they'll be able to see the ads themselves, regardless of to whom they were shown.
- **In-ad disclosures.** Going forward, we'll identify the names of advertisers running election-related campaigns on Search, YouTube, and the Google Display Network via our "Why This Ad" [icon](#).
- **Verification program.** U.S. law restricts entities outside the U.S. from running election-related ads. We'll reinforce our existing protections by requiring that advertisers proactively identify who they are and where they are based before running any election-related ads. As they do, we'll verify that they are permitted to run U.S. election campaigns through our own checks.

Security

- **Information sharing.** We will continue to work with other companies in our industry to share information and best practices about state-backed efforts to manipulate our respective platforms.
- **Advanced Protection.** We recently introduced [Advanced Protection](#), a new level of account protection designed for those with an elevated risk of attack. We're working to get this in the hands of all political campaigns and elected officials in the US, to minimize the risk of future election-related hacking attacks.
- **Protecting elections:** We've introduced a suite of digital tools designed to help election websites and political campaigns protect themselves from phishing, unauthorized account access, and other digital attacks. We've partnered with the National Cybersecurity Alliance to fund and advise on security training programs that focus specifically on elected officials, campaigns, and staff members. We are also increasing our long-standing support for the bipartisan Defending Digital Democracy Project at the Belfer Center for Science and International Affairs at Harvard Kennedy School

Highlighting quality content and combating misinformation:

Over the past 18 months, we've undertaken a broad effort to highlight authoritative sources and minimize the spread of misinformation on our platforms. We are continuing these efforts:

- Since the election we've made significant improvements to [demote](#) misleading and

misrepresentative sites in search.

- In 2016 we also introduced [the Fact Check Label](#) to provide useful context for people as they explore information online, which is now available globally in search and Google News.
- We are also concerned with sites abusing our ads systems by impersonating news organizations so we introduced a new [policy](#) against misrepresentative content for AdSense and Ad Exchange publishers and have [since](#) taken action against hundreds of publishers.

We'll continue to build on these efforts. For example YouTube continues to consider ways to provide greater transparency around news sources, including disclosure of government funding.

Published October 30, 2017