

# After Facebook, Google in turn blocks ads related to virtual money

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From June 2018, Google banned all ads with pre-algorithmic content, including capital calls for virtual money projects (ICO), virtual money purses, and virtual money trading services. This means that there will not be any advertising related to virtual currency, whether legal or lawful, posted on any Google advertising service, which is located on a genuine or third party website.



Google tightens advertising on pre-algorithms.(Photo: Reuters).

Google Sustainable Advertising Manager Scott Spencer said that many users have been affected or harmed in the virtual currency field. So Google wants to approach cryptocurrency types with caution when it is impossible to predict their future.

Earlier this year, Facebook also launched a policy to ban all advertising related to virtual money. So far, pre-algorithms are still largely unregulated, controlled and have many scams despite helping many wealthy and creating excitement among investors.

In the past year, Google has removed more than 3.2 billion ads of policy violations, nearly double the number of ads removed in 2016.

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