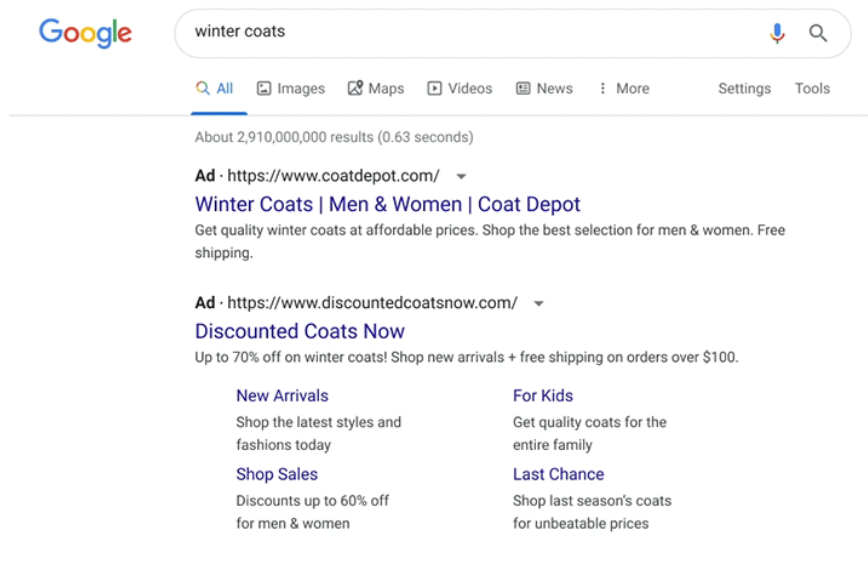


Google launched a policy of tightening advertising activities on platforms

This program is an extension of a verification verification package previously implemented by Google in 2018.

Google has just announced that it will soon implement a mandatory identity verification program for all online ad units on its platform, starting in the United States before expanding. Apply on a global scale. According to the assertion from Google, this new policy, if implemented thoroughly and effectively, will greatly improve the overall transparency of online advertising activities on the Google platform, giving users specific information. to be more specific about the identity, country and origin of the advertisement.

This program is an extension of a verification verification package previously implemented by Google in 2018 that applies to election advertising activities in the United States. This will require businesses that exploit ads on the Google platform to complete some required steps before they can buy and deploy advertising packages. Mandatory requirements include personal identification information, business consolidation documents, or identity and country verification information where the business operates. This information is then publicly displayed so that users can easily trace the origin of the ad.



Information origin of advertising

Regarding the new advertising policy, John Canfield, Director of Product Management and Advertising Operations at Google, said:

"This change will make it easier for people to get to know the information behind the unit responsible for the ads they see on Google platforms. Also help users make more informed decisions when use our advertising control

tools, and the new policy will also help improve the effectiveness of the health of the Google digital advertising ecosystem, bringing users better experience ".

However, implementing the new policy is not simple. Google acknowledges that it will take a long time to conduct verification and expects the process to complete in a few years.

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