

Google requires election advertisers to disclose synthetic content from November 2023

Source copy kept by wheresthe.ai for the story "Google requires election advertisers to disclose synthetic content from November 2023" (<https://wheresthe.ai/d/google-political-ads-synthetic-content-disclosure-2023-09/>).

Source: <https://support.google.com/adspolicy/answer/13755910?hl=en>

Text saved 18 Oct 2026 (the page as published).

SHA-256 of the saved text: 2c2286ce39f74eb786e82cdf7abdaeb46bcc90a505facf7a5b86bf6a6d786566

Updates to Political content policy (September 2023)

Google provides translated versions of the Advertising Policies Help Center, though they're not meant to change the content of the policies. The English version is the official language used to enforce Google Ads policies. To view this article in a different language, use the language dropdown at the bottom of the page.

In mid-November 2023, we are updating our Political content policy to require that all verified election advertisers in regions where verification is required must prominently disclose when their ads contain synthetic content that inauthentically depicts real or realistic-looking people or events. This disclosure must be clear and conspicuous, and must be placed in a location where it is likely to be noticed by users. This policy will apply to image, video, and audio content.

Ads that contain synthetic content altered or generated in such a way that is inconsequential to the claims made in the ad will be exempt from these disclosure requirements. This includes editing techniques such as image resizing, cropping, color or brightening corrections, defect correction (for example, "red eye" removal), or background edits that do not create realistic depictions of actual events.

Examples of ad content that would require a clear and conspicuous disclosure include (non-exhaustive):

An ad with synthetic content that makes it appear as if a person is saying or doing something they didn't say or do

An ad with synthetic content that alters footage of a real event or generates a realistic portrayal of an event to depict scenes that did not actually take place

(Posted September 2023)

Was this helpful? How can we improve it?

Submit