

Code of Practice on
Disinformation – Report of
Google for the period 1 July
2022 - 30 September 2022

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Executive Summary

Google's mission is to organise the world's information to make it universally accessible and useful. To deliver on this mission, elevating authoritative information and combating misinformation and disinformation is of utmost importance. This is especially so around issues such as public health, elections, civic engagement, or other issues that directly impact Google users' lives and civil society, as well as during crises such as the invasion of Ukraine.

Since Google was founded, Google's product, policy, and content enforcement decisions have been guided by the following three principles:

1. **Value openness and accessibility:** Aim to provide access to an open and diverse information ecosystem, while maintaining a responsible approach to supporting information quality;
2. **Respect user choice:** Based on users' intent, access to content that is not illegal or prohibited by Google's policies should be available, but set a high bar for information quality where users have not clearly expressed what they are looking for;
3. **Build for everyone:** Take into account the diversity of users (cultures, languages, backgrounds) and seek to address their needs appropriately.

With these principles in mind, Google implements a multi-faceted approach to address the complex challenges and risks raised by misinformation and disinformation across Google's products and services. Google has long invested in ranking systems that seek to connect people with authoritative sources; in developing and enforcing rules that prohibit the most harmful behaviours and contents on Google services; and in innovative ways to provide context to users when they might need it most. Our work is not done, and we expect to continue improving upon these efforts in the future.

However, we are cognizant that these are complex issues, affecting all of society, which no single actor is in a position to fully tackle on their own. That is why we have long welcomed the multi-stakeholder approach put forward by the European Union with its 2018 Code of Practice on Disinformation and, later on, with a Strengthened Code which Google signed in June 2022.

As part of the Strengthened Code, signatories committed to *'[providing] the European Commission with baseline reports detailing how they have implemented their Commitments under the Code'* within seven months of signing the Code. As this baseline report is the first to be provided by the signatories, future reports *'may require improvements'* and *'become more detailed over time'*.

Accordingly, this baseline report represents a meaningful first step in Google's work to meet our commitments under the Code. It highlights the breadth of our work across Member States to tackle the monetisation of disinformation, to provide transparency on political advertising, to detect and counter a range of threats to the integrity of our services, to empower users, and to work with the fact-checking and research communities; and provides more information about the quantitative impacts of our work at the Member State level than ever before.

For example, the report provides an in-depth overview of relevant policies that we diligently enforce, including: demonetisation actions we have taken against pages and domains, ads creatives actioned on due to violation of relevant policies, or actions taken under YouTube's misinformation policy.

In addition to providing new quantitative information about our work, the report also describes our efforts to support and connect users to authoritative content, including by elevating Information panels to users across the European Economic Area or via media literacy campaigns. For instance, YouTube's '[Hit Pause](#)' campaign is live in 20 EEA Member States, or Google Search's [Super Searchers](#) for librarians and library staff. The report also clarifies how we support researchers across our products, such as through our 25 million EUR inaugural investment into the [European Media and Information Fund](#), 13.2 million USD donation to the [International Fact Checking Network](#), and through the [YouTube Researcher Program](#).

Going forward we will continue to expand upon the data we have provided in this baseline report, including in the quantity, the language, and/or the Member State-specificity of quantitative information (SLIs). We will also explore opportunities to share more about engagement with other Signatories and the European Digital Media Observatory (EDMO) on various chapters of the Code.

The contents of this report should be read with the following context in mind:

- This report discusses the key approaches across the following Google services when it comes to addressing disinformation: Google Search, YouTube, and Google Advertising.
- For chapters of the Code that involve the same actions across all three services (e.g. participation to the Permanent Task-force or to the Transparency Centre), we respond as 'Google, on behalf of related services'.
- It follows the structure and template laid out by the Code's Permanent Task-force, organised around Commitments and Chapters of the Code.
- Unless otherwise specified, metrics provided cover activities and actions during the period from 1 July 2022 to 30 September 2022 (Q3 2022).
- The data provided in this report is subject to a range of factors, including product changes and user settings, and is expected to fluctuate over the time of the reporting period. Additionally, as Google continues to evolve its approach, in part to better address user and regulatory needs, the data reported here could vary substantially over time.
- We understand this report as seeking to establish a baseline of relevant actions we took up until this moment in time. In response to questions about changes that would have taken place during the last reporting period, whilst not inclusive of all changes that took place before 2022, we have

included a number of major actions and also signalled action that took place during the course of 2022, in order to avoid confusion. In future reports, we will only refer to changes that took place during the reporting period.

- We are continuously working to improve the safety and reliability of our services. We are not always in a position to pre-announce specific launch dates, details or timelines for upcoming improvements, and therefore may reply 'no' when asked whether we can disclose future plans for Code implementation measures in the coming reporting period. This 'no' should be understood against the background context that we are constantly working to improve safety and reliability and may in fact launch relevant changes without the ability to pre-announce.
- This report is filed concurrently with two 'crisis reports' about our response to the COVID-19 pandemic and to the invasion of Ukraine. As such, while there will be references to our actions throughout this report, information specific to these events should be sought in dedicated reports.

Following this baseline report, Google expects to publish subsequent versions of this report biannually, focusing on the 6 months review period relevant to each filing, as requested under the Code. In addition, we expect to remain a committed and productive member of the Code of Practice's Permanent Task-force, which continued to deliver upon its obligations under the Code through the second half of 2022 and which we anticipate will keep doing so through 2023.

Google looks forward to continuing to work together with the European Commission and other Code Signatories to address the challenge of disinformation in Europe.

Navigation per Service

Commitments	Measures	Google Advertising ¹	Google Search	YouTube	Google, on behalf of related services
II. Scrutiny of Ad Placements					
1	Measure 1.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 1.2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 1.3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 1.4	<i>Not subscribed</i>			
	Measure 1.5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 1.6	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Measure 2.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 2.2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 2.3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 2.4	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Measure 3.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 3.2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 3.3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
III. Political advertising					
4	Measure 4.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 4.2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Measure 5.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Measure 6.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 6.2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 6.3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 6.4	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 6.5	<i>Not subscribed</i>			

7	Measure 7.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 7.2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 7.3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 7.4	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Measure 8.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 8.2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Measure 9.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 9.2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Measure 10.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 10.2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Measure 11.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 11.2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 11.3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 11.4	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Measure 12.1	Not subscribed			
	Measure 12.2	Not subscribed			
	Measure 12.3	Not subscribed			
13	Measure 13.1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 13.2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Measure 13.3	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IV. Integrity of services					
14	Measure 14.1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 14.2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 14.3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

¹ **Note:** Google Advertising refers to both Google Ads and Google AdSense where appropriate. Within the body of the report, 'Google Advertising' is used to refer to both services, whereas the individual service will be named if only applicable to Google Ads or Google AdSense.

15	Measure 15.1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 15.2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
16	Measure 16.1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 16.2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
V. Empowering users					
17	Measure 17.1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 17.2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 17.3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
18	Measure 18.1	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 18.2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 18.3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
19	Measure 19.1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 19.2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
20	Measure 20.1	<i>Not subscribed</i>			
	Measure 20.2	<i>Not subscribed</i>			
21	Measure 21.1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 21.2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 21.3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
22	Measure 22.1	<i>Not subscribed</i>			
	Measure 22.2	<i>Not subscribed</i>			
	Measure 22.3	<i>Not subscribed</i>			
	Measure 22.4	<i>Not subscribed</i>			
	Measure 22.5	<i>Not subscribed</i>			
	Measure 22.6	<i>Not subscribed</i>			
	Measure 22.7	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
23	Measure 23.1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 23.2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

24	Measure 24.1	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
25	Measure 25.1	<i>Not subscribed</i>			
	Measure 25.2	<i>Not subscribed</i>			
VI. Empowering the research community					
26	Measure 26.1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 26.2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 26.3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
27	Measure 27.1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 27.2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 27.3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 27.4	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
28	Measure 28.1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 28.2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 28.3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 28.4	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
29	Measure 29.1	<i>Not subscribed</i>			
	Measure 29.2	<i>Not subscribed</i>			
	Measure 29.3	<i>Not subscribed</i>			
VII. Empowering the fact-checking community					
30	Measure 30.1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 30.2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 30.3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 30.4	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
31	Measure 31.1	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 31.2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 31.3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

	Measure 31.4	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
32	Measure 32.1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 32.2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Measure 32.3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	33	Measure 33.1	Not subscribed		
VIII. Transparency centre					
34	Measure 34.1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 34.2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 34.3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 34.4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 34.5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
35	Measure 35.1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 35.2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 35.3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 35.4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 35.5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 35.6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
36	Measure 36.1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 36.2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 36.3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
IX. Permanent Task-Force					
37	Measure 37.1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 37.2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 37.3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 37.4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 37.5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

	Measure 37.6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
X. Monitoring of the Code					
38	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
39	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
40	Measure 40.1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 40.2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 40.3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 40.4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 40.5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 40.6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
41	Measure 41.1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 41.2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Measure 41.3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
42	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
43	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
44	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

II. Scrutiny of Ad Placements

Commitment 1

Relevant signatories participating in ad placements commit to defund the dissemination of disinformation, and improve the policies and systems which determine the eligibility of content to be monetised, the controls for monetisation and ad placement, and the data to report on the accuracy and effectiveness of controls and services around ad placements

	C.1	M 1.1	M 1.2	M 1.3	M 1.4	M 1.5	M 1.6
We signed up to the following measures of this commitment:	Google Advertising	Google Advertising	Google Advertising	Google Advertising	<i>Not subscribed</i>	Google Advertising	Google Advertising
	Google Advertising						
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes						
If yes, list these implementation measures here [short bullet points].	<p>Prior to 2022, Google Advertising deployed the following (non-comprehensive) set of relevant measures, some of which are further detailed in response to QREs below:</p> <ul style="list-style-type: none"> ● Updated Google Ads and AdSense policies on climate change; ● Changed policies to further protect users from harmful content related to COVID-19; ● Introduced the ability for advertisers to use dynamic exclusion lists that can be updated seamlessly and continuously over time; 						

	<ul style="list-style-type: none"> Deployed and enforced AdSense policies, including on Unreliable and Harmful Claims, Replicated Content, Manipulated Media, and Dangerous and Derogatory Content (ongoing). <p>In 2022, due to the invasion of Ukraine, Google Advertising has also adapted and enforced policies to protect users. This is in addition to wide ranging actions taken such as pausing Google Ads in Russia as well as prohibiting the monetisation of any Russian-Federation state funded media.</p> <p>More information about Google Advertising’s responses to COVID-19 and to the invasion of Ukraine can be found in dedicated reports filed alongside this baseline document.</p>
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A
Measure 1.1	Google Advertising
QRE 1.1.1	In order to protect users and publishers who trust Google AdSense with the monetisation of their content, Google AdSense has rolled

out a number of policies and processes geared towards disrupting the monetisation incentives of malicious and misrepresentative actors.

Here are some examples of AdSense policies that disrupt the monetisation incentives of malicious and misrepresentative actors in the ads ecosystem:

[Unreliable and Harmful Claims](#)

AdSense does not allow content that makes claims that are demonstrably false and could significantly undermine participation or trust in an electoral or democratic process. This includes content that promotes harmful health claims, or relates to a current, major health crisis and contradicts authoritative scientific consensus, as well as content that contradicts authoritative scientific consensus on climate change.

Examples of Unreliable and Harmful Claims:

- Anti-vaccine advocacy, denial of the existence of medical conditions such as AIDS or COVID-19, gay conversion therapy;
- Information about public voting procedures, political candidate eligibility based on age or birthplace, election results, or census participation that contradicts official government records.

[Replicated Content](#)

AdSense does not allow Google-served ads on screens with embedded or copied content from others without additional commentary, curation, or otherwise adding value to that content.

Examples of Replicated Content:

- Sites that copy and re-publish content from other sites without adding any original content or value;
- Sites that use automatically generated content without manual review or curation.

[Manipulated Media](#)

AdSense does not allow content that deceives users through manipulated media related to politics, social issues, or matters of public concern.

[Dangerous or Derogatory Content](#)

AdSense does not allow content that incites hatred against, promotes discrimination of, or disparages an individual or group on the basis

	<p>of their race or ethnic origin, religion, disability, age, nationality, veteran status, sexual orientation, gender, gender identity, or other characteristic that is associated with systemic discrimination or marginalisation. This includes content that harasses, intimidates, or bullies an individual or group of individuals, as well as content that threatens or advocates for physical or mental harm to oneself or others or content that exploits others through extortion.</p> <p>Examples of Dangerous or Derogatory Content:</p> <ul style="list-style-type: none"> ● Promoting hate groups or hate group paraphernalia, encouraging others to believe that a person or group is inhuman, inferior, or worthy of being hated; ● Content advocating suicide, anorexia, or other self-harm; threatening someone with real-life harm or calling for the attack of another person; promoting, glorifying, or condoning violence against others; content made by or in support of terrorist groups or transnational drug trafficking organisations, or content that promotes terrorist acts, including recruitment, or that celebrates attacks by transnational drug trafficking or terrorist organisations. <p>Google AdSense also has behavioural policies that all publishers must adhere to (available here).</p> <p>AdSense actively monitors publishers in the AdSense network to check for continued compliance with AdSense Program Policies. If AdSense finds publishers that do not comply with AdSense policies, AdSense may enforce on a site, page, or account level as appropriate. Reviews for AdSense violations occur on an on-going basis. Content review is performed by either, or a combination of:</p> <ul style="list-style-type: none"> ● Automated mechanisms; and ● Manual reviews performed by human reviewers. 							
<p>SLI 1.1.1 – Numbers by actions enforcing policies above (specify if at page and/or domain level)</p>	<p>AdSense Pages and Domains that were actioned for any of the policy topics in scope for reporting, by EEA Member State payment countries in Q3 2022.</p> <p>Policies in scope:</p> <ul style="list-style-type: none"> ● Unreliable and Harmful Claims; ● Replicated Content; ● Manipulated Media; ● Dangerous or Derogatory Content. <table border="1" data-bbox="405 1270 2058 1393"> <thead> <tr> <th data-bbox="405 1270 1205 1310">Number of Actioned AdSense Pages</th> <th data-bbox="1205 1270 2058 1310">Number of Actioned AdSense Domains</th> </tr> </thead> <tbody> <tr> <td data-bbox="405 1310 1205 1350">Level</td> <td data-bbox="1205 1310 2058 1350">Domain</td> </tr> <tr> <td data-bbox="405 1350 1205 1393">Member States</td> <td data-bbox="1205 1350 2058 1393"></td> </tr> </tbody> </table>		Number of Actioned AdSense Pages	Number of Actioned AdSense Domains	Level	Domain	Member States	
Number of Actioned AdSense Pages	Number of Actioned AdSense Domains							
Level	Domain							
Member States								

Austria	5,450	6
Belgium	5,809	8
Bulgaria	56,529	12
Croatia	2,610	8
Cyprus	104,061	53
Czech Republic	165,155	85
Denmark	12,219	30
Estonia	11,741	1
Finland	7,894	11
France	239,326	548
Germany	202,781	97
Greece	2,360	7
Hungary	29,957	15
Ireland	72,296	31
Italy	170,159	122
Latvia	356,728	18
Lithuania	25,100	74
Luxembourg	2,630	9
Malta	133	4
Netherlands	368,118	78
Poland	661,520	201
Portugal	40,291	56

Romania	16,740	23
Slovakia	11,368	14
Slovenia	1,190	3
Spain	352,703	111
Sweden	21,267	23
Iceland	17	0
Liechtenstein	4	0
Norway	1,196	14
Total EU	2,946,135	1,648
Total EEA	2,947,352	1,662

This additional Service Level Indicator provides an estimated financial value of the actions taken by Signatories to demonetise disinformation sources (under SLI 1.1.1). It is based on media metrics available to Signatories (query/bid² or impression³) and applying an agreed-upon conversion factor provided by a third party designated by the Task-force of the Code (Ebiquity plc.).

² Request placed between a seller and buyer of advertising that can detail amongst other things website, specific content, targeting data inclusive of audience or content.

³ Comprehensive calculation of the number of people who have been reached by a piece of media content by passive exposure (viewing a piece of content) or active engagement (visiting a destination).

SLI 1.1.2 - Preventing the flow of legitimate advertising investment to sites or content that are designated as disinformation	<p>In order to arrive at a financial value per EU Member State, Google used internal data on the number of relevant AdSense bids blocked and combined it with an estimate of Cost Per Thousand Impressions (CPM) for Display Ads provided by Ebiquity, a third party designated by the EU Code of Practice (CoP) Permanent Task-force for that purpose. The value stated therefore presents an unrealised monetary value for Q3 2022.</p> <p><u>More about relevant blocked bids:</u> For the purpose of this SLI, a relevant blocked bid is a programmatic request to use Google AdSense to monetise a page or domain that is blocked because Google determined the page or domain violates the policies outlined below and is as such prohibited from monetising with AdSense.</p> <p><u>More about Ebiquity's estimate:</u> The EU CoP Task-force designated Ebiquity to serve in the capacity of third-party estimator, providing periodic CPM conversion factors for use by signatories of the CoP to derive metrics relevant to this SLI. Ebiquity creates the CPM estimates based on aggregated and anonymized media investment data from its Media Data Vault; its proprietary database infrastructure is used to service its clients. The data provides a non-exhaustive indication of market pricing. As such, Ebiquity provided their own estimate per medium – including the Display Ads CPM mentioned above – as well as a blended CPM for all signatories. Please note that Ebiquity did not provide values for several countries, therefore these are marked as '0' in the table below.</p> <p><u>Google and Ebiquity's estimate:</u> Though this SLI leverages Ebiquity's CPM estimate as decided within the CoP's Permanent Task-force, Google has not participated in the development of that estimate and in no way endorses the CPM or the underlying methodology and data.</p>		
	<p>Euro value of bids that were blocked as a result of demonetisation actions under AdSense policies in scope:</p> <ul style="list-style-type: none"> • Unreliable and Harmful Claims; • Replicated Content; • Manipulated Media; • Dangerous or Derogatory Content. 		
		Estimated Cost of Blocked Requests on Pages	Estimated Cost of Blocked Requests on Domains
	Level	Page	Domain
Member States			
Austria	€138,716.46	€18,720.12	
Belgium	€16,254.94	€125.46	

Bulgaria	€95,500.94	€119,496.31
Croatia	€74,103.89	€32,985.02
Cyprus	€960,788.65	€8,044.59
Czech Republic	€50,678.79	€10,392.36
Denmark	€8,773.54	€12,438.37
Estonia	€10,749.50	€8.80
Finland	€7,424.37	€91.32
France	€1,052,365.34	€28,431.27
Germany	€1,877,187.32	€27,078.30
Greece	€2,708.01	€1,161.23
Hungary	€1,132,974.54	€121.75
Ireland	€1,961,252.63	€347.72
Italy	€238,568.82	€19,099.12
Latvia	€60,147.53	€957.42
Lithuania	€385,552.33	€5,820.82
Luxembourg	€0.00	€0.00
Malta	€1,451.13	€30.51
Netherlands	€4,132,698.37	€18,862.12
Poland	€280,406.32	€58,046.63
Portugal	€7,675.43	€1,796.81
Romania	€19,399.43	€31,933.90
Slovakia	€0.00	€0.00

Slovenia	€3,962.04	€693.79
Spain	€264,622.43	€33,342.39
Sweden	€9,482.37	€73,378.72
Iceland	€1.14	€0.00
Liechtenstein	€0.00	€0.00
Norway	€1,765.29	€182.03
Total EU	€12,793,445.13	€503,404.83
Total EEA	€12,795,211.56	€503,586.87
Measure 1.2	Google Advertising	
QRE 1.2.1	<p>Google sets a particularly high bar for information quality on services that involve advertising and content monetisation, which includes Google Ads and AdSense. Google has no desire to derive revenue from harmful content or behaviours. In addition, given that many bad actors seek to make money by spreading harmful content, raising the bar for monetisation can also diminish their incentives to misuse Google services. Google prohibits hateful content and deceptive behaviour on Google advertising products. This includes prohibiting publishers that seek to use Google AdSense services from displaying ads on pages aimed at harassing and bullying, or otherwise promoting dangerous or derogatory content. Google AdSense is constantly adapting policies to further meet this goal. For example, changes to policies have taken place to further protect users from harmful content related to climate change and COVID-19. Due to the ongoing invasion of Ukraine, Google Advertising has also adapted and enforced policies to protect users. This is in addition to wide ranging actions taken such as pausing Google Ads in Russia as well as prohibiting ads for and the monetisation of any Russian-Federation state funded media.</p> <p>Updating monetisation policies on climate change</p> <p>Due to the growing number of advertising and publisher partners that have expressed concerns about ads and monetised content promoting inaccurate claims concerning climate change, Google announced a new addition to the monetisation policies for Google advertisers, publishers and YouTube creators in October 2021. This policy addition prohibits ads for, and monetisation of, content that runs contrary to scientific consensus around the existence and causes of climate change.</p> <p>Product policy updates in response to COVID-19 misinformation</p>	

	<p>In light of misinformation risks associated with the COVID-19 pandemic, Google continues to re-evaluate and update policies to help users stay informed about COVID-19 related issues. AdSense prohibits the monetisation of content that promotes harmful health claims, or relates to a current, major health crisis and contradicts authoritative scientific consensus.</p> <p>Changes made due to the invasion of Ukraine</p> <p>Due to the invasion of Ukraine Google Advertising has also adapted and enforced policies to protect users. This is in addition to wide ranging actions taken such as pausing Google Ads in Russia as well as prohibiting the monetisation of any Russian-Federation state funded media.</p> <p>More information about Google Advertising’s responses to COVID-19 and to the invasion of Ukraine can be found in dedicated reports filed alongside this baseline document.</p>
SLI 1.2.1	There were no relevant policy reviews to share during this reporting period.
Member States	
List actions per member states (see example table above)	
Measure 1.3	Google Advertising
QRE 1.3.1	In addition to the policies referenced in QRE 1.2.1, Google Ads provides advertisers with additional controls and helps them exclude types of content that, while in compliance with AdSense policies, may not fit their brand or business. These controls let advertisers apply content filters or exclude certain types of content or terms from their video, display, and search ad campaigns. Advertisers can exclude content such as politics, news, sports, beauty, fashion and many other categories. These categories are listed in the Google Ads Help Centre .
Measure 1.4	<i>Not subscribed</i>
QRE 1.4.1	<i>Not subscribed</i>
Measure 1.5	Google Advertising
QRE 1.5.1	The Trustworthy Accountability Group is the leading global certification program fighting criminal activity and increasing trust in the digital advertising industry. Google is currently enrolled in the Verified by Trustworthy Accountability Group program and its Trustworthy

Accountability Group-ID status is **active**. Getting verified by the Trustworthy Accountability Group indicates that:

- This company has achieved the [Certified Against Fraud](#) seal.
 - This company achieved the seal:
 - through independent validation by a third-party auditor;
 - meeting requirements in the categories of intermediary, direct seller and buyer.
 - This seal applies to the company's global operations.
 - The seal expires on 1 March 2023.
- This company has achieved the [Certified Against Malware](#) seal.
 - This company achieved the seal:
 - through independent validation by a third-party auditor;
 - meeting requirements in the categories of intermediary, direct seller and buyer.
 - This seal applies to the company's global operations.
 - The seal expires on 1 March 2023.
- This company has achieved the [Brand Safety Certification](#) seal.
 - This company achieved the seal:
 - through independent validation by a third-party auditor;
 - meeting requirements in the categories of intermediary and seller.
 - This seal applies to the company's global operations.
 - The seal expires on 1 March 2023.

Google also partakes in Audits including those conducted by independent accreditation organisations such as the Media Rating Council (MRC). For example, YouTube was the first digital platform to be accredited for content level brand safety by the Media Rating Council, and maintains this accreditation via participation in annual audit cycles conducted by the MRC and their auditing partner, Ernst & Young. YouTube's MRC accreditation affirms that YouTube in-stream video ads and the Advertiser Safety Error Rate adhere to the industry standards for content level brand safety processes and controls. This applies to YouTube in-stream video inventory purchased through Google Ads, Display & Video 360 (DV360), and YouTube Reserve services, excluding video discovery, YouTube Kids, and Live Stream.

The accreditation is focused on YouTube's brand safety processes and controls applied to YouTube's in-stream video ads. This relates to:

- The measurement and reporting of digital in-stream video ad impressions and the related viewability metrics across desktop, mobile web and mobile application environments net of general invalid traffic (GIVT), sophisticated invalid traffic (SIVT), and

brand unsafe content across Google Ads, DV360, and YouTube Reserve services;

- The reporting of advertiser safety error rate at the YouTube platform level.

For more information about what this accreditation means, please see this [help page](#).

In addition to the above, the current MRC accreditation certifies that:

- Google's Google Ads display and Search Clicks measurement methodology and AdSense ad serving technologies adhere to the industry standards for click measurement.
- Google Ads video impression and video viewability measurement as reported in the Video Viewability Report adheres to the industry standards for video impression and viewability measurement.
- The processes supporting these technologies are accurate. This applies to Google's measurement technology which is used across all device types: desktop, mobile, and tablet, in both browser and mobile apps environments.

For more information about what this accreditation means, please see this [help page](#).

YouTube is also a founding Platform member of the [Global Alliance for Responsible Media](#), a cross-industry initiative led by the World Federation of Advertisers (WFA) and supported by other platforms, Marketers, and trade bodies including the ANA, ISBA, and the 4As. GARM has created a [common framework](#) for defining harmful content inappropriate for advertising.

Four key areas for action were agreed upon:

- Adoption of GARM definitions for harmful content for safe advertising practices;
- Development of more harmonised reporting on harmful content;
- Commitment to have independent oversight on brand safety operations, integrations and reporting (i.e. MRC accreditation);
- Commitment to develop and deploy tools to better manage advertising adjacency.

YouTube remains a strong contributing member of GARM. YouTube complies with GARM standards and is one of seven platforms to participate in the GARM Aggregated Measurement Report, the first ever measurement report for brand safety.

QRE 1.5.2

See response to QRE 1.5.1.

Measure 1.6

Google Advertising

QRE 1.6.1	<p>Google Ads also provides its advertising partners with features that enable them to maintain control over where their ads appear, the format in which their ads run, and their intended audience.</p> <p>Since April 2021, advertisers have the ability to use dynamic exclusion lists that can be updated seamlessly and continuously over time. These lists can be created by advertisers themselves or by a third party they trust, such as brand safety organisations and industry groups. Once advertisers upload a dynamic exclusion list to their Google Ads account, they can schedule automatic updates as new web pages or domains are added, ensuring that their exclusion lists remain effective and up-to-date.</p>
QRE 1.6.2	Not relevant for Google Ads (intended for Signatories that purchase ads).
QRE 1.6.3	Not relevant for Google Ads (intended for Signatories that provide brand safety tools).
QRE 1.6.4	Not relevant for Google Ads (intended for Signatories that rate sources).
SLI 1.6.1	Not relevant for Google Ads (intended for Signatories that purchase ads).
Member States	
List actions per member states and languages (see example table above)	

II. Scrutiny of Ad Placements

Commitment 2

Relevant Signatories participating in advertising commit to prevent the misuse of advertising systems to disseminate Disinformation in the form of advertising messages.

	C.2	M 2.1	M 2.2	M 2.3	M 2.4
We signed up to the following measures of this commitment:	Google Advertising	Google Advertising	Google Advertising	Google Advertising	Google Advertising
	Google Advertising				

<p>In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]</p>	<p>Yes</p>
<p>If yes, list these implementation measures here [short bullet points].</p>	<p>Prior to 2022, Google Advertising deployed the following (non-comprehensive) set of relevant measures, some of which are further detailed in response to QREs below:</p> <ul style="list-style-type: none"> • Updated Google Ads and AdSense policies on climate change; • Changed policies to further protect users from harmful content related to COVID-19; • Deploying and enforcing Google Ads policies, including on Inappropriate Content, Misrepresentation, and Destination Requirements (ongoing). <p>In 2022, due to the invasion of Ukraine, Google Advertising has also adapted and enforced policies to protect users. This is in addition to wide ranging actions taken such as pausing Google Ads in Russia as well as prohibiting the monetisation of any Russian-Federation state funded media.</p> <p>More information about Google Advertising’s responses to COVID-19 and to the invasion of Ukraine can be found in dedicated reports filed alongside this baseline document.</p>
<p>Do you plan to put further implementation measures in place in the next 6 months to substantially</p>	<p>No</p>

<p>improve the maturity of the implementation of this commitment? [Yes/No]</p>	
<p>If yes, which further implementation measures do you plan to put in place in the next 6 months?</p>	<p>Google Ads will explore opportunities to provide more granular information about Commitment 2 for future reports.</p>
<p>Measure 2.1</p>	<p>Google Advertising</p>
<p>QRE 2.1.1</p>	<p><u>Destination Requirements</u></p> <p>Google wants consumers to have a good experience when they click on an ad, so ad destinations must offer unique value to users and be functional, useful, and easy to navigate.</p> <p>Here are some examples of the Destination Requirements Policies:</p> <ul style="list-style-type: none"> ● Google Ads does not allow ads or destinations with a difficult Destination Experience. This includes ads with destinations that contain abusive experiences, content that is unnecessarily difficult to navigate, or ad experiences that do not conform to the Better Ads Standards. ● Google Ads does not allow ads or landing pages with Insufficient Original Content. This includes destination content that is designed for the primary purpose of showing ads, destinations that display a message of the destination not providing any services, and destinations that are incomprehensible or do not make sense. ● Google Ads does not allow ads that do not accurately reflect where the user is being directed, and ads that redirect from the final URL that take the user to a different domain. These are disallowed under the Destination Mismatch Policy. ● Google Ads does not allow ads with destinations that do not function properly or have been incorrectly set up, which are disallowed under the Destination Not Working Policy. ● Google does not allow ads with destinations that are not accessible in the targeted location. These are disallowed under the Destination Not Accessible Policy.

- Google Ads does not allow ads with destinations that are not crawlable by Google Ads under the **Destination Not Crawlable** Policy.
- Google Ads does not allow ads with App or Web Store policy violations. Google Ads also does not allow apps that cannot be recognised by Google, under the **Unrecognised App** Policy.
- Google Ads does not allow ads with destinations containing **Unacceptable URLs**. This includes URLs that do not follow standard syntax, IP addresses as display URLs, and display URLs that use unacceptable characters like !, *, #, _, and @.
- Google Ads does not allow phone numbers that have not been verified by Google to feature in call-only ads, call assets, and location assets under the **Unverified Phone Number** Policy.
- Google Ads does not allow call-only ads, call assets, and location assets to have phone numbers that have not been verified by Google under the **Unverified Phone Number** Policy. Additionally, the **Unacceptable Phone Number** Policy prohibits: phone numbers that do not have an active voicemail service; phone numbers that are inaccurate, inactive, irrelevant, or that do not connect to the advertised company; virtual phone number services or personal numbering; phone numbers that are not local or domestic for the country one is targeting; fax numbers, premium numbers, or vanity numbers.

Inappropriate Content

Google Ads values diversity and respect for others, and strives to avoid offending users, so Google Ads does not allow ads or destinations that display **Inappropriate Content** such as shocking content or content that promotes hatred, intolerance, discrimination, or violence.

Here are some examples of the Inappropriate Content Policies:

- Google Ads does not allow ads containing **Dangerous or Derogatory Content**. This is content that incites hatred against, promotes discrimination of, or disparages an individual or group on the basis of their race or ethnic origin, religion, disability, age, nationality, veteran status, sexual orientation, gender, gender identity, or any other characteristic that is associated with systemic discrimination or marginalisation.
- Google Ads does not allow ads containing **Shocking Content**. These are promotions containing violent language, gruesome or disgusting imagery, or graphic images or accounts of physical trauma.
- Google Ads does not allow ads that potentially profit from or exploit a **Sensitive Event** with significant social, cultural, or political impact, such as civil emergencies, natural disasters, public health emergencies, terrorism and related activities, conflict, or mass acts of violence.
- Google Ads does not allow ads containing **Hacked Political Materials**. These are ads that directly facilitate or advertise access to hacked material related to political entities within scope of Google's [election ads policies](#). This applies to all protected material that was obtained through the unauthorised intrusion or access of a computer, computer network, or personal electronic device, even if distributed by a third party.

- Google Ads does not allow ads containing **Animal Cruelty**. These are ads that promote cruelty or gratuitous violence towards animals or that may be interpreted as trading in, or selling products derived from threatened or extinct species.

Misrepresentation

Google Ads wants users to trust the ads on the platform, so Google Ads strives to ensure ads are clear and honest, and provide the information that users need to make informed decisions. Through the Misrepresentation Policy, Google Ads does not allow ads or destinations that deceive users by excluding relevant product information or providing misleading information about products, services, or businesses.

Here are some of the Misrepresentation Policies:

- Google Ads does not allow ads containing **Unacceptable Business Practices**. This includes scamming users by concealing or misstating information about the advertiser's business, product, or service.
- Google Ads does not allow ads containing **Coordinated Deceptive Practices**. This includes coordinating with other sites or accounts and concealing or misrepresenting one's identity or other material details about oneself, where one's content relates to politics, social issues, or matters of public concern. Google Ads also does not allow directing content about politics, social issues, or matters of public concern to users in a country other than one's own, if one misrepresents or conceals one's country of origin or other material details about oneself.
- Google Ads does not allow ads containing **Misleading Representation**. This includes making misleading statements, obscuring, or omitting material information about one's identity, affiliations, or qualifications.
- Google Ads does not allow ads containing **Manipulated Media**. This includes manipulating media to deceive, defraud, or mislead others such as deceptively doctoring media related to politics, social issues, or matters of public concern.
- Google Ads does not allow ads containing **Unreliable Claims**. This includes making claims that are demonstrably false and could significantly undermine participation or trust in an electoral or democratic process. This may also include making claims that contradict authoritative, scientific consensus on climate change.
- Google Ads does not allow ads that contain **Misleading Ad Design**. This includes ads that make it difficult for the user to understand they are interacting with an ad, and ads that use surreptitious techniques to disguise their nature.
- Google Ads does not allow **Clickbait Ads**. This includes ads that use clickbait tactics or sensationalist text or imagery to drive traffic, as well as ads that use negative life events such as death, accidents, illness, arrests or bankruptcy to induce fear, guilt or other strong negative emotions to pressure the viewer to take immediate action.
- Google Ads does not allow ads with **Unclear Relevance**. This is interpreted as promotions that are not relevant to the destination of the ad.

	<ul style="list-style-type: none"> Google Ads does not allow ads containing Unavailable Offers. This includes promising products, services, or promotional offers in the ad that are unavailable or are not easily found from the destination. 		
SLI 2.1.1 – Numbers by actions enforcing policies above	Creatives that were actioned for any of the policy topics in scope for reporting, by EEA Member State billing country and policy in Q3 2022.		
	Policies in scope:		
	<ul style="list-style-type: none"> Destination Requirements (Insufficient Original Content); Inappropriate Content (Dangerous or Derogatory Content, Shocking Content, Sensitive Events, Animal Cruelty); Misrepresentation (Unacceptable Business Practices, Coordinated Deceptive Practices, Misleading Representation, Manipulated Media, Unreliable Claims, Misleading Ad Design, Clickbait Ads, Unclear Relevance, Unavailable Offers). 		
	Number of Creatives Actioned by Policy		
	Number of Creatives Actioned for Destination Requirements	Number of Creatives Actioned for Inappropriate Content	Number of Creatives Actioned for Misrepresentation
Level	Creative	Creative	Creative
Member States			
Austria	14,868	22,326	1,489
Belgium	200,790	20,319	8,506
Bulgaria	312,683	1,994	110,307
Croatia	9,300	22,242	33,176
Cyprus	675,157	83,522	391,381
Czech Republic	105,559	57,177	53,127
Denmark	55,274	43,811	6,260
Estonia	84,356	1,061	3,503
Finland	11,093	3,240	3,042
France	350,845	61,444	89,229
Germany	1,294,417	169,222	49,543
Greece	28,879	10,036	23,946

Hungary	20,034	11,548	5,159
Ireland	2,340,847	19,583	13,777,712
Italy	141,055	30,951	82,542
Latvia	35,165	55,224	241,908
Lithuania	23,424	1,960	22,817
Luxembourg	3,465	5,469	55,470
Malta	19,339	1,287	77,139
Netherlands	4,849,158	149,081	6,119,795
Poland	292,126	28,588	635,551
Portugal	32,214	4,081	34,327
Romania	52,204	6,659	10,134
Slovakia	49,457	6,166	6,664
Slovenia	1,516	1,009	5,466
Spain	3,296,436	41,321	227,379
Sweden	63,088	21,480	6,346
Iceland	612	171	148
Liechtenstein	34	49	1
Norway	5,722	2,695	10,705
Total EU	14,362,749	880,801	22,081,918
Total EEA	14,369,117	883,716	22,092,772
Measure 2.2	Google Advertising		
QRE 2.2.1	All newly created ads or ads that are edited by users are reviewed for policy violations. The review of new ads is performed by either, or a combination of:		

	<ul style="list-style-type: none"> Automated mechanisms; and Manual reviews performed by human reviewers. <p>For more information on how the ad review process works, please see the ‘About the ad review process’ page.</p>
Measure 2.3	Google Advertising
QRE 2.3.1	See response to QRE 2.2.1.
SLI 2.3.1	Google Ads will explore opportunities to provide more granular information for future reports.
Level	
Member States	
Measure 2.4	Google Advertising
QRE 2.4.1	<p>Notification</p> <p>Ads that do not follow Google Ads policies will be disapproved or (if appropriate) limited in where and when they can show. This will be shown in the ‘Status’ column as ‘Disapproved’ or ‘Eligible (limited),’ and the ad may not be able to run until the policy violation is fixed and the ad is re-reviewed. By hovering the cursor over the status of the ad, there is additional information, including the policy violation impacting the ad. For more information on how to fix a disapproved ad, see the external Help Centre page.</p> <p>Appeal process</p> <p>Advertisers have multiple options and pathways to appeal a policy decision directly from their Google Ads account, for instance the ‘ads and assets’ table, the Policy Manager, or the Disapproved Ads and Policy questions form. For more information about the appeal process, check the Help Centre page. For account suspensions, advertisers can also appeal following the submit an appeal process.</p>
SLI 2.4.1	<p>Number of Self-serve appeals (SSA) and success status of appeals</p> <p>Note: <i>An appeal is considered successful if all entities that were reviewed as part of the appeal are overturned, failed if none are overturned and partially successful when some are overturned.</i></p> <p>Policies in scope:</p> <ul style="list-style-type: none"> Destination Requirements (Insufficient Original Content); Inappropriate Content (Dangerous or Derogatory Content, Shocking Content, Sensitive Events, Animal Cruelty); Misrepresentation (Unacceptable Business Practices, Coordinated Deceptive Practices, Misleading Representation, Manipulated Media, Unreliable Claims, Misleading Ad Design, Clickbait Ads, Unclear Relevance, Unavailable Offers).

	Number of Ads Appeals and Overturns by Advertiser Billing Country (EEA Member State) for relevant policies described above, in Q3 2022			
	Number of Ads Appeals	Number of Successful Appeals	Number of Partially Successful Appeals	Number of Failed Appeals
Level	Ads	Ads	Ads	Ads
Member States				
Austria	302	85	43	174
Belgium	336	100	96	140
Bulgaria	452	106	108	238
Croatia	83	30	21	32
Cyprus	816	225	179	412
Czech Republic	669	171	244	254
Denmark	886	307	329	250
Estonia	127	32	33	62
Finland	162	57	31	74
France	1,027	383	206	438
Germany	2,422	714	575	1,133
Greece	279	65	70	144
Hungary	304	108	70	126
Ireland	353	62	58	233
Italy	917	267	207	443
Latvia	176	30	35	111
Lithuania	457	110	72	275

Luxembourg	22	7	9	6
Malta	161	45	38	78
Netherlands	3,637	663	1,285	1,689
Poland	906	282	127	497
Portugal	354	118	80	156
Romania	221	78	46	97
Slovakia	198	87	30	81
Slovenia	143	59	30	54
Spain	2,095	408	515	1,172
Sweden	485	169	176	140
Iceland	17	9	0	8
Liechtenstein	3	1	0	2
Norway	124	57	19	48
Total EU	17,990	4,768	4,713	8,509
Total EEA	18,134	4,835	4,732	8,567

II. Scrutiny of Ad Placements

Commitment 3

Relevant Signatories involved in buying, selling and placing digital advertising commit to exchange best practices and strengthen cooperation with relevant players, expanding to organisations active in the online monetisation value chain, such as online e-payment services, e-commerce platforms and relevant crowd-funding/donation systems, with the aim to increase the effectiveness of scrutiny of ad placements on their own services.

	C.3	M 3.1	M 3.2	M 3.3
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We signed up to the following measures of this commitment:	Google Advertising	Google Advertising	Google Advertising	Google Advertising
	Google Advertising			
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes			
If yes, list these implementation measures here [short bullet points].	In 2022, and prior to that, Google Advertising worked across industry partners and civil society to facilitate the flow of information, relevant to tackling disinformation.			
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No			
If yes, which further implementation	N/A			

measures do you plan to put in place in the next 6 months?	
Measure 3.1	Google Advertising
QRE 3.1.1	<p>Outlined below are some ways that Google Advertising works across industry partners and civil society to facilitate the flow of information, relevant to tackling disinformation:</p> <ul style="list-style-type: none"> ● GARM: YouTube participated in Volumes 1-4 of GARM’s Aggregated Measurement Report which serves as a way to provide advertisers with a clear and transparent framework to better understand policy enforcement related to brand safety. YouTube also secured continued Brand Safety Accreditation from the MRC which further demonstrates commitment to the GARM mission. ● Participation in the EU CoP Permanent Task-force’s dedicated Working Groups: The CoP’s Permanent Task-force has set up working groups on Integrity of Services, Crisis Response, and Advertising, all of which Google takes part in, and which involve civil society and Industry Signatories discussing relevant trends and technological developments. ● Google Ad Grants Crisis Relief program: To help elevate authoritative information related to COVID-19, Google launched the Google Ad Grants Crisis Relief program. The Ad Grants Crisis Relief program is awarding in-kind Ad Grants to help the World Health Organization (WHO) and global government entities provide ads on the Google.com search result pages to direct users to authoritative information regarding COVID-19.
Measure 3.2	Google Advertising
QRE 3.2.1	<p>Google takes part in GARM’s work and in the CoP Practice Permanent Task-force’s Working Groups on Crisis Response, Integrity of Services, and Advertising - as mentioned in response to QRE 3.1.1. In addition, as Google has publicly communicated, Google’s Threat Analysis Group (TAG) continues to engage with other Industry Signatories to the Code in order to stay abreast of cross-platform deceptive practices, such as operations leveraging fake or impersonated accounts.</p>
Measure 3.3	Google Advertising
QRE 3.3.1	<p>Google Advertising frequently engages with third-party organisations in order to explain, collect feedback on, and improve Google Advertising policies. Google Advertising has attended meetings with the European Regulators Group for Audiovisual Media Services (ERGA), during which transparency tools for political ads were presented. Google Advertising has also exchanged views with experts at numerous policy roundtables, conferences, and workshops - both in Brussels and in the EU capitals.</p> <p>Please also see QRE 3.1.1 for additional information on the collaboration with third party organisations and government entities.</p>

III. Political Advertising

Commitment 4

Relevant Signatories commit to adopt a common definition of “political and issue advertising”.

	C.4	M 4.1	M 4.2
We signed up to the following measures of this commitment:	Google Advertising	Google Advertising	Google Advertising
	Google Advertising		
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No		
If yes, list these implementation measures here [short bullet points].	N/A		
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the	Yes		

implementation of this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Google Advertising is planning on adapting policies and enforcement in order to comply with the new EU Political Ads Regulation once final.
Measure 4.1	Google Advertising
Measure 4.2	Google Advertising
QRE 4.1.1 (for measures 4.1 and 4.2)	Google Advertising's additional compliance on these measures will be based on the upcoming EU Political Ads legislation.
QRE 4.1.2 (for measures 4.1 and 4.2)	Google Advertising's additional compliance on these measures will be based on the upcoming EU Political Ads legislation.

III. Political Advertising

Commitment 5

Relevant Signatories commit to apply a consistent approach across political and issue advertising on their services and to clearly indicate in their advertising policies the extent to which such advertising is permitted or prohibited on their services.

	C.5	M 5.1
We signed up to the following measures of this commitment:	Google Advertising	Google Advertising
	Google Advertising	
In line with this commitment, did you deploy new	Yes	

<p>implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]</p>	
<p>If yes, list these implementation measures here [short bullet points].</p>	<p>In 2022, Google Ads/DV360 eliminated the election ads exemptions for products, services, and news and expanded ad serving options for election ads. More details can be found in the QRE below.</p>
<p>Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]</p>	<p>Yes</p>
<p>If yes, which further implementation measures do you plan to put in place in the next 6 months?</p>	<p>Google Advertising is planning on adapting policies and enforcement in order to comply with the new EU Political Ads Regulation once final.</p>
<p>Measure 5.1</p>	<p>Google Advertising</p>
<p>QRE 5.1.1</p>	<p>Perimeter of policies</p>

Google's election ads policies generally apply to Google Ads as well as to [DV360](#), Google's end-to-end campaign management tool for enterprise. This point will be signalled through this Chapter by referring, where relevant, to 'Google Ads/DV360' instead of 'Google Ads' or 'Google'.

Policy changes and development

Google Ads disallows ads [capitalising on sensitive events](#) and prohibits ads that directly facilitate access to [hacked material related to political entities](#) within the scope of Google's election ads policies. Google Ads also prohibits advertisers from [concealing or misrepresenting their identity](#) or other material details where their content relates to politics, social issues, or matters of public concern.

Prior to February 2022, Google Ads/DV360's global election ads policies included exemptions for advertisers promoting products, services, and news. On 15 February 2022, Google Ads/DV360 [removed](#) these exemptions from election ads policies worldwide. Advertisers wishing to promote products, services, and news with ad content in scope of the policy (e.g. featuring a current candidate or officeholder) are now subject to the respective election ads policy, including the requirement that they apply for election ads verification in order to run these ads.

Concurrent with the elimination of election ads exemptions on 15 February 2022, Google Ads/DV360 expanded ad serving options for election ads. Before, election ads could serve only in the country or region to which the ad content pertained (e.g. EU Election Ads could serve only in the EU; US Election Ads could only serve in the US). With this update, advertisers who have completed either election ads or [advertiser identity verification](#) are eligible to serve ads in their home country or region that are in scope of an election ads policy pertaining to a different country or region. Advertisers are not permitted to serve election ads outside of their home country or region. For example, a verified New Zealand advertiser is now eligible to run an ad in New Zealand featuring an EU candidate or officeholder, but is not permitted to run that same ad in the EU. This change impacted only ads serving in the advertiser's home country or region.

III. Political Advertising

Commitment 6

Relevant Signatories commit to make political or issue ads clearly labelled and distinguishable as paid-for content in a way that allows users to understand that the content displayed contains political or issue advertising

	C.6	M 6.1	M 6.2	M 6.3	M 6.4	M 6.5
We signed up to the following measures of this commitment:	Google Advertising	Google Advertising	Google Advertising	Google Advertising	Google Advertising	Google Advertising
	Google Advertising					
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes					
If yes, list these implementation measures here [short bullet points].	<p>Prior to 2022, Google Ads/DV360 introduced a policy stating that all election ads run by verified election advertisers in regions where election ads verification is required must contain a disclosure that identifies who paid for the ad. In addition, in 2021, Google Ads announced updates to bring more transparency to the 'About This Ad' feature for all ads.</p> <p>Recently (end of year 2020), Google Ads updated the visual design and placement of the 'Paid for by' disclosure on Google Search to improve noticeability, comprehension, and usefulness.</p> <p>More details can be found in the QREs below.</p>					
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the	Yes					

maturity of the implementation of this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Google Advertising is planning on adapting policies and enforcement in order to comply with the new EU Political Ads Regulation once final.
Measure 6.1	Google Advertising
QRE 6.1.1	Google Advertising's additional compliance on these measures will be based on the upcoming EU Political Ads legislation.
Measure 6.2	Google Advertising
QRE 6.2.1	<p>Trust in advertisers on Google platforms helps deliver a smart and useful web experience for everyone. This means providing transparency about who Google advertisers are and where they are located.</p> <p>All election ads run by verified election advertisers in regions where election ads verification is required must contain a disclosure that identifies who paid for the ad. For most ad formats, Google Ads/DV360 will automatically generate a 'Paid for by' disclosure, using the information provided during the verification process.</p> <p>For the following ad formats and features available across Google Ads/DV360, the advertiser is responsible for including a 'Paid for by' disclosure directly in the ad, followed by the name of the organisation or individual paying for the ad:</p> <ul style="list-style-type: none"> • Third-party ad serving on Google Display Network and YouTube; • Audio creatives and Native creatives on DV360; • Video creatives on DV360 (except for creatives served on YouTube). <p>In addition to in-ad disclosures, ads from verified advertisers contain 'About This Ad' and 'Why this Ad' features that allows users to see information related to advertiser identity and on why particular ads are being shown on Search, YouTube, and other Google services.</p>

	To provide even greater transparency and equip users with more information about who is advertising to them, Google provides transparency on ads through multiple means, such as offering users choice and control when it comes to all ads (not just election ads). In 2021, Google announced updates to bring more transparency to the 'About This Ad' feature by including verified advertiser name and location information as well as a link to other recent ads from the advertiser. The majority of impressions in the EU now include the 'See more ads by this advertiser' link in 'About This Ad'.	
QRE 6.2.2	The disclosure is either visible directly in the ad itself and/or by clicking the 'About This Ad' feature referred to in response to QRE 6.2.1.	
SLI 6.2.1 – numbers for actions enforcing policies above	(1) Creatives belonging to Google Ads/DV360 accounts that have completed the verification process for EU Election Ads and that were labelled as EU Election Ads, by EU Member State billing country in Q3 2022;	
	(2) Amounts spent related to those ads in EUR, by EU Member State serving country in Q3 2022.	
	Number of Creatives from verified advertisers labelled for EU Election Ads	Amount spent by verified advertisers on Creatives labelled for EU Election Ads
Level	Creative	Amount Spent (EUR)
Member States		
Austria	526	€134,252.09
Belgium	404	€78,628.86
Bulgaria	1,727	€138,959.92
Croatia	12	€3,375.32
Cyprus	24	€7,542.91
Czech Republic	3,142	€116,243.80
Denmark	347	€52,420.84
Estonia	0	€707.69
Finland	37	€12,599.22
France	46	€62,701.10
Germany	921	€169,715.02
Greece	39	€11,322.18

Hungary	1,542	€46,210.04
Ireland	0	€4,250.24
Italy	2,147	€455,661.54
Latvia	218	€80,675.26
Lithuania	8	€2,347.99
Luxembourg	1	€1,709.52
Malta	0	€330.42
Netherlands	22	€14,411.09
Poland	173	€21,317.73
Portugal	0	€10,219.46
Romania	578	€57,982.73
Slovakia	410	€41,144.02
Slovenia	10	€1,666.78
Spain	59	€22,788.06
Sweden	9,551	€1,421,032.95
Iceland	0	€0.00
Liechtenstein	0	€0.00
Norway	0	€0.00
Total EU	21,944	€2,970,216.79
Total EEA	21,944	€2,970,216.79
Measure 6.3	Google Advertising	
QRE 6.3.1	Google Ads has a user experience team dedicated to regularly conducting qualitative and quantitative user research studies to understand and design for user needs. Recently (end of year 2020), Google Ads updated the visual design and placement of the	

	'Paid for by' disclosure on Google Search to improve noticeability, comprehension, and usefulness. As part of this process, Google Ads conducted several rounds of qualitative and quantitative research with users interacting with election ads to understand their needs, get feedback and validate that the updated UI improved noticeability, comprehension, and usefulness.
Measure 6.4	Google Advertising
QRE 6.4.1	Google systems do not enable the (re-)sharing of ads across services; as such this QRE is not relevant to Google Advertising.
Measure 6.5	<i>Not subscribed</i>
QRE 6.5.1	<i>Not subscribed</i>

III. Political Advertising

Commitment 7

Relevant Signatories commit to put proportionate and appropriate identity verification systems in place for sponsors and providers of advertising services acting on behalf of sponsors placing political or issue ads. Relevant signatories will make sure that labelling and user-facing transparency requirements are met before allowing placement of such ads.

	C.7	M 7.1	M 7.2	M 7.3	M 7.4
We signed up to the following measures of this commitment:	Google Advertising	Google Advertising	Google Advertising	Google Advertising	Google Advertising
	Google Advertising				
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes				

<p>If yes, list these implementation measures here [short bullet points].</p>	<p>Prior to 2022, Google Ads/DV360 introduced a verification process for election ads advertisers in the EU. In September 2021, Google Ads introduced a three-strikes system for repeat violations of particular non-egregious policies, which Google Ads is continuing to expand. More details can be found in the QRE below.</p>
<p>Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]</p>	<p>Yes</p>
<p>If yes, which further implementation measures do you plan to put in place in the next 6 months?</p>	<p>Google Advertising is planning on adapting policies and enforcement in order to comply with the new EU Political Ads Regulation once final. Google Advertising will explore opportunities to provide more information regarding Commitment 7 for future reports.</p>
<p>Measure 7.1</p>	<p>Google Advertising</p>
<p>QRE 7.1.1</p>	<p>All election ads run by verified election advertisers in regions where election ads verification is required must contain a disclosure that identifies who paid for the ad. For most ad formats, Google Ads/DV360 will automatically generate a 'Paid for by' disclosure, using the information provided during the verification process.</p> <p>To provide additional transparency for users, EU Election Ads (as defined by the Political Content Policy) paid for by verified election advertisers are included in the Political Advertising Transparency Report.</p> <p>The verification process is initialised via the following methods:</p> <ul style="list-style-type: none"> • Proactive verification application, which is outlined in the Help Centre;

- EU Election Ads are labelled for the 'Election Advertising in the EU' Policy, prompting users to apply for verification and preventing the ads from running until the account becomes verified;
- EU Election Ads attempting to run by non-verified accounts are rejected for failure to fulfil the relevant verification criteria.

The 'Election Advertising in the EU' verification process takes place as follows; each step may take up to 5 days.

Step 1: Advertisers are required to provide the following information to verify their eligibility to run election ads:

- Customer ID;
- Email address;
- Country the organisation is registered in;
- Name of the organisation;
- Registration number;
- Document confirming organisation name;
- Official address;
- Document showing proof of address;
- Attestation that the authorised representative is a citizen of an EU Member State;
- Attestation that the organisation applying for verification is based in an EU Member State;
- Agreement to the Google Election Ads terms.

Step 2: Advertisers are required to provide the following information to verify their identity:

- Organisation name;
- Organisation address;
- Document showing proof of address;
- Registration document or number for the organisation;
- Authorised representative name;
- Authorised representative address;
- A copy of the authorised representative's government issued photo ID;
- Attestation that the authorised representative is a citizen of an EU Member State;
- Attestation that the organisation applying for verification is based in an EU Member State;
- Agreement to the Google Election Ads terms.

	<p>Following completion of the 'Election Advertising in the EU' verification process:</p> <ul style="list-style-type: none"> • Advertiser identity is verified; • Associated election ads are run with 'Paid for by' disclosures; and • Election ads are displayed in the Google Political Advertising Transparency Report with associated expenditure metrics. <p>More details about election advertising verification can be found here.</p>
SLI 7.1.1 – numbers for actions enforcing policies above (comparable metrics as for SLI 6.2.1)	<p>Ads rejected due to unverified advertisers attempting to run EU Election Ads by EU Member State billing country in Q3 2022.</p>
	Number of Creatives Actioned
Level	Creative
Member States	
Austria	791
Belgium	492
Bulgaria	232
Croatia	325
Cyprus	358
Czech Republic	3,033
Denmark	628
Estonia	148
Finland	219
France	697
Germany	9,538
Greece	1,369

Hungary		698
Ireland		330
Italy		3,142
Latvia		1,352
Lithuania		443
Luxembourg		668
Malta		538
Netherlands		19,969
Poland		4,955
Portugal		79
Romania		762
Slovakia		366
Slovenia		24
Spain		1,477
Sweden		3,709
Iceland		6
Liechtenstein		1
Norway		13
Total EU		56,342
Total EEA		56,362
Measure 7.2	Google Advertising	
QRE 7.2.1	In light of the overlap of QREs 7.2.1 through 7.3.2, a single answer is provided for all four here rather than repeating elements and risking confusion for the reader.	

1. What happens if advertisers violate Google Ads policies

Google Ads requires all advertisers – including those promoting political content – to comply with Google Ads policies to ensure a safe and positive experience for users.

Ad or asset disapproval

Ads and assets that do not follow Google Ads policies will be disapproved. A disapproved ad will not be able to run unless the policy violation is fixed and the ad is re-reviewed and approved. Election ads from unverified advertisers will get disapproved.

Reporting violations

While Google makes every effort to ensure that ads/listings which may violate Google policies do not run before review, some ads/listings may run on Google before Google Ads Specialists check them. Users can report potentially violative ads with the [Report an ad/listing](#) form. The report will be reviewed, and if appropriate, action will be taken on the ad.

Account suspension

Accounts may be suspended if Google Ads finds violations of Google Ads policies or the Terms and Conditions.

If Google Ads detects an [egregious policy violation](#), the account will be suspended immediately and without prior warning. An egregious violation of the Google Ads policies is a violation so serious that it is unlawful or poses significant harm to Google Ads users or the Google Ads digital advertising ecosystem. Egregious violations often reflect that the advertiser's overall business does not adhere to Google Ads policies or that one violation is so severe that Google Ads cannot risk future exposure to Google Ads users. Immediate account suspension is limited to cases where such action is the only effective method to adequately prevent illegal activity and/or significant user harm.

For [other violations](#) that lead to account suspension, Google Ads will send advertisers a warning to outline the nature of the policy violation and any remedial action that can be taken, in order to comply. This notification will be sent at least 7 days prior to suspension action.

In September 2021, Google Ads introduced a [three-strikes system](#) for repeat violations of particular non-egregious policies, which Google Ads is continuing to expand. For repeat violations of these policies, Google Ads issue strikes to the Google Ads account, and penalties progressively increase from removal of the relevant ad to a temporary hold on the account to account

suspension. If a Google Ads account receives three strikes for violating a particular policy within a set period of time, that account will be suspended for repeat policy violations. Google Ads' goal is to increase accountability for advertisers and also encourage them to learn more about Google Ads advertising policies to prevent future violations, creating a better overall experience. Google Ads will continue to provide resources in the Help Centre to make it easier for advertisers to comply with Google Ads policies and optimise campaigns. [Learn more](#) about enforcement procedures for repeat violations.

If Google Ads suspends a Google Ads account, all ads in the suspended account will stop running, and Google Ads will no longer accept advertising from the advertiser, unless the violations are successfully appealed. [Learn more](#) about suspended accounts.

Appeal process

Advertisers have multiple options and pathways to appeal a policy decision directly from their Google Ads account, for instance the 'ads and assets' table, the Policy Manager, or the Disapproved Ads and Policy questions form. For more information about the appeal process, check the [Help Centre page](#). For account suspensions, advertisers can also appeal following the 'submit an appeal' process.

Explainability

In 2020, Google Ads improved the explainability of Google Ads policies by adding examples of violations and explanations about the enforcement mechanisms that apply for violations of different policies. These can be found under the policies in the [Google Ads Help Centre](#) articles, usually in sections such as 'Examples (non-exhaustive)' or in yellow boxes for enforcement actions.

2. Election ads verification process

See response to QRE 7.1.1.

3. Specific enforcement related to election advertising verification

- Information in the Google Ads/DV360 payment profile is used for verification, therefore if advertisers make changes to this, they will need to complete identity verification again. They will receive an in-account notification when this is required.
- If Google Ads/DV360 finds that advertisers have provided false information during the verification process, the verification will be revoked and the account may be suspended.
- If Google Ads/DV360 finds that advertisers have violated Google Ads policies, the account may be suspended.
- If advertisers change their account's invoice setup, they will need to verify their account again to run election ads.

	<ul style="list-style-type: none"> Google Ad Grants accounts are not eligible to run election ads or apply for election ads verification.
QRE 7.2.2	See response to QRE 7.2.1.
Measure 7.3	Google Advertising
QRE 7.3.1	See response to QRE 7.2.1.
QRE 7.3.2	See response to QRE 7.2.1.
Measure 7.4	Google Advertising
QRE 7.4.1	Google Ads will explore opportunities to provide more information in future reports.

III. Political Advertising

Commitment 8

Relevant Signatories commit to provide transparency information to users about the political or issue ads they see on their service.

	C.8	M 8.1	M 8.2
We signed up to the following measures of this commitment:	Google Advertising	Google Advertising	Google Advertising
	Google Advertising		
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes		
If yes, list these implementation	Prior to 2022, Google Ads/DV360 introduced policies whereby election ads run by verified election advertisers in regions where election ads verification is required must contain a disclosure that identifies who paid for the ad. In addition, Google introduced an EU Political Advertising Transparency Report . More details can be found in the QRE below.		

measures here [short bullet points].	In May 2022, Google updated the Political Ads Transparency Report , creating a new user interface and adding new tools for accessing and filtering information about targeting, location and formats for specific election ads and advertisers.
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Yes
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Google Advertising is planning on adapting policies and enforcement in order to comply with the new EU Political Ads Regulation once final.
Measure 8.1	Google Advertising
Measure 8.2	Google Advertising

QRE 8.1.1 (for measures 8.1 & 8.2)

Only [verified advertisers](#) are permitted to run election ads in the EU. All election ads run by verified election advertisers in regions where election ads verification is required must contain a [disclosure](#) that identifies who paid for the ad. For most ad formats, Google will automatically generate a 'Paid for by' disclosure, using the information provided during the verification process. In addition to election ads verification policies in the EU, the [EU Political Advertising Transparency Report](#) makes it easy for voters, researchers, and journalists to see - among other things - who is purchasing election ads on Google, YouTube, and Partner properties in Europe and how much money is being spent on those ads.

This report includes a searchable ad library that provides important information such as how many impressions election ads have, when they were shown, and how they were targeted in terms of age, gender, and location.

Anyone can access and use this information, and Google has aimed to ensure that it is easy for third parties to analyse it more effectively: the report is searchable and downloadable, and can be filtered by spend, number of impressions, type of ad format, time and region/country. It is usually updated within a matter of minutes after an ad is first served and displays election ads from verified advertisers that have one or more impressions.

Google has also made significant investments in [enhancing transparency around election advertising](#). In May 2022, Google updated the [Political Ads Transparency Report](#), creating a new user interface and adding new tools for accessing and filtering information about targeting, location and formats for specific election ads and advertisers. Globally, Google expanded the election ads verification policies and transparency tools to more countries, including Argentina and Brazil.

The data from the EU Political Advertising Transparency Report and Ad Library is also available on [Google Cloud's BigQuery](#). Using BigQuery's API, any interested third party can write code and run their own unique queries on this data set to develop charts, graphs, tables, or other visualisations of election ads on Google platforms.

As of February 2022, advertisers who have completed either election ads or advertiser identity verification are eligible to serve ads in their home country or region that are in scope of an election ads policy pertaining to a different country or region.

III. Political Advertising

Commitment 9

Relevant Signatories commit to provide users with clear, comprehensible, comprehensive information about why they are seeing a political or issue ad.

	C.9	M 9.1	M 9.2
We signed up to the following measures of this commitment:	Google Advertising	Google Advertising	Google Advertising
	Google Advertising		
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes		
If yes, list these implementation measures here [short bullet points].	Prior to 2022, Google Ads/DV360 introduced restricted targeting for election ads . More details can be found in the QRE below.		
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of	Yes		

this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Google Advertising is planning on adapting policies and enforcement in order to comply with the new EU Political Ads Regulation once final.
Measure 9.1	Google Advertising
Measure 9.2	Google Advertising
QRE 9.1.1 (for measures 9.1 & 9.2)	<p>Users engage with a wider variety of ad formats on more Google products than ever before — from Video ads on YouTube to Shopping ads across Search, Display and more — and increasingly want to know more about the ads they see. Google Ads provides tools to users to help them better understand why they are seeing an ad in Google’s network. On Google Search and the Search Partner network, 'Paid for by' disclosures will show in ads directly. On YouTube, the disclosure will show in 'About This Ad' which can be accessed through the info icon or the 3-dot icon. Similarly, on websites and apps that partner with Google for display ads, the disclosure will show in the 'About This Ad' feature which can be accessed through the AdChoices icon. More than 30 million global users interact with the ads transparency and control menus every day, and 'About This Ad' has received positive feedback on its streamlined experience.</p> <p>Users can also edit their preferences to control the kinds of ads they see, block certain ads, and provide feedback on ads that they think are inappropriate.</p> <p>Restricted targeting for election ads</p> <p>Only the following criteria may be used to target election ads:</p> <ul style="list-style-type: none"> ● Geographic location (except radius around a location); ● Age, gender; ● Contextual options such as: ad placements, topics, keywords against sites, apps, pages and videos. <p>All other types of targeting are not allowed for use in election ads.</p>

III. Political Advertising

Commitment 10

Relevant Signatories commit to maintain repositories of political or issue advertising and ensure their currentness, completeness, usability and quality, such that they contain all political and issue advertising served, along with the necessary information to comply with their legal obligations and with transparency commitments under this Code.

	C.10	M 10.1	M 10.2
We signed up to the following measures of this commitment:	Google Advertising	Google Advertising	Google Advertising
	Google Advertising		
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes		
If yes, list these implementation measures here [short bullet points].	Prior to 2022, Google introduced a Political Advertising Transparency Report , which includes EU Election Ads (as defined by the Political Content Policy). More details can be found in the QRE below.		
Do you plan to put further implementation measures in place in the next 6 months to	Yes		

substantially improve the maturity of the implementation of this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Google Advertising is planning on adapting policies and enforcement in order to comply with the new EU Political Ads Regulation once final.
Measure 10.1	Google Advertising
Measure 10.2	Google Advertising
QRE 10.2.1 (for measures 10.1 & 10.2)	<p>The Political Advertising Transparency Report includes EU Election Ads (as defined by the Political Content Policy) which are ads that feature any of the following:</p> <ul style="list-style-type: none"> • A political party, current elected officeholder, or candidate for the EU Parliament; • A political party, current officeholder, or candidate for an elected national office within an EU Member State. Examples include members of a national parliament and presidents that are directly elected; or • A referendum question up for vote, a referendum campaign group, or a call to vote related to a national referendum or a state or provincial referendum on sovereignty. <p>The Political Advertising Report shows how much those verified election advertisers are spending to run ads on Google Ads/DV360 in the EU. Google Ads/DV360's goal is to provide information that helps everyone better understand how ads of political importance work online. For more information, visit here.</p> <p>It includes election ads (as defined by the Political Content Policy) that were paid for by verified election advertisers and shown:</p> <ul style="list-style-type: none"> • At least 1 time; • Across Search, Display, YouTube and DV360 in supported ad formats; • Since Google started publishing this information (since 31 May 2018 or later depending on region). <p>Information about an ad gets published usually within a matter of minutes after the ad was first served. This information includes:</p>

	<ul style="list-style-type: none"> • Total ad spend; • Number of ads; • Ad formats; • Advertiser name; • Number of times the ad was shown to users, or 'impressions'. <p>The Political Advertising Transparency Report can be filtered by ad format (text, image, video) and advertiser name. The report can also be modified to display ads that were shown during a set date range or in a specific country/region. Correspondingly, the tool provides an overview of ads served in a specific country/region, as well as insights into the top advertisers per country/region and their respective ad spend.</p> <p>To ensure integrity and accuracy, updates to the report may be delayed.</p> <p>The Political Advertising Transparency Report also publishes ads as a public data set on Google Cloud BigQuery.</p>
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III. Political Advertising

Commitment 11

Relevant Signatories commit to provide application programming interfaces (APIs) or other interfaces enabling users and researchers to perform customised searches within their ad repositories of political or issue advertising and to include a set of minimum functionalities as well as a set of minimum search criteria for the application of APIs or other interfaces.”

	C.11	M 11.1	M 11.2	M 11.3	M 11.4
We signed up to the following measures of this commitment:	Google Advertising	Google Advertising	Google Advertising	Google Advertising	Google Advertising
	Google Advertising				
In line with this commitment, did you deploy new implementation	Yes				

measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	
If yes, list these implementation measures here [short bullet points].	Prior to 2022, data provided in the Political Advertising Transparency Report was already available to be downloaded as a CSV from the Political Advertising on Google Transparency website and published as a public data set on Google Cloud BigQuery . See QRE 11.4.1 for more detail.
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Yes
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Google Advertising plans to adapt policies and enforcement in order to comply with the new EU Political Ads Regulation once final.
Measure 11.1	Google Advertising
Measure 11.2	Google Advertising
Measure 11.3	Google Advertising
Measure 11.4	Google Advertising

QRE 11.1.1 (for measures 11.1-11.4)	See responses to QREs 8.1.1 and 10.2.1, in particular as it relates to BigQuery availability of the data in question.
QRE 11.4.1	<p>Developing a Political Advertising Transparency Report that works for researchers:</p> <p>As mentioned in part 2 of this report, the Political Advertising Transparency Report data is fully available to the public. Data provided in the Political Advertising Transparency Report is available to be downloaded as a CSV from the Political Advertising on Google Transparency website and is published as a public data set on Google Cloud BigQuery. Researchers can also export a subset of the ads or access them programmatically.</p> <p>Within the Google Advertising Political Advertising Transparency team, a User Experience team has been devoted to understanding target users' (including researchers') needs and working with Product Managers, Engineers, and others to develop new and improve existing features and functionalities of the Political Advertising Transparency Report. For example, Google Advertising has an always on survey that surfaces for anyone who views the Political Advertising Transparency Report. Via this survey, Google Advertising consistently gets feedback from researchers, as well as other user groups, and uses this feedback to inform improvements to the website.</p>

III. Political Advertising

Commitment 12

Relevant Signatories commit to increase oversight of political and issue advertising and constructively assist, as appropriate, in the creation, implementation and improvement of political or issue advertising policies and practices.

	C.12	M 12.1	M 12.2	M 12.3
We signed up to the following measures of this commitment:	<i>Not subscribed</i>	<i>Not subscribed</i>	<i>Not subscribed</i>	<i>Not subscribed</i>
	<i>Not subscribed</i>			
In line with this commitment, did you deploy new implementation measures (e.g.	<i>Not subscribed</i>			

changes to your terms of service, new tools, new policies, etc)? [Yes/No]	
If yes, list these implementation measures here [short bullet points].	<i>Not subscribed</i>
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	<i>Not subscribed</i>
If yes, which further implementation measures do you plan to put in place in the next 6 months?	<i>Not subscribed</i>
Measure 12.1	<i>Not subscribed</i>

Measure 12.2	<i>Not subscribed</i>
Measure 12.3	<i>Not subscribed</i>
QRE 12.1.1 (for measures 12.1-12.3)	<i>Not subscribed</i>

III. Political Advertising

Commitment 13

Relevant Signatories agree to engage in ongoing monitoring and research to understand and respond to risks related to Disinformation in political or issue advertising.

	C.13	M 13.1	M 13.2	M 13.3
We signed up to the following measures of this commitment:	Google Advertising	Google Advertising	Google Advertising	Google Advertising
	Google Advertising			
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No			
If yes, list these implementation measures here [short bullet points].	N/A			
Do you plan to put further implementation measures in place in the	Yes			

next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Google continues to engage with the Permanent Task-force and is committed to delivering upon this measure in 2023.
Measure 13.1	Google Advertising
Measure 13.2	Google Advertising
Measure 13.3	Google Advertising
QRE 13.1.1 (for measures 13.1-13.3)	Google continues to engage with the Permanent Task-force and is committed to delivering upon this measure in 2023.

IV. Integrity of Services

Commitment 14

In order to limit impermissible manipulative behaviours and practices across their services, Relevant Signatories commit to put in place or further bolster policies to address both misinformation and disinformation across their services, and to agree on a cross-service understanding of manipulative behaviours, actors and practices not permitted on their services. Such behaviours and practices, which should periodically be reviewed in light with the latest evidence on the conducts and TTPs employed by malicious actors, such as the AMITT Disinformation Tactics, Techniques and Procedures Framework, include:

The following TTPs pertain to the creation of assets for the purpose of a disinformation campaign, and to ways to make these assets seem credible:

- 1. Creation of inauthentic accounts or botnets (which may include automated, partially automated, or non-automated accounts)
- 2. Use of fake / inauthentic reactions (e.g. likes, up votes, comments)
- 3. Use of fake followers or subscribers
- 4. Creation of inauthentic pages, groups, chat groups, fora, or domains
- 5. Account hijacking or impersonation

The following TTPs pertain to the dissemination of content created in the context of a disinformation campaign, which may or may not include some forms of targeting or attempting to silence opposing views. Relevant TTPs include:

- 6. Deliberately targeting vulnerable recipients (e.g. via personalized advertising, location spoofing or obfuscation)
- 7. Deploy deceptive manipulated media (e.g. “deep fakes”, “cheap fakes”...)
- 8. Use “hack and leak” operation (which may or may not include doctored content)
- 9. Inauthentic coordination of content creation or amplification, including attempts to deceive/manipulate platforms algorithms (e.g. keyword stuffing or inauthentic posting/reposting designed to mislead people about popularity of content, including by influencers)
- 10. Use of deceptive practices to deceive/manipulate platform algorithms, such as to create, amplify or hijack hashtags, data voids, filter bubbles, or echo chambers
- 11. Non-transparent compensated messages or promotions by influencers
- 12. Coordinated mass reporting of non-violative opposing content or accounts

	C.14	M 14.1	M 14.2	M 14.3
We signed up to the following measures of this commitment:	Google Search YouTube	Google Search YouTube	Google Search YouTube	Google Search YouTube
	Google Search		YouTube	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes		Yes	

<p>If yes, list these implementation measures here [short bullet points].</p>	<p>For example:</p> <ul style="list-style-type: none"> • In December 2022, Google launched an update to SpamBrain, Google’s AI-based spam-prevention system. More information about Google Search’s efforts to counter low-quality information is available in the response to QRE 14.1.2. • Google Search has long developed its ranking systems in order to elevate authoritative information and combat the threats listed in Commitment 14 at scale. • Similarly, Google Search has long deployed and enforced Content Policies addressing relevant threats, in particular when it comes to Search features, notably including policies on Deceptive Practices, Manipulated Media, and Transparency. 	<p>For example:</p> <ul style="list-style-type: none"> • In June 2022, YouTube clarified in their Elections Misinformation Policy that content alleging false claims of widespread fraud, errors, or glitches occurring in certain national elections will be removed. • For years, Google’s Threat Analysis Group (TAG) has published a quarterly TAG Bulletin, in addition to periodic blog posts, on actions taken across Google Services, including YouTube, to tackle Coordinated Influence Operations. It is YouTube’s primary public source of information on TTP-related issues. • Similar to Google Search, YouTube’s systems have long been designed to connect people with high quality content from authoritative sources. YouTube has deployed and enforced policies addressing relevant threats, notably including its Misinformation and Election Misinformation Policies, as well as policies on Spam, Scams, or Other Deceptive Practices, Fake Engagement, and Impersonation. • In addition, YouTube has long been updating, on a regular and ongoing basis, its internal systems and processes related to the detection of content that violates its policies. This includes investment in automated detection systems.
<p>Do you plan to put further implementation measures in place in</p>	<p>No</p>	<p>No</p>

<p>the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]</p>		
<p>If yes, which further implementation measures do you plan to put in place in the next 6 months?</p>	<p>N/A</p>	<p>YouTube will explore opportunities to provide more granular information regarding Commitment 14 for future reports.</p>
<p>Measure 14.1</p>	<p>Google Search</p>	<p>YouTube</p>
<p>QRE 14.1.1</p>	<p>Google Search’s systems are designed to elevate authoritative information and combat the threats listed in Commitment 14 at scale. While many of those TTPs are not relevant to Search engines (e.g. TTPs 1 through 5, TTP 11), by seeking to elevate authentic, original, high-quality information, Search’s ranking systems directly tackle threats like inauthentic domains (TTP 4), obfuscation (TTP 6), deceptive manipulated media (TTP 7), hack and leak operations (TTP 8), inauthentic coordination (TTP 9), and a broad range of deceptive practices (TTP 10). More information about the design of Search’s ranking systems is outlined in the User Empowerment chapter of this report.</p> <p>Google Search’s Overall Content Policies outline that Search takes action against spam, which is content that exhibits deceptive or manipulative behaviour designed to deceive users or game search systems. Learn more about Google Search Webmaster Guidelines.</p>	<p>Similar to Google Search, YouTube’s systems are designed to connect people with high quality content from authoritative sources.</p> <p>In addition, YouTube has various policies which set out what is not allowed on YouTube. These policies, which can be accessed via this landing page in YouTube’s Help Centre, address relevant TTPs.</p> <p>TTPs 1, 2, 3, 5, 9, 10, and 11 are covered, in whole or in part, by YouTube’s Spam & Deceptive Practices Policies. YouTube does not allow spam, scams, or other deceptive practices that take advantage of the YouTube community. YouTube also does not allow content where the main purpose is to trick others into leaving YouTube for another site. Further, as part of YouTube’s Fake Engagement Policy, YouTube does not allow anything that artificially increases the number of views, likes, comments, or other metrics either by using automatic systems or serving up videos to unsuspecting viewers. Also, content that solely exists to</p>

	<p>In line with these policies, Search deploys spam protection tools. While these efforts address a wider range of content than mis-/disinformation, they help to reduce the spread of low quality content on Google Search through inauthentic behaviours outlined in relevant TTPs.</p> <p>Moreover, Search has policies for what can appear in Google Search features (e.g. knowledge panels, content advisories, 'About This Result', etc.) to make sure that Search is showing high quality and helpful content, while also taking action against content that may promote harmful mis-/disinformation.</p> <p>For features within Google Search that highlight information in unique ways, Search has a broader set of policies that apply to ensure these results are not shocking or misleading people with unhelpful information. Relevant policies to the threats listed above include the following:</p> <ul style="list-style-type: none"> • Deceptive Practices Policy: This policy prohibits content that impersonates any person or organisation, misrepresentation or concealment of ownership or primary purpose, and engagement in inauthentic or coordinated behaviour to deceive, defraud, or mislead. This includes, but is not limited to, the misrepresentation or concealment of country of origin or directing content at users in another country under false premises, and working together in ways that conceal or misrepresent information about relationships or editorial independence. This policy does not cover content with certain artistic, 	<p>incentivize viewers for engagement (views, likes, comments, etc) is prohibited. Finally, YouTube's Impersonation Policies outline that content intended to impersonate a person or channel is not allowed on YouTube. YouTube also enforces trademark holder rights. When a channel, or content in the channel, causes confusion about the source of goods and services advertised, it may not be allowed.</p> <p>TTPs 7 and 8 are covered by YouTube's Misinformation Policy, whereby misleading or deceptive content with serious risk of egregious harm is not allowed on YouTube. This includes misinformation that can cause real-world harm. In particular, YouTube's Elections Misinformation Policies prohibit misleading viewers on how to vote or encouraging interference in the democratic process, and YouTube has established policies against Elections Misinformation, including: voter suppression, suppression of census participation, false claims related to candidate eligibility, incitement to interfere with democratic processes, distribution of hacked materials, and election integrity. During an election, YouTube allows expressing views on the outcome of a current election or process of counting votes. This type of conversation has existed during every election and is an important part of political speech. YouTube's policies apply equally for everyone and they are enforced consistently, regardless of the speaker's political views.</p> <p>TTPs 4, 6, and 12 are inapplicable to YouTube. To the extent these TTPs become relevant to YouTube, YouTube will consider whether a policy is appropriate.</p> <p>Finally, TTP 11 is further covered - in addition to YouTube's Spam &</p>
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	<p>educational, historical, documentary, or scientific considerations, or other substantial benefits to the public.</p> <ul style="list-style-type: none"> • Manipulated Media Policy: This policy prohibits audio, video, or image content that has been manipulated to deceive, defraud, or mislead by means of creating a representation of actions or events that verifiably did not take place. This includes if such content would cause a reasonable person to have a fundamentally different understanding or impression, such that it might cause significant harm to groups or individuals, or significantly undermine participation or trust in electoral or civic processes. • Transparency Policy: This policy notes that news sources on Google should provide clear dates and bylines, as well as information about authors, the publication, the publisher, company or network behind it, and contact information. 	<p>Deceptive Practices Policy - by YouTube's Terms of Service. As specified in this Help Centre article, Creators may include paid product placements, endorsements, sponsorships, or other content that requires disclosure to viewers in their videos, but must let YouTube know if they include any of these by selecting the paid promotion box, which will then place a disclosure on the video and remove it from eligibility from the YouTube Kids app. In addition, all paid promotions need to follow Google Ads policies, which restrict certain categories on made for kids content, and YouTube's Community Guidelines.</p>
<p>QRE 14.1.2</p>	<p>Whereas Google Search's primary tool to counter mis-/disinformation is the promotion of high-quality content via ranking protections, Google Search uses proactive detection efforts to counter spam. As outlined in the overall Google Search Content Policies, action is taken against spam, which is content that exhibits deceptive or manipulative behaviour designed to deceive users or game search systems.</p> <p>Pursuant to the Spam Content Policy, Google Search deploys spam protection tools, such as SpamBrain (Google's AI-based spam-prevention system), to protect search quality and user safety. Addressing a wider range of content than only mis-</p>	<p>YouTube's approach to combating misinformation involves removing content that violates YouTube's policies as quickly as possible, prioritising high quality information in rankings and recommendations, and rewarding trusted, eligible creators and artists. YouTube applies these principles globally, including across the EU.</p> <p>YouTube uses a combination of people and machine learning to detect problematic content at scale. Machine learning is well-suited to detect patterns, including harmful misinformation, which helps YouTube find content similar to other content that YouTube has already removed, even before it is viewed. YouTube also recognises that the best way to quickly remove content is to</p>

	<p>and disinformation, these efforts help reduce the spread of low quality content on Google Search. Additional information can be found in the 2021 Google Search Webspam Report.</p> <p>In addition, Google’s TAG and Trust and Safety Team are central to Google’s work to monitor malicious actors around the globe, including but not limited to coordinated information operations that may affect EU Member States. More information about this work is outlined in Search’s response to QRE 16.1.1.</p>	<p>anticipate problems before they emerge. YouTube’s Intelligence Desk monitors the news, social media, and user reports to detect new trends surrounding inappropriate content, and works to make sure YouTube’s teams are prepared to address them before they can become a larger issue.</p> <p>The YouTube community also plays an important role in flagging content they think is inappropriate. YouTube has its own Trusted Flagger program through which carefully selected NGOs and government agencies — groups that are trained to identify certain types of harmful content — have access to specialised reporting processes and prioritised review of flags.</p> <p>The TAG and Trust & Safety Team work to monitor malicious actors around the globe, disable their accounts, and remove the content that they posted, including but not limited to coordinated information operations and other operations that may affect EU Member States. TAG provides monthly updates about these operations in the TAG Bulletin and in periodic blog posts.</p> <p>YouTube continues to invest in automated detection systems, and rely on both human evaluators and machine learning to train their systems on new data. YouTube’s engineering teams also continue to update and improve their detection systems regularly. YouTube aims to leverage an even more targeted mix of classifiers, keywords in additional languages, and information from regional analysts to identify narratives their main classifier does not catch. Over time, this will make YouTube faster and more accurate at catching viral misinformation narratives.</p>
Measure 14.2	Google Search	YouTube

QRE 14.2.1

Google Search relies on a combination of people and technology to enforce Google Search policies. Machine learning, for example, plays a critical role in content moderation on Google Search. Google Search systems are built to identify and weigh signals of authoritativeness so people can find the most reliable and timely information available. Google Search algorithms look at many factors and signals to raise authoritative content and reduce low quality content. Google Search's publicly available website, [How Search Works](#), explains the key factors that help determine which results are returned for a query. Google Search works continuously to improve the quality and effectiveness of automated systems to protect platforms and users from harmful content.

Furthermore, to ensure its algorithms meet high standards of relevance and quality, Google Search has a [rigorous process](#) that involves both live tests and thousands of trained external Search Quality Raters from around the world. Raters do not determine the ranking of an individual, specific page or website, but they help to benchmark the quality of Google Search's results so that Google Search can meet a high bar for users all around the world. Under the Google [Search Quality Rater Guidelines](#), raters are instructed to assign the lowest rating to pages that are potentially harmful to users or specified groups, misleading, untrustworthy, and spammy. Google Search also provides users the ability to flag content that might be violating Google Search policies.

YouTube enforces a broad range of policies to help build a safer community. These policies include, but are not limited to, [Community Guidelines](#) and [Channel Monetisation Policies](#), which include YouTube's [Advertiser-friendly Content Guidelines](#).

Implementing and enforcing YouTube policies

Enforcement of YouTube's policies is a joint effort between people and machine learning technology. YouTube starts by giving its most experienced team of content moderators enforcement guidelines (detailed explanations of what makes content violative), and asks them to differentiate between violative and non-violative material. If the new guidelines allow them to achieve a very high level of accuracy, YouTube expands the testing group to include hundreds of moderators across different backgrounds, languages and experience levels.

YouTube then begins revising the guidelines so that they can be accurately interpreted across a larger, more diverse set of moderators. This process can take a few months, and is only complete once the group reaches a similarly high degree of accuracy. These findings then help train YouTube's machine learning technology to detect potentially violative content at scale. As done with its content moderators, YouTube also tests its models to understand whether it has provided enough context for them to make accurate assessments about what to surface for people to review.

Once models are trained to identify potentially violative content, the role of content moderators remains essential throughout the enforcement process. Machine learning identifies potentially violative content at scale and nominates for review content that

	<p>may be against YouTube Community Guidelines. Content moderators then help confirm or deny whether the content should be removed.</p> <p>This collaborative approach helps improve the accuracy of YouTube’s models over time, as models continuously learn and adapt based on content moderator feedback. It also means YouTube’s enforcement systems can manage the sheer scale of content that is uploaded to YouTube (over 500 hours of content every minute), while still digging into the nuances that determine whether a piece of content is violative.</p> <p>Every week, YouTube’s Trust & Safety leadership meet with quality assurance leads from across the globe (those responsible for overseeing content moderation teams) to discuss particularly thorny decisions and review the quality of YouTube’s enforcement. If needed, guideline tweaks are then drafted to address gaps or to provide clarity for edge cases.</p>
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Google Search	
SLI 14.2.1 – SLI 14.2.4	
TTP OR ACTION1	<p><u>TTPs covered by this action, selected from the list at the top of this chapter</u></p> <ul style="list-style-type: none"> 6. Deliberately targeting vulnerable recipients (e.g. via personalised advertising, location spoofing or obfuscation); 9. Inauthentic coordination of content creation or amplification, including attempts to deceive/manipulate platforms algorithms (e.g. keyword stuffing or inauthentic posting/reposting designed to mislead people about popularity of content, including by influencers); 10. Use of deceptive practices to deceive/manipulate platform algorithms, such as to create, amplify or hijack hashtags, data voids, filter bubbles, or echo chambers; 12. Coordinated mass reporting of non-violative opposing content or accounts. <p><u>SLI 14.2.1:</u></p>

Methodology

- (1) Manual enforcement instances under relevant policy violations (including Deceptive Practices, Manipulated Media, Medical Content, Misleading Content and Transparency Policies) on a global level in Q3 2022;
- (2) Domains affected by manual and algorithmic actions for Spam Policies for Google web search, on a global level in Q3 2022.

Response

(1) In Q3 2022, there were 400 instances of policy enforcement which resulted in removal of false, disputed, non-representative facts, misrepresentation information, content that contradicts scientific or medical based consensus and evidence based best practices. The actions were enforced across Search features including knowledge engine, webanswers, news, discover, image and video search. (2) In Q3 2022, there were 10,674,755 domains affected by manual and algorithmic actions for Spam Policies for Google web search, globally.

SLI 14.2.2

These metrics are not feasible for Google Search as it is not known what queries a user will issue and, therefore, Google Search cannot do a before and after comparison. Google Search’s systems are trained to block policy violating content.

SLI 14.2.3

This SLI is not applicable for Google Search, as users do not need accounts to use the search engine, and generally do not post content on Google Search.

SLI 14.2.4

These metrics are not feasible for Google Search as it is not known what queries a user will issue and, therefore, Google Search cannot do a before and after comparison. Google Search’s systems are trained to block policy violating content.

SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/imp	Interaction/engagement with TTP related content (in relation

											ressions on the service)	to overall interaction/engagement on the service)
Member States												
TTP OR ACTION 2												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)

Member States												
TTP OR ACTION 3												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
Member States												
TTP OR ACTION 4												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of	Nr of actions	Views/impressions	Interaction/engagement	Views/impressions	Interaction/engagement	Penetration and impact on	Trends on targeted	Trends on narratives used	TTPs related content in	Views/impressions of TTP	Interaction/engagement

	identified TTPs	taken by type	views before action	engagement before action	views after action	engagement after action	genuine users	audiences		relation to overall content on the service	related content (in relation to overall views/impressions on the service)	engagement with TTP related content (in relation to overall interaction/engagement on the service)
Member States												
TTP OR ACTION 5												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on

												the service)
Member States												
TTP OR ACTION 6												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/ impressions before action	Interaction/ engagement before action	Views/ impressions after action	Interaction/ engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/ impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/ engagement with TTP related content (in relation to overall interaction/engagement on the service)
Member States												
TTP OR ACTION 7												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		

	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
Member States												
TTP OR ACTION 8												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)

												on the service)	n/engagement on the service)
Member States													
TTP OR ACTION 9													
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4			
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)	
Member States													
TTP OR ACTION 10													

	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
Member States												
TTP OR ACTION 11												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)

											on the service)	interaction/engagement on the service)
Member States												
TTP OR ACTION 12												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
Member States												

YouTube

SLI 14.2.1 – SLI 14.2.4

TTP OR
ACTION 1

TTPs covered by this action, selected from the list at the top of this chapter

1. Creation of inauthentic accounts or botnets (which may include automated, partially automated, or non-automated accounts);
2. Use of fake / inauthentic reactions (e.g. likes, up votes, comments);
3. Use of fake followers or subscribers;
5. Account hijacking or impersonation;
7. Deploy deceptive manipulated media (e.g. “deep fakes”, “cheap fakes”...);
8. Use “hack and leak” operation (which may or may not include doctored content);
9. Inauthentic coordination of content creation or amplification, including attempts to deceive/manipulate platforms algorithms (e.g. keyword stuffing or inauthentic posting/reposting designed to mislead people about popularity of content, including by influencers);
10. Use of deceptive practices to deceive/manipulate platform algorithms, such as to create, amplify or hijack hashtags, data voids, filter bubbles, or echo chambers;
11. Non-transparent compensated messages or promotions by influencers.

SLI 14.2.1. SLI 14.2.2. SLI 14.2.3. SLI 14.2.4:

Methodology

Google’s TAG releases a quarterly Bulletin, in addition to periodic blog posts, with information on coordinated influence operation campaigns terminated on Google’s platforms, including YouTube. It is YouTube’s primary public source of information on TTP-related issues.

In addition, YouTube provides reporting on channel and video removals by reason in its quarterly Transparency Report. Relevant to TTPs 7 and 8 are Misinformation Policy removals in the Transparency Report. Channel removals related to TTP 5 are included, in part, in the Impersonation Policy removals of the Transparency Report. Removals relating to the remaining TTPs are included, in part or in whole, in the Transparency Report, but YouTube does not have more detailed removal reporting at this time. Additionally, channel terminations may be categorised as 'Multiple policy violations' in instances where the channel violated more than one policy. YouTube will explore opportunities to provide more granular information regarding enforcement of certain YouTube policies identified in QRE 14.1.1 in future reports.

Response

Across the reporting period (Q3 2022), per the [Q3 TAG Bulletin](#), TAG actioned over 10,000 YouTube channels involved in TTP-related issues. This included actions on content in French, German, and Italian. For more information please refer to the TAG Bulletin.

	<p>Additionally, in Q3 2022 across EEA Member States, over 11,000 videos were removed by YouTube for violations of YouTube’s Misinformation Policies, which are accessible via this landing page in YouTube’s Help Centre. A country-specific breakdown of these removals can be found in response to SLI 18.2.1 in this report. Globally, in Q3 2022, over 31,000 channels were removed for violations of YouTube’s Impersonation Policy, available here.</p>											
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/ impressions before action	Interaction/ engagement before action	Views/ impressions after action	Interaction / engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/ impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction / engagement with TTP related content (in relation to overall interaction /engagement on the service)
Member States												
TTP OR ACTION 2												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/ impressions before action	Interaction/ engagement before action	Views/ impressions after action	Interaction / engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content	Views/ impressions of TTP related content (in relation	Interaction / engagement with TTP related content (in

											on the service	to overall views/imp ressions on the service)	relation to overall interaction /engagem ent on the service)
Member States													
TTP OR ACTION 3													
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4			
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/ impressions before action	Interactio n/ engagem ent before action	Views/ impressio ns after action	Interaction / engagem ent after action	Penetratio n and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/ impressio ns of TTP related content (in relation to overall views/imp ressions on the service)	Interaction / engagem ent with TTP related content (in relation to overall interaction /engagem ent on the service)	
Member States													
TTP OR ACTION 4													

	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
Member States												
TTP OR ACTION 5												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)

													ent on the service)
Member States													
TTP OR ACTION 6													
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4			
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/ impressions before action	Interaction/ engagement before action	Views/ impressions after action	Interaction / engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/ impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction / engagement with TTP related content (in relation to overall interaction /engagement on the service)	
Member States													
TTP OR ACTION 7													
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4			

	Nr of instances of identified TTPs	Nr of actions taken by type	Views/ impressions before action	Interaction/ engagement before action	Views/ impressions after action	Interaction / engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/ impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction / engagement with TTP related content (in relation to overall interaction/engagement on the service)
Member States												
TTP OR ACTION 8												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/ impressions before action	Interaction/ engagement before action	Views/ impressions after action	Interaction / engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/ impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction / engagement with TTP related content (in relation to overall interaction/engagement on the service)

Member States													
TTP OR ACTION 9													
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4			
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)	
Member States													
TTP OR ACTION 10													
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4			
	Nr of instances of	Nr of actions taken by type	Views/impressions before action	Interaction/engagement	Views/impressions after action	Interaction/engagement	Penetration and impact on	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to	Views/impressions of TTP related	Interaction/engagement with TTP	

	identified TTPs			ent before action		nt after action	genuine users			overall content on the service	content (in relation to overall views/impressions on the service)	related content (in relation to overall interaction/engagement on the service)
Member States												
TTP OR ACTION 11												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
Member States												

TTP OR ACTION 12												
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/ impressions before action	Interaction/ engagement before action	Views/ impressions after action	Interaction / engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/ impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction / engagement with TTP related content (in relation to overall interaction/engagement on the service)
Member States												
Measure 14.3	Google Search						YouTube					
QRE 14.3.1	Alongside other Signatories, Google has developed within the Permanent Task-force the updated list of TTPs that is outlined under Commitment 14 in this report, finalised as of November 2022 - with the understanding that these TTPs will manifest differently and have different levels of relevance for different types of online Services. Work continues within the Task-force on the baseline elements, objectives, and benchmarks.											

IV. Integrity of Services

Commitment 15

Relevant Signatories that develop or operate AI systems and that disseminate AI-generated and manipulated content through their services (e.g. deep fakes) commit to take into consideration the transparency obligations and the list of manipulative practices prohibited under the proposal for Artificial Intelligence Act.

	C.15	M 15.1	M 15.2
We signed up to the following measures of this commitment:	Google Search YouTube	Google Search YouTube	Google Search YouTube
	Google Search		YouTube
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes		Yes
If yes, list these implementation measures here [short bullet points].	<p>For example:</p> <ul style="list-style-type: none"> • Independent of the Commitments of the Code, Google deployed AI principles, setting out Google’s commitment to develop technology responsibly including issues relevant to Commitment 15. • Similarly, as part of its existing policy development and enforcement processes, Google Search deployed and enforced the Manipulated Media Policy, which applies to Search features. 	<p>For example:</p> <ul style="list-style-type: none"> • Independent of the Commitments of the Code, Google deployed AI principles, setting out Google’s commitment to develop technology responsibly including on issues relevant to Commitment 15. • Similarly, as part of its existing policy development and enforcement processes, YouTube deployed and enforced Misinformation Policies and Spam and Deceptive Practices Policies, which include elements relevant to 	

		<p>Commitment 15.</p> <ul style="list-style-type: none"> • YouTube also regularly, and on an ongoing basis, updates its internal systems and processes related to the detection of content that violates its policies. • In addition, YouTube has long been updating, on a regular and ongoing basis, its internal systems and processes related to the detection of content that violates its policies. This includes investment in automated detection systems.
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A	<p>YouTube has no future implementation measures to announce; however, YouTube continually invests in the ability to detect policy violative accounts and evolves this work accordingly.</p> <p>YouTube will explore opportunities to provide more granular information regarding Commitment 15 for future reports.</p>
Measure 15.1	Google Search	YouTube

QRE 15.1.1	<p>The Google Search features Manipulated Media Policy prohibits audio, video, or image content that has been manipulated to deceive, defraud, or mislead by means of creating a representation of actions or events that verifiably did not take place. This includes if such content would cause a reasonable person to have a fundamentally different understanding or impression, such that it might cause significant harm to groups or individuals, or significantly undermine participation or trust in electoral or civic processes.</p>	<p>YouTube’s Misinformation Policies prohibit content that has been technically manipulated or doctored in a way that misleads users (beyond clips taken out of context) and may pose a serious risk of egregious harm. YouTube also has policies on Spam & Deceptive Practices that prohibits, for example, spam, scams, and other deceptive practices that take advantage of the YouTube community and Fake Engagement.</p>
Measure 15.2	Google Search	YouTube
QRE 15.2.1	<p>Google’s AI principles set out Google’s commitment to develop technology responsibly and establish specific application areas that will not be pursued.</p> <p>Across its services, Google has been examining the risks and challenges associated with more powerful language models. Improved AI systems can help bolster spam fighting capabilities and even help combat known loss patterns. Google Search recently introduced a system to better identify queries seeking explicit content, so Google Search can better avoid shocking or offending users not looking for that information, and ultimately make the Google Search experience safer for everyone.</p> <p>Google responsibly applies AI in Google Search in a number of ways, including:</p> <ul style="list-style-type: none"> • Training on high quality data: Google Search pretrains models on high quality data to reduce the risk of training on misinformation or explicit content. 	<p>Before YouTube does the work of removing content that violates their policies, YouTube has to make sure the line between what is removed and what is allowed is drawn in the right place — with a goal of preserving free expression, while also protecting and promoting a vibrant community. To that end, YouTube has a dedicated policy development team that systematically reviews all of YouTube’s policies to ensure that they are current, keep YouTube’s community safe, and do not stifle YouTube’s openness.</p> <p>The product, policy, and enforcement decisions YouTube makes are guided by a set of considerations that are consistent across YouTube’s products and services.</p> <ul style="list-style-type: none"> • Value openness and accessibility: YouTube aims to provide access to an open and diverse information ecosystem. But that does not mean that anything goes on YouTube’s services. YouTube believes that a healthy and responsible approach to supporting information quality should aim toward keeping content accessible.

- **Rigorous Evaluation:** Every improvement to Google Search undergoes a rigorous evaluation [process](#) to ensure it is providing more relevant, helpful results. The Google [Search Quality Rater Guidelines](#) are Google Search’s north star for how to evaluate great search results. Google Search is not perfect, and any application of AI will not be perfect — this is why any change to Google Search involves extensive and constant evaluation and testing.
- **Responsible application design:** When Google Search adopts new AI technologies, it is able to help improve individual systems to perform specific tasks more efficiently and effectively. This approach allows Google Search to focus the scope of an evaluation and understand if an application is introducing concerning patterns. In the event that Google Search does find concerning behaviour, much more targeted solutions can be designed.
- **Minding Google Search’s footprint:** Google combines efficient models, processors, and data centres with clean energy sources to reduce the carbon footprint of a model.

See additional details [here](#).

- **Respecting end-user rights:** Users who express an intent to explore content that is not illegal or prohibited by YouTube’s policies should be able to find it, even if all available indicators suggest it is of relatively low quality. YouTube sets a high bar for information quality where users have not clearly expressed what they are looking for.
- **Build for everyone:** YouTube’s products and services are used around the world by users from different cultures, languages, and backgrounds, and at different stages in their lives. YouTube’s product and policy development, as well as their policy enforcement decisions, take into account the diversity of their users and seek to address their needs appropriately.

Information on Algorithms

YouTube has developed machine learning algorithms that aid the detection of content that may violate their policies. Once potentially problematic content is flagged by YouTube’s automated systems, YouTube’s human content moderators verify whether it indeed violates YouTube’s policies. If it does, the content is removed and is used to train YouTube’s machines for better coverage in the future.

Measures for Equal Treatment of Users

YouTube works hard to ensure that YouTube’s systems are not designed to be biased against content belonging to individuals or groups based on political viewpoints or other attributes like gender or sexual orientation. YouTube’s search and recommendation systems are not designed to filter or demote videos or channels based on specific political perspectives.

		<p>YouTube audits its machine learning systems to help ensure that unintended algorithmic bias such as gender bias is not present. YouTube corrects mistakes when they are found and re-trains the systems to be more accurate moving forward.</p> <p>Google’s AI Principles YouTube responsibly applies Google AI principles to all its products. These principles are outlined here.</p>
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IV. Integrity of Services

Commitment 16

Relevant Signatories commit to operate channels of exchange between their relevant teams in order to proactively share information about cross-platform influence operations, foreign interference in information space and relevant incidents that emerge on their respective services, with the aim of preventing dissemination and resurgence on other services, in full compliance with privacy legislation and with due consideration for security and human rights risks.

	C.16	M 16.1	M 16.2
We signed up to the following measures of this commitment:	Google Search YouTube	Google Search YouTube	YouTube
	Google Search		YouTube
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new	No		Yes

policies, etc)? [Yes/No]		
If yes, list these implementation measures here [short bullet points].	N/A	For example: <ul style="list-style-type: none"> Independent of the Commitments of the Code, Google's Threat Analysis Group (TAG) has long published quarterly TAG Bulletins and periodic blog posts on actions taken across Google Services, including YouTube, to tackle coordinated influence operations. The Bulletin and, where relevant, blog posts note when findings are similar to or supported by those reported by other platforms.
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Search will explore opportunities to provide more granular information regarding Commitment 16 for future reports.	YouTube will explore opportunities to provide more granular information regarding Commitment 16 for future reports.
Measure 16.1	Google Search	YouTube
QRE 16.1.1	Google's TAG and Trust & Safety Team work to monitor malicious actors around the globe, disable their accounts, and remove the content that they post, including but not limited to coordinated information operations and other operations that may affect EEA Member States.	

	<p>One of TAG’s missions is to understand and disrupt coordinated information operations threat actors. TAG’s work enables Google teams to make enforcement decisions backed by rigorous analysis. TAG’s investigations do not focus on making judgements about the content on Google platforms, but rather examining technical signals, heuristics, and behavioural patterns to make an assessment that activity is coordinated inauthentic behaviour.</p> <p>TAG regularly publishes its TAG Bulletin, which provides updates around coordinated influence operation campaigns terminated on Google’s platforms, as well as additional periodic blog posts. TAG also engages with other platform Signatories to receive and, when strictly necessary for security purposes, share information related to threat actor activity – in compliance with applicable laws.</p>	
<p>SLI 16.1.1 – Numbers of actions as a result of information sharing</p>	<p>Google’s TAG posts a quarterly Bulletin, which includes disclosure of coordinated influence operation campaigns terminated on Google’s products and services, as well as additional periodic blog posts. In the Bulletin, TAG often notes when findings are similar to or supported by those reported by other platforms. For the reporting period, the Q3 2022 TAG Bulletin shows 55 YouTube channels across 6 separate actions were involved in Coordinated Influence Operation Campaigns, the details of which are in the publicly available Bulletin. The TAG Bulletin and periodic blog posts are YouTube’s primary public source of information on coordinated influence operations and TTP-related issues.</p> <p>Some channels YouTube took action on were parts of campaigns that uploaded content in some EEA languages, specifically: French (13 channels), German (3 channels), and Italian (10 channels). Please note that there may be many languages for any one coordinated influence campaign and that the presence of content in the language of one EEA Member State does not necessarily entail a particular focus on that Member State. For more information, please see the TAG Bulletin.</p> <p>YouTube and Search will explore opportunities to provide more granular information regarding SLI 16.1.1 for future reports.</p>	
<p>Measure 16.2</p>	<p><i>Not subscribed</i></p>	<p>YouTube</p>
<p>QRE 16.2.1</p>	<p><i>Not subscribed</i></p>	<p>Google’s TAG and Trust & Safety Teams work to monitor malicious actors around the globe, disable their accounts, and remove the content that they posted, including but not limited to coordinated information operations and other operations that may affect EU Member States.</p>

The most recent examples of specific tactics, techniques, and procedures (TTPs) used to lure victims can be found in Google's [TAG Blog](#). An example, which is further detailed in the [TAG Blog](#), is presented below.

IRA-linked influence operations (IO) campaigns in Africa

In recent years, Russian IO actors tied to Russian oligarch Yevgeny Prigozhin and the Internet Research Agency (IRA), have peddled influence campaigns promoting the interests of Russia and Prigozhin's Wagner Group in Africa. Researchers at Stanford, Graphika, and Meta have documented this trend going back to 2019. These campaigns involved creating NGOs, media brands and news agencies across Africa including a Ghanaian NGO, Sudan Daily, Peace Data and SADC News. These entities presented themselves as independent non-profit organisations and recruited local journalists and subject matter experts to publish content on topics like pro-Russia narratives, African pride and empowerment, and stories suggesting that Western imperialism is destroying Africa. Some authors likely did not realise they were working for a Russia-backed IO and genuinely believed in the content they wrote.

In addition to terminating related channels in prior periods, in September 2022, Google terminated three IRA-linked YouTube channels that were sharing content in French and supportive of Russian policy objectives in Libya, including promoting a film in the Shugaley trilogy, another Aurum LLC film.

V. Empowering Users

Commitment 17

In light of the European Commission’s initiatives in the area of media literacy, including the new Digital Education Action Plan, Relevant Signatories commit to continue and strengthen their efforts in the area of media literacy and critical thinking, also with the aim to include vulnerable groups.

	C.17	M 17.1	M 17.2	M 17.3
We signed up to the following measures of this commitment:	Google Search YouTube	Google Search YouTube	Google Search YouTube	Google Search YouTube
	Google Search		YouTube	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes		Yes	
If yes, list these implementation measures here [short bullet points].	For example: <ul style="list-style-type: none"> • In Q4 2022, Google expanded the availability of ‘About This Result’ in more European languages, including Portuguese, French, Italian, Dutch, German and Spanish. • In June 2022, Google Search expanded the launch of content advisories when a topic is rapidly evolving to users globally. 		For example: <ul style="list-style-type: none"> • In November 2022, YouTube launched its ‘Hit Pause’ media literacy campaign, which as of December 2022 is live in 20 EEA Member States with plans to expand across all EEA Member States in 2023. • Also in the first half of 2022, during the French presidential election, YouTube surfaced information panels linking to authoritative sources. 	

	<ul style="list-style-type: none"> In Q3 2022, Google Search launched a new type of content advisory for searches where systems do not have high confidence in the overall quality of results available for search. This does not mean that no helpful information is available, or that particular result is low-quality. These notices provide context about the whole set of results on the page, and users can always see the results for their query, even when the advisory is present (see QRE 21.3.1 for details). In Q4 2022, Google Search expanded this launch in English globally. 	<ul style="list-style-type: none"> In addition, YouTube regularly, and on an ongoing basis, updates its internal systems and processes related to surfacing information panels and authoritative information.
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Search will explore opportunities to provide more granular information regarding Commitment 17 for future reports.	YouTube will explore opportunities to provide more granular information regarding Commitment 17 for future reports.
Measure 17.1	Google Search	YouTube

QRE 17.1.1

Google Search aims to connect users with high quality information, and help users understand and evaluate that information. Google Search has deeply invested in both information quality and information literacy. Some ways in which Google Search does this include:

- **‘About This Result’:** Next to most results on Google Search, there is a menu icon that users can tap to learn more about the result or feature and where the information is coming from. With this additional context, users can make a more informed decision about the sites they want to visit and what results will be most useful for them. When available, users will see a description of the website from Wikipedia, which provides free, reliable information about tens of millions of sites on the web. If a website does not have a Wikipedia description, Google Search will show additional context that may be available, such as when Google Search first indexed the site. Users will also be able to quickly see if their connection to the site is secure based on its use of the HTTPS protocol, which encrypts all data between the website and the browser they are using, to help them stay safe as they browse the web. More information on the ‘About This Result’ feature can be found [here](#).

The ‘More About This Page’ link within the ‘About This Result’ feature provides additional insights about sources and topics users find on Google Search. When a user taps the three dots on any search result, they will be able to learn more about the page. Users can:

- **See more information about the source:** Users

YouTube takes its responsibility efforts seriously, outlining clear policies used to moderate content on the platform and providing tools that users can leverage to improve their media literacy education and better evaluate what content and sources to trust.

In addition to making authoritative sources readily available on the YouTube homepage and in search results, information panels may also appear alongside search results and videos to provide more context and to help people make more informed decisions about the content they are viewing. For example, developing news in search results may link to articles from authoritative sources on ongoing breaking stories. During election periods, text-based information panels about a candidate, how to vote, and election results may also be displayed to users, e.g. in 2022 during the French presidential election, YouTube surfaced information panels linking to authoritative sources.

	<p>will be able to read what a site says about itself in its own words, when that information is available.</p> <ul style="list-style-type: none"> ○ Find what others on the web have said about a site: Reading what others on the web have written about a site can help users better evaluate sources. ○ Learn more about the topic: In the 'About the topic' section, users can find information about the same topic from other sources. <p>Additional information can be found in the Google Search blog post here.</p> <ul style="list-style-type: none"> ● Content Advisory Notices: Helpful notices for users that highlight when information is scarce or when interest is travelling faster than facts. These are specifically designed to address data voids which include queries for which either content is limited or nonexistent or when a topic is rapidly evolving and reliable information is not yet available for that topic. More information is available in the blog posts 'A new notice in Search for rapidly evolving results' and 'New ways we're helping you find high-quality information'. 	
<p>SLI 17.1.1 - actions enforcing policies above</p>	<p>(1) Number of times the 'More About This Page' feature was viewed in Q3 2022, broken down by EEA Member State;</p> <p>(2) Number of times the 'About This Result' panel was viewed in Q3 2022, broken down by EEA Member State;</p> <p>(3) Estimated number of times Content Advisories for low relevance results were viewed in Q3 2022, broken down by EEA Member State;</p>	<p>YouTube is sharing impressions of the information panels shown to users in EEA Member States, in Q3 2022.</p> <p>Note: This metric currently omits impressions of fact check panels. YouTube will explore opportunities to provide more granular information regarding SLI 17.1.1 for future reports.</p> <p>Over 1,500,000,000 information panel impressions.</p>

	(4) Estimated number of times Content Advisories for low quality and rapidly changing results were viewed in Q3 2022, broken down by EEA Member State.				
	Number of times the 'More About This Page' feature was viewed	Number of times the 'About This Result' panel was viewed	Estimated number of times Content Advisories for low relevance results were viewed	Estimated number of times Content Advisories for low quality and rapidly changing results were viewed	
Level	Impressions	Impressions	Views	Views	
Member States					
Austria	15,140	275,760	640,200	20,860	
Belgium	28,340	415,120	2,127,200	12,880	
Bulgaria	60,548	415,804	757,400	5,640	
Croatia	12,048	297,444	736,400	9,320	
Cyprus	4,940	62,008	356,000	1,680	
Czech Republic	11,324	253,076	957,800	4,480	
Denmark	15,596	273,792	984,200	10,920	
Estonia	17,372	186,868	186,868	186,868	
Finland	15,440	285,208	898,400	11,200	
France	105,904	1,362,604	12,723,400	63,560	

Germany	176,104	1,972,164	19,595,800	325,120	
Greece	36,740	738,144	1,477,400	9,800	
Hungary	11,004	242,208	790,200	9,300	
Ireland	208,048	2,986,552	2,178,200	11,620	
Italy	92,444	1,349,876	18,953,000	55,500	
Latvia	11,492	133,240	336,800	2,800	
Lithuania	29,724	245,752	644,000	2,880	
Luxembourg	0	0	226,600	1,680	
Malta	0	0	274,200	1,540	
Netherlands	77,488	1,226,760	2,934,800	27,340	
Poland	24,252	658,244	1,759,800	43,540	
Portugal	25,184	446,100	1,021,600	6,340	
Romania	43,368	700,180	1,470,000	15,000	
Slovakia	5,184	124,404	492,000	4,140	
Slovenia	22,992	165,900	474,800	2,460	
Spain	53,820	1,119,468	7,582,200	143,260	
Sweden	36,812	558,908	1,621,400	36,220	
Iceland	0	0	166,600	2,000	
Liechtenstein	0	0	7,600	120	
Norway	19,224	309,148	1,122,000	10,420	
Total EU	1,141,308	16,495,584	82,451,400	843,520	
Total EEA	1,160,532	16,804,732	83,747,600	856,060	
Measure 17.2	Google Search			YouTube	

<p>QRE 17.2.1</p>	<p>To raise awareness of its features and build literacy across society, Google Search is working with information literacy experts to help design tools in a way that allows users to feel confident and in control of the information they consume and the choices they make. Please see as well the partnerships listed in response to QRE 28.3.1, notably funding for the European Media & Information Fund.</p> <p>In addition, Google Search is seeking to build capacity for librarians to empower their patrons and the general public with information literacy. To enable this, at the end of September 2022, in cooperation with Google Search’s partner, ‘Public Libraries 2030’, Google Search launched a Training of Trainers program called ‘Super Searchers’ for librarians and library staff that seeks to achieve the following objectives: (a) provide librarians and library staff with the skills to build the information literacy capacity of the general public; (b) increase the information literacy capacity of library patrons and the general public.</p> <p>In 2022, Google Search also partnered with YouGov and Poynter on a report (‘A Global Study on Information Literacy’) that summarised findings from a survey of 8,585 respondents from 7 countries around the world (including the UK and Germany). The report focused on consumer habits and practices related to misinformation, search literacy, and information journeys - see the infographic and full findings.</p>	<p>In the face of near limitless access to information, YouTube remains committed to supporting efforts that deepen users’ collective understanding of misinformation. To empower users to think critically and use YouTube’s products safely and responsibly, YouTube invests in media literacy campaigns to improve users’ experiences on YouTube. The most recent global media literacy campaign, which will target over 70 countries around the globe, launched in 2022. As of December 2022, the campaign is live in more than 50 countries, including 20 EU Member States. In 2023, the campaign will launch in the remaining EU Member States.</p> <p>Branded ‘Hit Pause’, the program seeks to teach viewers critical media literacy skills via engaging and educational public service announcements (PSAs) via YouTube home feed and pre-roll ads, and on a dedicated YouTube channel. The YouTube channel hosts videos from the YouTube Trust & Safety team that explain how YouTube protects the YouTube community from misinformation and other harmful content, as well as additional campaign content that provides members of the YouTube community with the opportunity to increase critical thinking skills around identifying different manipulation tactics used to spread misinformation – from using emotional language to cherry picking information.</p> <p>Please also see the partnerships listed in response to QRE 28.3.1.</p>
<p>SLI 17.2.1 - actions enforcing policies above</p>	<p>Search is not providing a response to this SLI for the baseline report as the Super Searchers program was launched at the end of September 2022 (see response to QRE 17.2.1).</p>	<p>The information presented reflects preliminary country level impressions from YouTube’s current European media literacy campaign, ‘Hit Pause’, which launched on 22 November 2022. Data presented is from 22 November 2022 - 15 December 2022. Countries</p>

		<p>included below are Italy, Spain, Poland, Romania, Czech Republic, France, Germany and Belgium.</p> <p>By the end of 2022, the media literacy campaign was live in an additional 12 EEA Member States: Netherlands, Sweden, Denmark, Hungary, Finland, Greece, Slovakia, Ireland, Estonia, Latvia, Lithuania, and Portugal.</p> <p>Future EEA Member States campaign countries include: Bulgaria, Croatia, Cyprus, Slovenia, Luxembourg, Moldova, Norway, Lichtenstein, Austria, Iceland, and Malta.</p> <p>YouTube will explore opportunities to provide more granular information regarding SLI 17.2.1 for future reports.</p>
		Number of impressions from YouTube's European media literacy campaign, 'Hit Pause'
Level		Impressions
Member States		
Austria		-
Belgium		>5,500,000
Bulgaria		-
Croatia		-
Cyprus		-
Czech Republic		>5,500,000
Denmark		-
Estonia		-
Finland		-

France		>35,000,000
Germany		>40,000,000
Greece		-
Hungary		-
Ireland		-
Italy		>30,000,000
Latvia		-
Lithuania		-
Luxembourg		-
Malta		-
Netherlands		-
Poland		>20,000,000
Portugal		-
Romania		>9,000,000
Slovakia		-
Slovenia		-
Spain		>25,000,000
Sweden		-
Iceland		-
Liechtenstein		-
Norway		-
Total EU		>180,000,000

Total EEA		>180,000,000
Measure 17.3	Google Search	YouTube
QRE 17.3.1	See response to QRE 17.2.1.	YouTube has partnered with media literacy experts across markets to identify unique and engaging ways to build up the YouTube Community’s media literacy. For example, to inform the ‘Hit Pause’ global campaign, YouTube partnered with the National Association for Media Literacy Education (NAMLE), a U.S.-based organisation, to identify which competency areas the campaign should focus on. As YouTube continues to evolve the media literacy program and add even more markets, YouTube will continue to explore opportunities to work with regional expert organisations.

V. Empowering Users

Commitment 18

Relevant Signatories commit to minimise the risks of viral propagation of Disinformation by adopting safe design practices as they develop their systems, policies, and features.

	C.18	M 18.1	M 18.2	M 18.3
We signed up to the following measures of this commitment:	Google Search YouTube	YouTube	Google Search YouTube	Google Search YouTube
	Google Search		YouTube	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new	Yes		Yes	

policies, etc)? [Yes/No]		
If yes, list these implementation measures here [short bullet points].	<p>For example:</p> <ul style="list-style-type: none"> • In November 2022, Google Search updated existing policies regarding incorrect information and consensus to remove content that accuses a person or group of a serious malevolent act without credible evidence. The policy is available on Google Search’s external Help Centre pages for Knowledge Graph and Featured Snippets with new language about these policies. • Previously and on an ongoing basis, Search has deployed and enforced policies for Search features, focusing on Medical Content and Misleading Content – which complement the Content Policies outlined in QRE 14.1.1. 	<p>For example:</p> <ul style="list-style-type: none"> • Previously, and independent of the Commitments in the Code, YouTube expanded the ways in which the recommendation system is used to curb the spread of harmful misinformation and 'borderline' content - content that comes close to, but does not quite violate YouTube’s Community Guidelines. • In response to the Russian invasion of Ukraine in February 2022, in Poland, Romania, Czechia, and Slovakia, YouTube surfaced timely displacement information from the respective country’s government and NGOs. • YouTube has previously published information about the functioning of the recommender systems in blog posts and dedicated pages.
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of	No	No

<p>this commitment? [Yes/No]</p>		
<p>If yes, which further implementation measures do you plan to put in place in the next 6 months?</p>	N/A	<p>YouTube will explore opportunities to provide more granular information regarding Commitment 18 for future reports.</p>
<p>Measure 18.1</p>	<p><i>Not subscribed</i></p>	<p>YouTube</p>
<p>QRE 18.1.1</p>	<p><i>Not subscribed</i></p>	<p>YouTube's approach to combating misinformation involves removing content that violates YouTube's policies as quickly as possible, surfacing high quality information in ranking and recommendations, and rewarding trusted, eligible creators and artists.</p> <p>YouTube applies these principles globally, including across the EU.</p> <p>Among these tools, YouTube's Recommendation System is the most relevant to Measure 18.1 and, accordingly, will be the focus of QREs 18.1.2 and 18.1.3.</p>
<p>QRE 18.1.2</p>	<p><i>Not subscribed</i></p>	<p>YouTube's Recommendation Systems</p> <p>Overview</p> <p>On YouTube, recommendations help users discover more of the videos they love, whether it is a great new recipe to try or finding their next favourite song. Recommendations help connect users to high-quality information, and at the same time complement the work done by YouTube Community Guidelines, which define what is and is not allowed on YouTube.</p>

The success of YouTube's recommendations depends on accurately predicting the videos users want to watch. When YouTube's recommendations are at their best, they connect billions of people around the world to content that uniquely inspires, informs, and entertains. A deeper look into how YouTube's recommendation system works can be found in [this blog post](#).

Signals used to recommend content

YouTube's recommendation system is constantly evolving, learning every day from information that YouTube calls signals, including but not limited to: clicks, watchtime, survey responses, sharing, likes, and dislikes. More information about signals that YouTube uses to recommend content can be viewed [here](#).

The importance of each signal depends on the user. If the user is the kind of person to share any video that they watch, including the ones that they rate one or two stars, YouTube's system will know not to heavily factor in their shares when recommending content. All of this is why YouTube's system does not follow a set formula, but develops dynamically as the user's viewing habits change.

Managing recommendations and search results

When a user is signed into YouTube, they will see topics on Home and on watch pages to help them refine their recommendations. These topics are chosen based on a user's existing, personalised suggestions. The topics are also based on content related to what a user interacts with on YouTube. These topics are meant to help users find content they want to watch faster.

		<p>There are several ways users can influence their recommendations and search results. Users can remove specific videos from their watch history and searches from their search history. Users can also pause their watch and search history, or start fresh by clearing their watch and search history. Additional information about how a user can manage their recommendation settings are outlined here in YouTube’s Help Centre.</p>
QRE 18.1.3	<i>Not subscribed</i>	<p>Recommendations play an important role in how YouTube maintains a responsible platform.</p> <p>Limiting low quality content</p> <p>With a rise in the spread of misinformation in recent years, YouTube has expanded the ways in which it ensures that its ranking and recommendations systems surface high quality content to curb the spread of harmful misinformation and ‘borderline’ content — content that comes close to, but does not quite violate YouTube’s Community Guidelines. To determine borderline content, evaluators look at whether content is inaccurate, misleading or deceptive; insensitive or intolerant; or harmful or with the potential to cause harm. This input trains YouTube systems to automatically identify this type of content. Videos classified as borderline are not widely recommended on YouTube to non-subscribed users, consistent with its effort to connect users with high quality information.</p>
SLI 18.1.1 - actions proving effectiveness of measures and policies	<i>Not subscribed</i>	<p>YouTube will explore opportunities to provide more granular information regarding SLI 18.1.1 for future reports.</p>
	<i>Not subscribed</i>	
Level	<i>Not subscribed</i>	
Member States	<i>Not subscribed</i>	

List actions per member states (see example table above)	<i>Not subscribed</i>	
Measure 18.2	Google Search	YouTube
QRE 18.2.1	<p>Google Search has the following policies which complement the Content Policies outlined in QRE 14.1.1:</p> <p>Medical Content Policy: This policy prohibits content that contradicts or runs contrary to scientific or medical consensus and evidence-based best practices.</p> <p>Misleading Content Policy: This policy states that Search features and News prohibits preview content that misleads users to engage with it by promising details which are not reflected in the underlying content.</p> <p>These policies also provide users with information on how to report specific types of content that violate those policies. Google Search removes content for policy violations based on user reports as well as through its internal content moderation processes. More extensive policies are deployed for Search features, and can be found at the Content Policies Help Centre.</p> <p>In addition, Google Search removes content that has been determined to be unlawful under applicable law, in response to a notification from a third party, such as a user or an authority. Examples include material in relation to which Google Search has received a valid 'right to be forgotten request' or material in relation to which Google Search has</p>	See response to QRE 14.1.1.

	received a valid court order. Google Search measures the number of court and government Legal Removal requests biannually (across all products), and publishes this information in transparency reports.	
SLI 18.2.1 - actions taken in response to policy violations	See response to SLI 14.2.1.	<p>Methodology:</p> <p>(1) Number of videos removed by YouTube for violations of YouTube’s misinformation policies, which are accessible via this landing page in YouTube’s Help Centre, in Q3 2022 broken down by EEA Member States;</p> <p>(2) Breakdown of the view rate associated with those removed videos in Q3 2022, across EEA Member States.</p> <p>YouTube will explore opportunities to provide more granular information regarding SLI 18.2.1 for future reports.</p> <p>Response:</p> <p>(1) Please see table below.</p> <p>(2) Over 10% of removed misinformation videos had 0 views. Over 40% of removed misinformation videos had 1-10 views. Over 45% of removed misinformation videos had more than 10 views.</p>
		<p>Number of videos removed</p>
Level		Videos
Member States		
Austria		>300
Belgium		>200
Bulgaria		>95
Croatia		>95

Cyprus		>25
Czech Republic		>140
Denmark		>95
Estonia		<50
Finland		>80
France		>1,400
Germany		>2,500
Greece		>200
Hungary		>110
Ireland		>500
Italy		>1,200
Latvia		>60
Lithuania		>80
Luxembourg		<50
Malta		<50
Netherlands		>600
Poland		>450
Portugal		>180
Romania		>300
Slovakia		>60
Slovenia		<50
Spain		>1,700

Sweden		>140
Iceland		<50
Liechtenstein		<50
Norway		>80
Total EU		>11,000
Total EEA		>11,000
Measure 18.3	Google Search	YouTube
QRE 18.3.1	<p>Google and YouTube work with industry leaders across the technology sector, government, and civil society to set good policies, remain abreast of emerging challenges, and establish, share, and learn from industry best practices and research.</p> <p>Described below are recent examples that demonstrate Google and YouTube's commitment to these actions:</p> <p>Jigsaw-led Research</p> <p>Jigsaw, a unit within Google that explores threats to open societies and builds technology that inspires scalable solutions, began conducting research on 'information interventions' more than 10 years ago. Information interventions are tools that provide helpful information to users at a critical moment in their online journey so that they can protect themselves online from a range of online harms such as harmful misinformation.</p> <p>Jigsaw has since contributed research and technology on ways to make people more resilient to disinformation. Their research efforts are based on behavioural science and ethnographic studies that examine when people might be vulnerable to specific messages and how to provide helpful information when people need it most. These interventions provide a methodology for proactively addressing a range of threats to people online, as a complement to approaches that focus on removing or downranking material online.</p> <p>Notable research efforts by Jigsaw that they have run on and with YouTube include but are not limited to:</p> <ul style="list-style-type: none"> • Accuracy Prompts (APs): APs remind users to think about accuracy. The prompts work by serving users bite-sized digital literacy tips at a moment when it might matter. Lab studies conducted across 16 countries with +30,000 participants, suggest that APs increase engagement with accurate information and decrease engagement with less accurate 	

	<p>information. Small experiments on YouTube suggest users enjoy the experience and report that it makes them feel safer online.</p> <ul style="list-style-type: none"> • Prebunking Messages: Preemptive messages using inoculation theory, or ‘prebunking’, can help individuals identify manipulative narratives and strategies. In partnership with several universities, including the University of Cambridge and the University of Bristol, Jigsaw developed prebunking videos to test the efficacy of prebunking messages concerning manipulation techniques commonly encountered online. These videos were then tested with over 1M YouTube users in the US and demonstrated that prebunking can be scaled effectively using ads. Jigsaw then partnered with misinformation experts in Central and Eastern Europe to develop videos prebunking anti-migrant narratives, which have helped tens of millions of EU citizens build resilience to targeted misinformation. • Additional information on these research efforts can be found on the Info Interventions website.
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V. Empowering Users

Commitment 19

Relevant Signatories using recommender systems commit to make them transparent to the recipients regarding the main criteria and parameters used for prioritising or deprioritising information, and provide options to users about recommender systems, and make available information on those options.

	C.19	M 19.1	M 19.2
We signed up to the following measures of this commitment:	Google Search YouTube	Google Search YouTube	Google Search YouTube
	Google Search		YouTube
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new	Yes		No, YouTube has not recently introduced new implementation measures related to this Commitment, but YouTube regularly, and on an ongoing basis, updates its internal systems and processes related to its recommendation system.

policies, etc)? [Yes/No]		
If yes, list these implementation measures here [short bullet points].	For example: <ul style="list-style-type: none"> Google has long published information on the main parameters that help determine which results are returned for a user's query, notably on the How Search Works website and blog posts. 	N/A
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A	YouTube will explore opportunities to provide more granular information regarding Commitment 19 for future reports.
Measure 19.1	Google Search	YouTube
QRE 19.1.1	Google Search's ranking systems sort through hundreds of billions of web pages and other content in the Search index to present the most relevant, useful results in a fraction of a second. Main parameters that help determine which results are returned for a user's query include:	See response to QRE 18.1.2.

- **Meaning of your query:** To return relevant results, Google Search first needs to establish the intent behind a user's query. Google Search builds language models to decipher how the words that a user enters into the search box match up to the most useful content available.
- **Relevance of content:** Next, Google Search systems analyse the content to assess whether it contains information that might be relevant to what the user is looking for. The most basic signal that information is relevant is when content contains the same keywords as the user's search query.
- **Quality of content:** Google Search systems prioritise content that seems most helpful by identifying signals that can help determine which content demonstrates expertise, authoritativeness, and trustworthiness. For example, one of several factors that Google Search uses to help determine this is by understanding if other prominent websites link or refer to the content. Aggregated feedback from the Google Search quality evaluation process is used to further refine how Google Search systems discern the quality of information.
- **Usability:** Google Search systems also consider the usability of content. When all things are relatively equal, content that people will find more accessible may perform better.
- **Context and settings:** Information such as user location, past Google Search history, and [Search settings](#) all help Google Search ensure user results are what is most useful and relevant at that moment.

	<p>Google Search uses the user’s country and location to deliver content relevant to their area. For instance, if a user is in Chicago and they search ‘football’, Google Search will most likely show them results about American football and the Chicago Bears first. Whereas if the user searches ‘football’ in London, Google will show results about soccer and the Premier League. Google Search settings are also an important indicator of which results a user is likely to find useful, such as if they set a preferred language or opted in to SafeSearch (a tool that helps filter out explicit results). Google Search also includes some features that personalise results based on the activity in their Google account. The user can control what Google Search activity is used to improve their experience, including adjusting what data is saved to their Google account at myaccount.google.com. To disable Google Search personalisation based on activity in a user’s account, the user can turn off Web & App Activity. Google Search systems are designed to match a user’s interests, but they are not designed to infer sensitive characteristics like race, religion or political party.</p> <p>The How Search Works website explains the ins and outs of Google Search. The following links provide additional information about helping people and businesses learn how Search works and how results are automatically generated.</p>	
Measure 19.2	Google Search	YouTube

SLI 19.2.1 – user settings	Number of impressions on the personal results control for logged in users in Q3 2022, broken down by EEA Member State.	<p>YouTube is sharing the percentage of daily active users that are signed in to the platform (those not signed in are signed out). Signed in users are able to amend their settings in their YouTube or Google Accounts. This data is for users in Q3 2022, broken down by EEA Member State.</p> <p>The data presented is rounded down to the nearest multiple of 5 percentage points. YouTube will explore opportunities to provide more granular information regarding SLI 19.2.1 for future reports.</p>
	Number of Impressions	Percentage of daily active users that are signed in
Level	Impressions	Signed In Users
Member State		
Austria	16,326	70%
Belgium	18,591	70%
Bulgaria	6,875	70%
Croatia	6,462	75%
Cyprus	1,213	75%
Czech Republic	13,962	70%
Denmark	7,096	65%
Estonia	2,021	70%
Finland	16,099	70%
France	123,882	70%
Germany	178,454	65%
Greece	15,834	70%
Hungary	12,884	70%

Ireland	9,545	70%
Italy	124,665	75%
Latvia	2,824	75%
Lithuania	3,878	75%
Luxembourg	855	65%
Malta	578	75%
Netherlands	39,323	70%
Poland	66,719	75%
Portugal	12,229	75%
Romania	19,472	75%
Slovakia	6,610	70%
Slovenia	2,132	70%
Spain	96,706	80%
Sweden	18,673	65%
Iceland	320	65%
Liechtenstein	43	50%
Norway	9,638	65%
Total EU	823,908	70%
Total EEA	833,909	70%

V. Empowering Users

Commitment 20

Relevant Signatories commit to empower users with tools to assess the provenance and edit history or authenticity or accuracy of digital content.

	C.20	M 20.1	M 20.2
We signed up to the following measures of this commitment:	<i>Not subscribed</i>	<i>Not subscribed</i>	<i>Not subscribed</i>
	<i>Not subscribed</i>		
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	<i>Not subscribed</i>		
If yes, list these implementation measures here [short bullet points].	<i>Not subscribed</i>		
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	<i>Not subscribed</i>		

If yes, which further implementation measures do you plan to put in place in the next 6 months?	<i>Not subscribed</i>
Measure 20.1	<i>Not subscribed</i>
QRE 20.1.1	<i>Not subscribed</i>
Measure 20.2	<i>Not subscribed</i>
QRE 20.2.1	<i>Not subscribed</i>

V. Empowering Users

Commitment 21

Relevant Signatories commit to strengthen their efforts to better equip users to identify Disinformation. In particular, in order to enable users to navigate services in an informed way, Relevant Signatories commit to facilitate, across all Member States languages in which their services are provided, user access to tools for assessing the factual accuracy of sources through fact-checks from fact-checking organisations that have flagged potential Disinformation, as well as warning labels from other authoritative sources.

	C.21	M 21.1	M 21.2	M 21.3
We signed up to the following measures of this commitment:	Google Search YouTube	Google Search YouTube	YouTube	Google Search YouTube
	Google Search		YouTube	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools,	Yes		Yes	

<p>new policies, etc)? [Yes/No]</p>		
<p>If yes, list these implementation measures here [short bullet points].</p>	<p>For example:</p> <ul style="list-style-type: none"> ● In June 2022, Google Search expanded the launch of content advisories when a topic is rapidly evolving to users globally. ● In Q3 2022, Google Search launched a new type of content advisory for searches where systems do not have high confidence in the overall quality of results available for search. This does not mean that no helpful information is available, or that a particular result is low-quality. These notices provide context about the whole set of results on the page, and users can always see the results for their query, even when the advisory is present (see QRE 21.3.1 for details). In Q4 2022, Google Search expanded this launch in English globally. ● Independent of the Commitments of the Code, Google Search developed policies and processes to label fact-checked articles that are displayed in Search results with dedicated tags and ‘rich snippets’. ● Google also provides tools like Fact Check Explorer and the Google FactCheck Claim Search AP. 	<p>For example:</p> <ul style="list-style-type: none"> ● YouTube has long displayed fact check information panels that provide additional context by highlighting relevant, third-party fact-checked articles above search results for relevant queries.
<p>Do you plan to put further implementation measures in place in the next 6 months to substantially improve</p>	<p>No</p>	<p>No</p>

the maturity of the implementation of this commitment? [Yes/No]		
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Search will explore opportunities to provide more granular information regarding Commitment 21 for future reports.	YouTube will explore opportunities to provide more granular information regarding Commitment 21 for future reports.
Measure 21.1	Google Search	YouTube
QRE 21.1.1	<p>Fact-checks on Google Search help provide context to users when they come across articles from fact checking organisations in their search results. Google Search has developed policies and processes to label fact-checked articles that are displayed in Search results with dedicated tags and ‘rich snippets’ that make it easy for users to understand at a glance what is being fact-checked and what the fact-checker’s assessment is (if they meet Google Search’s eligibility and technical criteria). Google also provides tools like Fact Check Explorer and the Google FactCheck Claim Search API. The ‘Fact Check’ label in Google Search applies to published stories with fact-checked content that is indicated by the schema.org ClaimReview markup, like round-up stories that contain multiple fact check analyses within a single article.</p> <p>Google Search enables any fact-checker to signal their fact-checks for the purpose of being indexed free by implementing the schema.org ClaimReview markup on their content. Google provides training to fact-checking organisations on how to use the ClaimReview markup, as its</p>	<p>YouTube’s fact check information panels provide additional context by highlighting relevant, third-party fact-checked articles above search results for relevant queries.</p> <p>There are many factors that determine whether a fact check information panel will appear for any given search:</p> <ul style="list-style-type: none"> ● If the search terms are clearly seeking information about the accuracy of a claim; ● The relevance and recency of the fact check in relation to the search terms; ● If a relevant fact check article is available from an eligible publisher. <p>YouTube’s fact check information panels rely on an open network of third-party publishers and leverage the ClaimReview tagging system. All publishers are welcome to participate provided they follow the publicly available ClaimReview structured data guidelines, and are either part of the International Fact-Checking Network or are an authoritative publisher.</p>

	<p>success relies on publishers using the ClaimReview markup, reflected by the metrics outlined in SLI 21.1.1.</p> <p>The use of ClaimReview markup is not restricted to any set of organisations that partner with Google Search. As such, the remainder of QRE 21.1.1 (naming specific fact-checking organisations worked with) does not apply to Google Search.</p>	<p>Feature availability varies by country and YouTube is working to expand to more countries.</p> <p>If a publisher has fact-checked something specific to a user's search, users may see an information panel marked as an 'independent fact check' with:</p> <ul style="list-style-type: none"> ● The name of the publisher doing the fact check; ● The claim being fact checked; ● A snippet of the publisher's fact check finding; ● A link to the publisher's article to learn more; ● Information about the publication date of the fact check article. <p>When there are related fact checks from a few publishers, users may see several results.</p>
<p>SLI 21.1.1 - actions taken under measure 21.1</p>	<p>(1) Number of articles available with the Fact Check Rich Snippet in Google Search in Q3 2022, globally;</p> <p>(2) Number of articles available in Google Search Fact Check Explorer at the beginning and end of Q3 2022, globally;</p> <p>(3) Number of articles available in Google Search Fact Check Explorer at the beginning and end of Q3 2022, broken down by EEA language (see table below).</p> <p>Search will explore opportunities to share impression data for future reports.</p>	<p>YouTube will explore opportunities to provide more granular information regarding SLI 21.1.1 for future reports.</p>
	<p>(1) In Q3 2022, 171,514 articles were available with the Fact Check Rich Snippet in Google Search, globally.</p>	

	(2) At the beginning of Q3 2022, 178,292 articles were available in the Google Search Fact Check Explorer, globally. At the end of Q3 2022, 185,728 articles were available, globally.		
	Number of articles at the beginning of Q3 2022	Number of articles at the end of Q3 2022	
Level	Articles	Articles	
Language			
Bulgarian	135	173	
Croatian	946	1,070	
Czech	264	281	
Danish	629	654	
Dutch	1,122	351	
English	61,244	64,089	
Estonian	0	0	
Finnish	92	118	
French	4,248	4,043	
German	4,372	3,508	
Greek	1,698	1,835	
Hungarian	126	143	
Irish	0	0	
Italian	2,803	3,139	
Latvian	0	0	
Lithuanian	0	0	
Maltese	0	0	
Polish	6,244	6,356	
Portuguese	20,320	21,831	
Romanian	179	210	
Slovak	262	282	

Slovenian	0	0	
Spanish	14,547	14,040	
Swedish	0	0	
Icelandic	0	0	
Norwegian	433	447	
Total EU	119,231	122,123	
Total EEA	119,664	122,570	
SLI 21.1.2 - actions taken under measure 21.1	SLI 21.1.2 does not apply to Google Search. Should Search's product features change, Search will reconsider a response at that time.		SLI 21.1.2 does not apply to YouTube. Should YouTube's product features change, YouTube will reconsider a response at that time.
Level			
Member States			
List actions per member states (see example table above)			
Measure 21.2	<i>Not subscribed</i>		YouTube
QRE 21.2.1	<i>Not subscribed</i>		<p>There are a variety of ways in which YouTube may undertake research or testing for updates to its policies, features and programs.</p> <p>For example, YouTube has a process for running experiments on new features, collecting feedback, and gradually rolling out the new features. An experiment is a test that YouTube uses to measure how users react to new and improved product features, including labelling.</p> <p>YouTube may consider rolling out features more broadly based on user feedback from experiments. If a user wants to share thoughts on any feature, they can send feedback.</p>

		<p>In addition to in-product and experiment feedback, YouTube may also conduct user research on products to learn more about user and creator preferences. At times, YouTube may also commission research from third parties to get broader insights into market trends, perceptions, or product opportunities. All of these factors can help inform product development.</p> <p>Once a feature is ready, it is typically deployed through a gradual launch of the new feature. Sometimes, YouTube may initially launch a feature to a small percentage of viewers and/or creators, and increase that percentage over time until the new feature is available to users globally.</p> <p>YouTube continues to assess and improve the policies, features and programs that it deploys to help users to identify misinformation and disinformation. YouTube does not have specific findings that they are able to make publicly available at this time, but YouTube may be able to provide additional information regarding QRE 21.2.1 in a future report.</p>
Measure 21.3	Google Search	YouTube
QRE 21.3.1	<p>Google Search’s content advisory notices help alert users to when they have encountered a query and results set that may not yet include high quality information from reliable sources or when the results retrieved are likely to be off-topic and therefore unhelpful. These are specifically designed to address data voids which include queries for which either content is limited or nonexistent or when a topic is rapidly evolving and reliable information is not yet available for that topic.</p>	<p>YouTube works with authoritative information providers around the world — like news organisations, health authorities, and learning institutions — to create information panels that provide additional context about the content they are searching for and watching on the platform.</p> <p>For example, to identify authoritative health sources that users see across YouTube’s health product features, YouTube uses principles and definitions developed by an expert panel convened by the National Academy of Medicine (NAM) and</p>

	<p>Google Search released two content advisories, following both user research and multiple rounds of consultations with academic experts in mis- and disinformation:</p> <ul style="list-style-type: none"> • Google Search expanded its launch of content advisory when a topic is rapidly evolving, to users globally. See more regarding this feature here. • Content advisory where Google Search systems do not have high confidence in the overall quality of search results in English, were launched after adjusting the designs and messaging in this feature based on expert feedback. See blog for details. <p>Google Search consulted independent experts to consider their feedback on the effectiveness and possible risks of the content advisory feature ahead of its launch. Google generally conducts research with prospective and current users and where applicable, reviews published literature from third-party experts in developing its products and features.</p>	<p>verified by the World Health Organisation (WHO) for global application.</p> <p>To help identify high-quality, authoritative news sources to raise in YouTube’s news features, YouTube’s systems use various signals that may include channel quality and channel coverage of recent and relevant news events. Channels must also follow Google Search features policies and Google News’ content policies.</p> <p>Further, eligible fact-check publishers must be either a verified signatory of the International Fact-Checking Network’s Code of Principles or an authoritative publisher.</p> <p>YouTube consulted published literature from third-party experts and conducted user experience research prior to launching its information panels.</p>
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V. Empowering Users

Commitment 22

Relevant Signatories commit to provide users with tools to help them make more informed decisions when they encounter online information that may be false or misleading, and to facilitate user access to tools and information to assess the trustworthiness of information sources, such as indicators of trustworthiness for informed online navigation, particularly relating to societal issues or debates of general interest.

	C.22	M 22.1	M 22.2	M 22.3	M 22.4	M 22.5	M 22.6	M 22.7
We signed up to the following measures of this commitment:	Google Search YouTube	<i>Not subscribed</i>	<i>Not subscribed</i>	<i>Not subscribed</i>	<i>Not subscribed</i>	<i>Not subscribed</i>	<i>Not subscribed</i>	Google Search YouTube
	Google Search				YouTube			

<p>In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]</p>	<p>Yes</p>	<p>Yes</p>
<p>If yes, list these implementation measures here [short bullet points].</p>	<p>For example:</p> <ul style="list-style-type: none"> • In 2022, Google Search rolled out 'SOS Alerts' to help users navigate information in times of crises (for instance, to help users during the invasion of Ukraine). • Throughout 2022, Google Search has made available features which provide structured, authoritative information about the COVID-19 pandemic including information on COVID-19 vaccines. 	<p>For example:</p> <ul style="list-style-type: none"> • In 2022, YouTube displayed authoritative information and helpful context to users in EEA Member States, including COVID-19 information panels and crisis resource panels.
<p>Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]</p>	<p>No</p>	<p>No</p>

If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A	YouTube will explore opportunities to provide more granular information regarding Measure 22.7 for future reports.
Measure 22.1	<i>Not subscribed</i>	
QRE 22.1.1	<i>Not subscribed</i>	
SLI 22.1.1 - actions enforcing policies above	<i>Not subscribed</i>	
	<i>Not subscribed</i>	
Level	<i>Not subscribed</i>	
Member States	<i>Not subscribed</i>	
List actions per member states (see example table above)	<i>Not subscribed</i>	
Measure 22.2	<i>Not subscribed</i>	
QRE 22.2.1	<i>Not subscribed</i>	
Measure 22.3	<i>Not subscribed</i>	
QRE 22.3.1	<i>Not subscribed</i>	
Measure 22.4	<i>Not subscribed</i>	
QRE 22.4.1	<i>Not subscribed</i>	
SLI 22.4.1 - actions enforcing policies above	<i>Not subscribed</i>	
	<i>Not subscribed</i>	
	<i>Not subscribed</i>	
Measure 22.5	<i>Not subscribed</i>	
QRE 22.5.1	<i>Not subscribed</i>	
SLI 22.5.1 - actions enforcing policies above	<i>Not subscribed</i>	
	<i>Not subscribed</i>	
Level	<i>Not subscribed</i>	

Member States	<i>Not subscribed</i>	
List actions per member states (see example table above)	<i>Not subscribed</i>	
SLI 22.5.2 - actions enforcing policies above	<i>Not subscribed</i>	
	<i>Not subscribed</i>	
	<i>Not subscribed</i>	
Measure 22.6	<i>Not subscribed</i>	
QRE 22.6.1	<i>Not subscribed</i>	
SLI 22.6.1 - actions enforcing policies above	<i>Not subscribed</i>	
	<i>Not subscribed</i>	
Measure 22.7	Google Search	YouTube
QRE 22.7.1	<p>Google Search deploys the following features:</p> <ul style="list-style-type: none"> • ‘SOS Alerts’: Structured content that appears on a Google Search page, including authoritative help links and local relevant information when a crisis strikes. The alerts aim to make emergency information more accessible during a crisis. Google brings together relevant and authoritative content from the web, media, and Google products, and then highlights that information across Google products such as Google Search and Google Maps. See Help Centre for more information. • Special features created to provide information about COVID-19: Structured features which provide structured, authoritative information about the COVID-19 pandemic including information on COVID-19 vaccines. The features organise the 	<p>YouTube highlights information from authoritative third-party sources using information panels. As users navigate YouTube, they might see a variety of different information panels, including fact check panels. These panels provide additional context, with each designed to help users make their own decisions about the content they find.</p> <p>These information panels will show regardless of what opinions or perspectives are expressed in a video. If users want to learn more, most panels also link to the third-party partner’s website.</p> <p>Information panels may not be available in all countries/regions and languages. YouTube is working to bring more information panels to more countries/regions and languages.</p> <p>Information panels on YouTube include:</p>

	<p>search result pages to help users easily navigate to trusted COVID resources.</p>	<ul style="list-style-type: none"> ● COVID-19 information panels: In response to COVID-19, YouTube launched information panels with links to learn more about COVID-19 or COVID-19 vaccine information. ● Crisis resource panels: These panels let users connect with live support, 24/7 from recognised service partners. The panels may surface on the Watch page, when a user watches videos on topics related to suicide or self-harm, or in search results, when a user searches for topics related to certain health crises or emotional distress.
SLI 22.7.1 - actions enforcing policies above	<p>Number of views/impressions on the following Google Search features in Q3 2022, for EEA Member States:</p> <ul style="list-style-type: none"> ● Crisis Response (e.g. 'SOS Alerts', 'Public Alerts'); ● Structured features for COVID-19. 	<p>YouTube is sharing impressions of the information panels shown to users in EEA Member States, in Q3 2022.</p> <p>Over 1,500,000,000 information panel impressions.</p> <p>Note: This metric currently omits impressions of fact check panels. YouTube will explore opportunities to provide more granular information regarding SLI 22.7.1 for future reports.</p>
	<p>In Q3 2022, the following number of views/impressions were made on the Google Search features below:</p> <ul style="list-style-type: none"> ● >18,000,000 views/impressions on Crisis Response alerts (e.g. 'SOS Alerts', 'Public Alerts'); ● >152,000,000 views/impressions on COVID Structured Features. 	
Level		
Member States		
List actions per member states (see example table above)		

V. Empowering Users

Commitment 23

Relevant Signatories commit to provide users with the functionality to flag harmful false and/or misleading information that violates Signatories policies or terms of service.

	C.23	M 23.1	M 23.2
We signed up to the following measures of this commitment:	Google Search YouTube	Google Search YouTube	Google Search YouTube
	Google Search		YouTube
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes	Yes	
If yes, list these implementation measures here [short bullet points].	For example: <ul style="list-style-type: none"> Google Search has long made tools available to users across all EU Member States for them to report potentially violative content. 	For example: <ul style="list-style-type: none"> YouTube has long made a flagging feature available to users across all EU Member States. In 2023, YouTube introduced a new guided policy experience to help support creators when working through a Community Guidelines issue. Specifically, creators can now see where the Community Guidelines violation occurs, including the specific policy that was violated, alongside helpful educational resources about YouTube's Community Guidelines. More information can be found here. 	

Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A	YouTube will explore opportunities to provide more granular information regarding Commitment 23 for future reports.
Measure 23.1	Google Search	YouTube
QRE 23.1.1	<p>Google Search aims to make the process of submitting removal requests as easy as possible, and has built reporting tools, which allow users in all EU Member States to report potentially violative content for review under Search Content Policies. The Report Content On Google tool, for example, guides users to the right reporting form to provide the necessary information for the legal or policy issue they seek to flag.</p> <p>Google Search has reporting tools for Search features, such as knowledge panels and featured snippets. For overall Search Results, users can flag content via the three dots in Search features and 10 blue links. Using the Send Feedback option in 'About this Result', users can then send feedback</p>	<p>Flagging inappropriate or harmful content on YouTube</p> <p>YouTube offers YouTube community members an opportunity to report or flag content that they believe violates YouTube's Community Guidelines or other policies. Users can report content using YouTube's flagging feature, which is available to users in all EU Member States via computer (desktop or laptop), mobile devices, and other surfaces. Details on how to report different types of content using YouTube's flagging feature is outlined in YouTube's Help Centre.</p> <p>YouTube also has a Trusted Flagger program through which NGOs and government agencies who are particularly effective at identifying certain types of harmful content have access to more sophisticated reporting processes and prioritised review of flags.</p>

	<p>about the result, describing the issue and attaching a screenshot.</p>	<p>In addition to user flagging, YouTube uses smart detection technology to flag videos for review. YouTube developed powerful machine learning that detects content that may violate YouTube's policies and sends it for human review. In some cases, that same machine learning automatically takes an action.</p> <p>Once models are trained to identify potentially violative content, the role of content moderators remains essential throughout the enforcement process. Machine learning identifies potentially violative content at scale and nominates for review content that may be against YouTube Community Guidelines. Content moderators then help confirm or deny whether the content should be removed. This collaborative approach helps improve the accuracy of these models over time, as models continuously learn and adapt based on content moderator feedback. It also means that the enforcement systems can manage the sheer scale of content that is uploaded to YouTube (over 500 hours of content every minute), while still digging into the nuances that determine whether a piece of content is violative.</p> <p>Reporting illegal content</p> <p>While YouTube's Community Guidelines are policies that apply globally, YouTube is available in more than 100 different countries; therefore, processes are in place to review and appropriately act on requests from users, courts, and governments about content that violates local laws. Users can report illegal content using webforms dedicated to specific legal issues such as trademark, copyright, counterfeit and defamation. Webforms may also be accessed via the flagging feature after selecting Infringes my Rights as the report reason. To expedite the review, users should</p>
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		report content that violates the legal policies outlined here in YouTube's Help Centre.
Measure 23.2	Google Search	YouTube

QRE 23.2.1

Google Search carefully scrutinises most removal complaints that arrive in Google Search systems. Removal requests are handled according to the product area, issue type, and region, by a global team of front-line reviewers and Policy Leads who have expertise in a range of product areas, issue types (such as defamation or copyright infringement), local laws, and languages. Removal requests are processed in accordance with the mission of complying with the law and Google’s policies while maximising access to information and preserving user expression.

For most classes of requests, trained reviewers manually assess the removals. In some cases, such as copyright takedowns, Google Search deploys automation to speed the processing of high-volume complaints. To avoid abuse in this process, Google Search relies upon:

- 1) Limitations on who may submit high volumes of requests through flows like the Trusted Copyright Removals Program, ensuring that participants in this program are organisations with bona fide copyright interests unlikely to abuse their rights to suppress unrelated content;
- 2) Legal protections, such as those found in the E-Commerce Directive. Google or webmasters can file suit against submitters of bad-faith copyright complaints;
- 3) Handling counter-notifications from affected webmasters;

Ensuring integrity of reporting policy violative content and appeals

Reporting content is anonymous, so other creators cannot tell who made the report. YouTube offers creators the opportunity to appeal content removals, channel terminations, and age-restrictions. Once an appeal decision has been made, creators receive a response that informs them whether the decision was reversed or the original decision was upheld.

YouTube also introduced a new guided policy experience to help support creators when working through a Community Guidelines issue. Specifically, creators can now see where the Community Guidelines violation occurs, including the specific policy that was violated, alongside helpful educational resources about YouTube’s Community Guidelines. More information can be found [here](#).

Ensuring integrity of reporting and evaluating illegal content

YouTube only considers legal complaints when the party in question or their authorised legal representative contacts YouTube.

Once a legal complaint from an authorised legal representative is received, the YouTube Legal Support Team will review the request and take appropriate action.

When YouTube receives a request to remove content, whether through formal webforms or informally through other channels (e.g. public policy team), the person reporting generally specifies a reason for their complaint. When YouTube receives complaints regarding content on YouTube’s platforms, YouTube carefully evaluates them to ensure they are categorised correctly.

	4) Tracking patterns of abusive behaviour and adjusting Google Search automation to avoid automatically honouring abusive takedowns of a kind Google Search has become aware of.	
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V. Empowering Users

Commitment 24

Relevant Signatories commit to inform users whose content or accounts has been subject to enforcement actions (content/accounts labelled, demoted or otherwise enforced on) taken on the basis of violation of policies relevant to this section (as outlined in Measure 18.2), and provide them with the possibility to appeal against the enforcement action at issue and to handle complaints in a timely, diligent, transparent, and objective manner and to reverse the action without undue delay where the complaint is deemed to be founded.

	C.24	M 24.1
We signed up to the following measures of this commitment:	Google Search	YouTube
	<i>Not subscribed</i>	YouTube
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	<i>Not subscribed</i>	Yes
If yes, list these implementation	<i>Not subscribed</i>	For example: <ul style="list-style-type: none"> In 2023, YouTube introduced a new guided policy experience to help support creators when working

measures here [short bullet points].		<p>through a Community Guidelines issue. Specifically, creators can now see where the Community Guidelines violation occurs, including the specific policy that was violated, alongside helpful educational resources about YouTube’s Community Guidelines. More information can be found here.</p> <ul style="list-style-type: none"> • Additionally, YouTube has long made a system available to creators in all EU Member States to appeal a range of actions taken under YouTube’s Community Guidelines.
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	<i>Not subscribed</i>	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	<i>Not subscribed</i>	YouTube will explore opportunities to provide more granular information regarding Commitment 24 for future reports.
Measure 24.1	<i>Not subscribed</i>	YouTube
QRE 24.1.1	<i>Not subscribed</i>	When content is removed from a creator’s channel for violating YouTube’s Community Guidelines , the creator may be issued a strike. YouTube may also remove content for reasons other than Community Guidelines violations. For example, a first-party

privacy complaint or a court order. In these cases, creators will not be issued with a strike.

If a creator's channel gets a strike, they will receive an email, notifications on mobile and desktop, and an alert in their channel settings the next time they sign in to YouTube. The emails and notifications received by the creator explain the action taken on their content and which of YouTube's policies the content violated.

Appeal a Community Guidelines strike

Users can appeal a Community Guidelines Strike by signing into their Dashboard in YouTube Studio, selecting the Channel Violations card, and selecting Appeal to initiate the appeals process. Users may appeal each strike received only once.

Appeal a Community Guidelines video removal

Users can appeal a Community Guidelines video removal by signing into YouTube Studio. Once signed in, users must select Content from the left menu and select the video removal they would like to appeal. After selecting which video removal to appeal, under the Restrictions column, users can hover their cursor over the restriction type and click Appeal. After entering the reason for their appeal in the space provided, the user has to click Submit to initiate the appeals process.

Appeal the age restriction of a video

Users can appeal an age restriction on their [Videos page](#) by clicking Appeals Link next to their age-restricted video. The YouTube team will review their request and take further action if appropriate. Note that users may only appeal the age restriction on their video once.

Appeal playlist or thumbnail removals

Users receive an email if their playlist or thumbnail was removed for violating YouTube's Community Guidelines. If a user thinks that their content does not violate the Community Guidelines and was removed in error, they can use the form provided in the email to appeal.

Appeal a channel termination

When a channel is terminated, the channel owner gets an email explaining the reason for the termination. If a user believes that channel/account was terminated by mistake, they can appeal using a [web form](#), which is accessible via YouTube's [Help Centre](#).

After a creator submits an appeal

After a creator submits an appeal, they will get an email from YouTube letting them know the appeal outcome. One of the following will happen:

- If YouTube finds that a user's content followed YouTube's Community Guidelines, YouTube will reinstate it and remove the strike from their channel. If a user appeals a warning and the appeal is granted, the next offence will be a warning.
- If YouTube finds that a user's content followed YouTube's Community Guidelines, but is not appropriate for all audiences, YouTube will apply an age-restriction. If it is a video, it will not be visible to users who are signed out, are under 18 years of age, or have [Restricted Mode](#) turned on. If it is a custom thumbnail, it will be removed.

		<ul style="list-style-type: none"> If YouTube finds that a user's content was in violation of YouTube's Community Guidelines, the strike will stay and the video will remain down from the site. There is no additional penalty for appeals that are rejected.
SLI 24.1.1 - enforcement actions	<i>Not subscribed</i>	<p>Of the over 11,000 videos removed for violations of YouTube's Misinformation Policies (SLI 18.2.1):</p> <p>(1) provides the number of removed videos that were subsequently appealed; and</p> <p>(2) provides the number of removed videos that were then reinstated following a creator's appeal.</p> <p>Both metrics are for actions taken within EEA Member States in Q3 2022. YouTube will explore opportunities to provide more granular information regarding SLI 24.1.1 for future reports.</p> <p>(1) Over 1,800 misinformation video removal decisions were appealed by creators.</p> <p>(2) Over 200 misinformation video removal decisions were reversed following appeal and the content was reinstated.</p>
Level	<i>Not subscribed</i>	
Member States	<i>Not subscribed</i>	
List actions per member states (see example table above)	<i>Not subscribed</i>	

V. Empowering Users

Commitment 25

In order to help users of private messaging services to identify possible disinformation disseminated through such services, Relevant Signatories that provide messaging applications commit to continue to build and implement features or initiatives that empower users to think critically about information they receive and help them to determine whether it is accurate, without any weakening of encryption and with due regard to the protection of privacy.

	C.25	M 25.1	M 25.2
We signed up to the following measures of this commitment:	<i>Not subscribed</i>		
	<i>Not subscribed</i>		
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	<i>Not subscribed</i>		
If yes, list these implementation measures here [short bullet points].	<i>Not subscribed</i>		
Do you plan to put further implementation measures in place in the next 6 months to substantially improve	<i>Not subscribed</i>		

the maturity of the implementation of this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	<i>Not subscribed</i>
Measure 25.1	<i>Not subscribed</i>
QRE 25.1.1	<i>Not subscribed</i>
SLI 25.1.1	<i>Not subscribed</i>
	<i>Not subscribed</i>
Level	
Member States	<i>Not subscribed</i>
List actions per member states and languages (see example table above)	<i>Not subscribed</i>
Measure 25.2	<i>Not subscribed</i>
QRE 25.2.1	<i>Not subscribed</i>
SLI 25.2.1 - use of select tools	<i>Not subscribed</i>
	<i>Not subscribed</i>
Level	
Member States	<i>Not subscribed</i>
List actions per member states (see example table above)	<i>Not subscribed</i>

VI. Empowering the research community

Commitment 26

Relevant Signatories commit to provide access, wherever safe and practicable, to continuous, real-time or near real-time, searchable stable access to non-personal data and anonymised, aggregated, or manifestly-made public data for research purposes on Disinformation through automated means such as APIs or other open and accessible technical solutions allowing the analysis of said data.

	C.26	M 26.1	M 26.2	M 26.3
We signed up to the following measures of this commitment:	Google Search YouTube	Google Search YouTube	YouTube	Google Search YouTube
	Google Search		YouTube	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No		Yes	
If yes, list these implementation measures here	N/A		For example: <ul style="list-style-type: none"> • YouTube expanded its work with researchers when it launched the YT Researcher Program in July 2022. The Program equips researchers with data, tools, and support to 	

[short bullet points].		advance the publics' understanding of the YouTube platform and its impact.
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No	Yes
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A	YouTube is exploring ways that it can continue to expand the YouTube Researcher Program, based in part on feedback from researchers.
Measure 26.1	Google Search	YouTube
QRE 26.1.1	<p>Google Trends Google Search and YouTube provide publicly available data via Google Trends, which provides access to a largely unfiltered sample of actual search requests made to Google Search and YouTube's search function. It is anonymised (no one is personally identified), categorised (determined by the topic for a search query) and aggregated (grouped together). This allows Google Trends to display interest in a particular topic from around the globe or down to city-level geography. See Trends Help Centre for details.</p> <p>Google Fact Check Explorer Google Search also provides tools like Fact Check Explorer and the Google FactCheck Claim Search API. Google Search Fact Check</p>	

	<p>Explorer allows anyone to explore the Fact Check articles that are using the ClaimReview markup. See QRE 31.4.1 for more details on ClaimReview markup; additional information about the Fact Check Markup Tool can be found here.</p> <p>Using the Google FactCheck Claim Search API, users can query the same set of Fact Check results available via the Fact Check Explorer or a developer could continuously get the latest updates on a particular query. Use of the FactCheck Claim Search API is subject to Google's API Terms of Service. To learn more, check the detailed API documentation.</p>	
<p>QRE 26.1.2</p>	<p>Google Trends</p> <p>The information provided via Google Trends is a sample of all of Google Search and YouTube's search activity. The 2 different samples of Google Trends data that can be accessed are:</p> <ul style="list-style-type: none"> ● Real-time data - a sample covering the last seven days; ● Non-realtime data - a separate sample from real-time data that goes as far back as 2004 and up to 72 hours before one's search. <p>Only a sample of Google Search and YouTube searches are used in Google Trends because Google and YouTube handle billions of searches per day. Providing access to the entire data set would be too large to process quickly. By sampling data, Google can look at a dataset representative of all Google and YouTube searches, while finding insights that can be processed within minutes of an event happening in the real world. See Trends Help Centre for details.</p> <p>Google Fact Check Explorer</p> <p>The Fact Check Explorer includes the following information, from fact check articles using the ClaimReview markup:</p> <ul style="list-style-type: none"> ● Claim made by: Name of the publisher making the claim; ● Rating text: True or False; ● Fact Check article: The fact checking article on the publisher's site; ● Claim reviewed: A short summary of the claim being evaluated; ● Tags: The tags that show up next to the claim. <p>For additional details on fields included on Google Fact Check API, see API documentation.</p>	
<p>SLI 26.1.1 - uptake of the tools and processes</p>	<p>(1) Number of Fact Check API tool requests from users in Q3 2022, globally;</p>	<p>YouTube is sharing data from publicly available research tool, Google Trends, showing the number of users who initiated research about YouTube on the platform within EEA Member States in Q3 2022.</p>

described in Measure 26.1	(2) Number of Fact Check Explorer tool users in Q3 2022, broken down by EEA Member State (see table below);		YouTube will explore opportunities to provide more granular information regarding SLI 26.1.1 for future reports.
	(3) Number of Google Trends users from Google Search in Q3 2022, broken down by EEA Member State (see table below).		
	(1) In Q3 2022, the Fact Check Search API received approximately 336,000 requests from Google Search users, globally.		
	Number of Fact Check Explorer tool users	Number of Google Trends users from Google Search	Number of Google Trends users from YouTube
Level	Users	Users	Users
Member State			
Austria	96	>60,000	>1,400
Belgium	253	>40,000	>1,500
Bulgaria	96	>16,000	>800
Croatia	71	>12,000	>600
Cyprus	36	>5,500	>350
Czech Republic	107	>30,000	>1,100
Denmark	164	>35,000	>1,000
Estonia	<25	>8,000	>300
Finland	94	>36,000	>900
France	737	>300,000	>9,500
Germany	840	>600,000	>14,000
Greece	180	>20,000	>1,300
Hungary	98	>30,000	>1,100

Ireland	225	>95,000	>1,200
Italy	792	>190,000	>7,000
Latvia	26	>8,500	>600
Lithuania	47	>15,000	>600
Luxembourg	44	>20,000	>130
Malta	<25	>3,000	>130
Netherlands	498	>190,000	>6,200
Poland	322	>170,000	>5,000
Portugal	174	>40,000	>2,000
Romania	193	>40,000	>2,500
Slovakia	102	>11,000	>500
Slovenia	61	>7,500	>400
Spain	735	>190,000	>9,500
Sweden	147	>70,000	>1,900
Iceland	<25	>3,500	>80
Liechtenstein	<25	>230	<5
Norway	126	>45,000	>1,100
Total EU	6,175	>2,000,000	>70,000
Total EEA	6,322	>2,000,000	>75,000
Measure 26.2	<i>Not subscribed</i>		YouTube
QRE 26.2.1	<i>Not subscribed</i>		The YouTube Researcher Program provides scaled, expanded access to global video metadata across the entire public YouTube corpus via a Data API for academic researchers affiliated with an accredited, higher-learning institution. Learn more about the data available in

		the YouTube API reference .
QRE 26.2.2	<i>Not subscribed</i>	The YouTube Researcher Program provides scaled, expanded access to global video metadata across the entire public YouTube corpus via a Data API. The program allows researchers to independently analyse the data they collect, including generating new/derived metrics for their research. Information available via the Data API includes video and channel title and description, views, likes, keyword searches, and other data.
QRE 26.2.3	<i>Not subscribed</i>	<p>The YouTube Researcher Program has a 3-step application process:</p> <ol style="list-style-type: none"> 1. YouTube verifies the applicant is an academic researcher affiliated with an accredited, higher-learning institution; 2. The Researcher creates an API project in the Google Cloud Console and enables the relevant YouTube APIs. They can learn more by visiting the enabled APIs page; 3. The Researcher applies with their institutional email (e.g. with a .edu suffix), includes as much detail as possible, and confirms that all of their information is accurate. <p>Once an application has been submitted, YouTube’s operations team will conduct a review and let applicants know if they are accepted into the program.</p>
SLI 26.2.1 - meaningful metrics on the uptake, swiftness, and acceptance level of the tools and	<i>Not subscribed</i>	<p>YouTube is sharing the following metrics about its YouTube Researcher Program for researchers who self-report working within EEA Member States in Q3 2022.</p> <p>(1) Applications received: under 50 Applications approved: over 80% Applications rejected (as incomplete): under 20% Applications under review: 0</p>

processes in Measure 26.2		<p><i>Due to the low number of applications in Q3 2022, and out of privacy concerns, YouTube is not able to provide more granular data at this time.</i></p> <p>(2) Count of unique researchers that access the data API during the timeframe: under 15.</p> <p>(3) Median application resolution time: under 15 days.</p> <p>YouTube will explore opportunities to provide more granular information regarding SLI 26.2.1 for future reports.</p>
	Not subscribed	
	Not subscribed	
Measure 26.3	Google Search	YouTube
QRE 26.3.1	<p>Google Trends For Google Trends, users have an option to report an issue by taking a screenshot of the malfunction area and then submitting it for feedback via the Send Feedback option on the Google Trends page. Additionally, users can access the Trends Help Centre to troubleshoot any issues they may be experiencing.</p> <p>Google Fact Check Explorer Within Google Search's Fact Check Explorer, the Report Issue option provides users the ability to report issues to Google.</p> <p>YouTube Researcher Program For the YouTube Researcher Program, there is support available via email. Researchers can contact YouTube, with questions and to report technical issues or other suspected faults, via a unique email alias, provided upon acceptance into the program. Questions are answered by YouTube's Developer Support team and by other relevant internal parties as needed.</p> <p>Google is not aware of any malfunctions during the reporting period that would have prevented access to these reporting systems.</p>	

VI. Empowering the research community

Commitment 27

Relevant Signatories commit to provide vetted researchers with access to data necessary to undertake research on Disinformation by developing, funding, and cooperating with an independent, third-party body that can vet researchers and research proposals.

	C.27	M 27.1	M 27.2	M 27.3	M 27.4
We signed up to the following measures of this commitment:	Google Search YouTube	Google Search YouTube	Google Search YouTube	Google Search YouTube	Google Search YouTube
	Google Search			YouTube	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No			Yes	
If yes, list these implementation measures here [short bullet points].	N/A			For example: <ul style="list-style-type: none"> • YouTube expanded its work with researchers when it launched the YT Researcher Program in July 2022. The Program equips researchers with data, tools, and support to advance the public’s understanding of the YouTube platform and its impact. 	
Do you plan to put further implementation measures in place in the next	Yes			Yes	

6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]		
If yes, which further implementation measures do you plan to put in place in the next 6 months?	See row below row for Google Search's plans for further implementation measures. Google Search and YouTube will continue to engage in discussions with other Signatories, the EU Commission, European Digital Media Observatory (EDMO) and civil society, as part of the Permanent Task-force, in order to help set up workstreams related to Commitment 27 and to meaningfully engage with those once they kick off.	YouTube is exploring ways that it can continue to expand the YouTube Researcher Program, based in part on feedback from researchers.
Measure 27.1	Google Search	YouTube
QRE 27.1.1	Google Search and YouTube continue to engage constructively with other Signatories, the European Commission, EDMO, and civil society, as part of the Code of Practice's Permanent Task-force, in order to satisfy Commitment 27. As of the filing of this report, there is no agreed-upon timeline to report on.	
Measure 27.2	Google Search	YouTube
QRE 27.2.1	Google Search and YouTube continue to engage constructively with other Signatories, the European Commission, EDMO, and civil society, as part of the Code of Practice's Permanent Task-force, in order to satisfy Commitment 27. As of the filing of this report, there is no agreed-upon funding plan to report on.	
Measure 27.3	Google Search	YouTube
QRE 27.3.1	Google Search and YouTube continue to engage constructively with other Signatories, the European Commission, EDMO, and civil society, as part of the Code of Practice's Permanent Task-force, in order to satisfy Commitment 27. As no third-party body has yet been established, Google Search and YouTube are unable to report on cooperation with it at this time.	
SLI 27.3.1 - research projects vetted	Google Search and YouTube continue to engage constructively with other Signatories, the European Commission, EDMO, and civil society, as part of the Code of Practice's Permanent Task-force, in order to satisfy Commitment 27. As no third-party body has yet been established, Google Search and YouTube are unable to report on cooperation with it at this time.	

by the independent third-party body		
Level		
Member States		
List actions per member states and languages (see example table above)		
Measure 27.4	Google Search	YouTube
QRE 27.4.1	<p>Google Search is exploring options to engage in pilot programs towards sharing data with vetted researchers for the purpose of investigating mis-/disinformation.</p>	<p>YouTube has a program for academic researchers interested in using YouTube’s global Data API for their next research project. The program provides scaled, expanded access to global video metadata across the entire public YouTube corpus via a Data API. Learn more about what data is available in the YouTube API reference. There is an application process with detailed policies, eligibility criteria, and guidance that can be found on the YouTube Research Policies page.</p> <p>In Q3 2022, less than 50 researchers from the EU were approved to use the YouTube Research API. Based on self-declarations, these researchers are exploring questions in the following topics:</p> <ul style="list-style-type: none"> ● Social Sciences; ● Computer Information Sciences; ● Behavioral Cognitive Sciences; ● Environmental Biology.

VI. Empowering the research community

Commitment 28

Relevant Signatories commit to support good faith research into Disinformation that involves their services.

	C.28	M 28.1	M 28.2	M 28.3	M 28.4
We signed up to the following measures of this commitment:	Google Search YouTube	Google Search YouTube	Google Search YouTube	Google Search YouTube	Google Search YouTube
	Google Search			YouTube	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No			Yes	
If yes, list these implementation measures here [short bullet points].	N/A			For example: <ul style="list-style-type: none"> • YouTube expanded its work with researchers when it launched the YouTube Researcher Program in July 2022. The Program equips researchers with data, tools, and support to advance the public’s understanding of the YouTube platform and its impact. 	
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the	No			Yes	

implementation of this commitment? [Yes/No]		
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A	YouTube is exploring ways that it can continue to expand the YouTube Researcher Program, based in part on feedback from researchers.
Measure 28.1	Google Search	YouTube
QRE 28.1.1	<p>Google has a longstanding commitment to transparency, and has led the way in transparency reporting of content removals and government requests for user data over the past decade plus.</p> <p>Google’s products, processes, and practices via the Lumen Database, Google Trends, and Fact Check Explorer show some of the ways that Google provides tools to support not only researchers but journalists and others to understand more about Google Search.</p> <p>Please refer to QRE 26.1.1 and QRE 26.1.2 for further information about Google Fact Check Tool APIs and Google Trends.</p> <p>Google’s partnership with Lumen is an independent research project managed by the Berkman Klein Center for Internet & Society at Harvard Law School. The Lumen database houses millions of content takedown requests that have been voluntarily shared by various companies, including Google. Its purpose is to facilitate academic and industry research concerning the availability of online</p>	<p>YouTube has teams that operate the YouTube Researcher Program. They manage the researcher application process and provide technical support throughout the research project. They also evaluate potential updates and developments for the YouTube Researcher Program. Researchers can use any of the options below to obtain support:</p> <ul style="list-style-type: none"> • Issue Tracker; • YouTube API Code Samples at GitHub; • YouTube provides a contact email alias to researchers who have been granted access to the program. <p>In addition, YouTube’s Product and Policy teams regularly communicate with researchers who reach out with questions about the functioning of YouTube or seek to receive feedback on past or future research projects.</p>

	<p>content. As part of Google’s partnership with Lumen, information about the legal notices Google receives may be sent to the Lumen project for publication. Google informs users about its Lumen practices under the 'Transparency at our core' section of the Legal Removals Help Centre. Additional information on Lumen can be found here.</p> <p>In addition, Google Search’s Product and Policy teams regularly exchange with researchers who reach out with questions about the functioning of Google Search or seek to receive feedback on past or future research projects.</p>	
Measure 28.2	Google Search	YouTube
QRE 28.2.1	See response to QRE 28.1.1.	The YouTube Researcher Program provides scaled, expanded access to global video metadata across the entire public YouTube corpus via a Data API. Information available via the Data API includes video and channel title and description, views, likes, keyword searches, and other data (see YouTube API reference for more information).
Measure 28.3	Google Search	YouTube
QRE 28.3.1	<p>Google Search and YouTube continue to engage constructively with the Code of Practice’s Permanent Task-force and with EDMO. As of the time of this report, no annual consultation has yet taken place, but Google Search and YouTube stand ready to collaborate with EDMO to that end in 2023.</p> <p>In 2021, Google contributed €25M EUR to help launch the European Media and Information Fund (EMIF) to 'strengthen media literacy skills, fight misinformation and support fact checking' over 5 years (2021-26).</p> <p>The EMIF was established by the European University Institute and the Calouste Gulbenkian Foundation. The European Digital Media Observatory (EDMO) agreed to play a scientific advisory role in the evaluation and selection of projects that will receive the fund’s support, but does not receive Google funding. Google has no role in the assessment of applications. By the end of 2022, 33 projects were granted €5.6M EUR, with the list of selected grantees here. The list of funded projects includes €1.93M EUR for 8 specific efforts in research and investigations into misinformation.</p>	

Measure 28.4	Google Search	YouTube
QRE 28.4.1	In 2021, Google contributed €25M EUR to help launch the European Media and Information Fund (EMIF) to 'strengthen media literacy skills, fight misinformation and support fact checking' over 5 years (2021-26).	

VI. Empowering the research community

Commitment 29

Relevant Signatories commit to conduct research based on transparent methodology and ethical standards, as well as to share datasets, research findings and methodologies with relevant audiences.

	C.29	M 29.1	M 29.2	M 29.3
We signed up to the following measures of this commitment:	<i>Not subscribed</i>	<i>Not subscribed</i>	<i>Not subscribed</i>	<i>Not subscribed</i>
	<i>Not subscribed</i>			
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	<i>Not subscribed</i>			
If yes, list these implementation measures here [short bullet points].	<i>Not subscribed</i>			
Do you plan to put further	<i>Not subscribed</i>			

implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	<i>Not subscribed</i>
Measure 29.1	<i>Not subscribed</i>
QRE 29.1.1	<i>Not subscribed</i>
QRE 29.1.2	<i>Not subscribed</i>
QRE 29.1.3	<i>Not subscribed</i>
SLI 29.1.1 - reach of stakeholders or citizens informed about the outcome of research projects	<i>Not subscribed</i>
	<i>Not subscribed</i>
Level	
Member States	<i>Not subscribed</i>
List actions per member states and languages (see example table above)	<i>Not subscribed</i>

Measure 29.2	<i>Not subscribed</i>
QRE 29.2.1	<i>Not subscribed</i>
QRE 29.2.2	<i>Not subscribed</i>
QRE 29.2.3	<i>Not subscribed</i>
SLI 29.2.1	<i>Not subscribed</i>
	<i>Not subscribed</i>
Level	
Member States	<i>Not subscribed</i>
List actions per member states and languages (see example table above)	<i>Not subscribed</i>
Measure 29.3	<i>Not subscribed</i>
QRE 29.3.1	<i>Not subscribed</i>
SLI 29.3.1 - reach of stakeholders or citizens informed about the outcome of research projects	<i>Not subscribed</i>
	<i>Not subscribed</i>
Level	
Member States	<i>Not subscribed</i>
List actions per member states and languages (see example table above)	<i>Not subscribed</i>

VII. Empowering the fact-checking community

Commitment 30

Relevant Signatories commit to establish a framework for transparent, structured, open, financially sustainable, and non-discriminatory cooperation between them and the EU fact-checking community regarding resources and support made available to fact-checkers

	C.30	M 30.1	M 30.2	M 30.3	M 30.4
We signed up to the following measures of this commitment:	Google Search YouTube	Google Search YouTube	Google Search YouTube	Google Search YouTube	Google Search YouTube
	Google Search			YouTube	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes			Yes	
If yes, list these implementation measures here [short bullet points].	On 29 November 2022, Google and YouTube announced that they will work with the International Fact Checking Network (IFCN), to provide \$13.2M USD over 2.5 years to 135+ organisations via in-direct payments (see QRE 30.1.1 for more details).			For example: <ul style="list-style-type: none"> On 29 November 2022, Google and YouTube announced that they will work with the International Fact Checking Network (IFCN), to provide \$13.2M USD over 2.5 years to 135+ organisations via in-direct payments (see QRE 30.1.1 for more details). 	
Do you plan to put further implementation measures in place in	No			No	

the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]		
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A	YouTube will explore opportunities to provide more granular information regarding Commitment 30 for future reports.
Measure 30.1	Google Search	YouTube
QRE 30.1.1	<p>Globally, Google and YouTube work with publishers and journalists to support quality journalism and global media literacy. Google’s digital tools, training and resources are helping newsrooms to find, verify and tell stories. Google News Initiative has provided training, including digital verification techniques, to over 100,000 European journalists since 2015, and Google’s free online curriculum has been visited over 400,000 times.</p> <p>As mentioned in response to QRE 21.1.1, Google Search and YouTube enable any fact-checkers to mark up their content for the purpose of indexation in Google’s and others’ services for free using the publicly available schema.org ClaimReview mark-up. Fact-checkers must also be either a verified signatory of the International Fact-Checking Network’s Code of Principles or an authoritative publisher to be eligible on YouTube. Accordingly, Google and YouTube agreements and partnerships with fact-checking organisations differ from those of services that would rely upon proprietary tools or closed partnerships.</p> <p>In 2021, Google contributed €25M EUR to help launch the European Media and Information Fund (EMIF) 'to strengthen media literacy skills, fight misinformation and support fact checking' over 5 years (2021-26).</p> <p>The EMIF was established by the European University Institute and the Calouste Gulbenkian Foundation. The European Digital Media Observatory (EDMO) agreed to play a scientific advisory role in the evaluation and selection of projects that will receive the fund’s support, but does not receive Google funding. Google has no role in the assessment of applications. To date, at least 33 projects have been granted €5.6M EUR with the list of selected grantees from this fund available here.</p>	

	<p>Additionally, on 29 November 2022, Google and YouTube announced they will work with the International Fact Checking Network (IFCN), to provide \$13.2M USD over 2.5 years to 135+ organisations via in-direct payments. Within the funding provided, \$1.2M USD will be used by IFCN to operate the fund, manage the application process and outreach. The goal is to reach fact-checking organisations of differing maturity:</p> <ul style="list-style-type: none"> ● Build: fact-checkers with little or no online presence; ● Grow: fact-checkers with a basic digital presence looking to expand reach; ● Engage: digitally mature fact-checkers, looking to invest in new technologies. <p>Please refer to this blog for more information.</p> <p>The International Fact-Checking Network already includes Signatory organisations present in the following EEA Member States: Austria, Belgium, Bulgaria, Croatia, Estonia, France, Germany, Greece, Italy, Latvia, Lithuania, Norway, Poland, Portugal, Slovenia, Spain, and Sweden.</p>
QRE 30.1.2	<p>Google’s main partnerships are with the European Media and Information Fund and the International Fact Checking Network. Both organisations provide in-direct payments to fact-checking members.</p>
QRE 30.1.3	<p>Google contributed €25M EUR to help launch the European Media and Information Fund 'to strengthen media literacy skills, fight misinformation and support fact checking' over 5 years (2021-26). By the end of 2022, at least 33 projects have been granted €5.6M EUR with the list of selected grantees from this fund available here.</p> <p>Additionally, Google and YouTube will work with the International Fact Checking Network (IFCN), providing \$13.2M USD over 2.5 years to 135+ organisations via in-direct payments. Within the funding provided, \$1.2M USD will be used by IFCN to operate the fund, manage the application process and outreach. Google will monitor and track which Member State each organisation is based in, as they are chosen. Eligible fact-checking organisations will include IFCN signatories.</p> <p>In response to the events in Ukraine, Google is protecting users from harmful disinformation about the realities of the invasion. Google has committed an additional \$10 million to this effort, including new partnerships with think tanks and civil society organisations to conduct region-specific research on misinformation and cash grants to support fact-checking networks and nonprofits. Additional information on how Google is supporting the refugee crisis can be found here.</p>

SLI 30.1.1 - Member States and languages covered by agreements with the fact-checking organisations	As per QRE 30.1.1, the funded organisations, European Media and Information Fund (EMIF) and International Fact Checking Network (IFCN), will evaluate and select projects for funding. As such, EMIF and IFCN will determine Member State and language coverage.	
Level		
Member States		
List actions per member states and languages (see example table above)		
Measure 30.2	Google Search	YouTube
QRE 30.2.1	<p>The European Media and Information Fund's key funding principles are:</p> <ul style="list-style-type: none"> ● Attract and support proposals that are innovative and have a multiplier effect (e.g. scalable approaches to disinformation detection, analysis and exposure; networked knowledge exchanges; solid dissemination plans that foster information sharing and follow-on research); ● Support activities in a manner that preserves the editorial and scientific independence of the beneficiaries. Projects should be focused on specific aims and expected outcomes; ● Tailor the size of fundable projects to the absorption capacity and operational abilities of eligible beneficiaries. EMIF's funding operations will cater for small, medium and larger projects; ● Ensure a wide geographic coverage (minimum 12 Member States each year), while supporting projects that foster diversity and help building networks of specialists at national and EU levels. Given the diversity and specific vulnerabilities of national information environments, EMIF shall fund a wide and well-balanced portfolio of projects; ● Provide for agile and flexible funding mechanisms to enable operations that keep up the pace with fast-evolving disinformation narratives and manipulation tactics and allow monitoring of events as they unfold; ● Ensure wide visibility and public awareness of the funded activities, across all four priority areas (of which Fact-Checking 	

	<p>is one).</p> <p>The governance process is explained transparently in detail. Additionally, the European Digital Media Observatory (EDMO) has agreed to play a scientific advisory role in the evaluation and selection of EMIF’s projects that will receive the fund’s support, and they do not receive Google funding. Google has no role in the selection process.</p> <p>Additionally, Google and YouTube will work with the International Fact Checking Network (IFCN), to provide \$13.2M USD over 2.5 years to 135+ organisations via in-direct payments. Within the funding provided, \$1.2M USD will be used by IFCN to operate the fund, manage the application process and outreach.</p> <p>The list of fact-checking grantees from this fund can be found here.</p> <p>International Fact Checking Network (IFCN)’s Code of Principles include:</p> <ul style="list-style-type: none"> ● Principle #1 - Commitment to Non-partisanship and Fairness; ● Principle #2 - A commitment to Standards and Transparency of Sources; ● Principle #3 - A commitment to Transparency of Funding & Organization; ● Principle #4 - A commitment to Standards and Transparency of Methodology; ● Principle #5 - A commitment to an Open & Honest Corrections Policy. <p>Details for each principle can be found here.</p>
<p>QRE 30.2.2</p>	<p>The European Media and Information Fund (EMIF) will issue reports on a yearly basis regarding the distribution of the Fund. Within the progress updates, there will be a public impact assessment. The impact assessment will outline:</p> <ul style="list-style-type: none"> ● Measures taken to ensure that the Fund is being managed in good faith and in compliance with applicable laws; ● Update to assess the transparent process by which applications to the Fund for financial support are considered to ensure that all applicants are treated fairly and reasonably; ● An assessment of the decision making of the Management Committee (and its delegates) presenting how decisions are made independently, without any conflict of interest, and according to the charter; ● An assessment of how funds have been distributed across the entire EEA region, including the United Kingdom, and to a diverse range of projects.

	<p>Additionally, EMIF refers to funding principles to ‘ensure a wide geographic coverage (minimum 12 Member States each year), while supporting projects that foster diversity and help building networks of specialists at national and EU levels. Given the diversity and specific vulnerabilities of national information environments, EMIF shall fund a wide and well-balanced portfolio of projects.’</p> <p>The first EMIF annual progress report was published in November 2022.</p> <p>The International Fact Checking Network (IFCN) will soon provide a public webpage dedicated to the Fund to outline full details of governance and application process. IFCN will issue progress reports on a quarterly basis regarding the distribution of the Fund, these will outline the following:</p> <ul style="list-style-type: none"> • Measures taken to ensure the Fund is being managed in good faith and in compliance with applicable laws; • An assessment of how funds have been distributed across the entire world to a diverse range of organisations, including a breakdown of how support has been provided among organisations within the 27 EU Member States; • Specific details on the decision making process and relevant information on overall progress. 	
QRE 30.2.3	This QRE focuses on Signatories that are European fact-checking organisations - as such, there is nothing for Google Search or YouTube to report.	
Measure 30.3	Google Search	YouTube
QRE 30.3.1	<p>Central partners, such as the European Media and Information Fund (EMIF) and the International Fact Checking Network (IFCN), help bring fact checkers around the globe together.</p> <p>On IFCN’s website, they state that their organisation, ‘enable[s] fact-checkers through networking, capacity building and collaboration. IFCN promotes the excellence of fact-checking to more than 100 organisations worldwide through advocacy, training and global events.’</p> <p>The EMIF ‘ensures a wide geographic coverage (minimum 12 Member States each year), while supporting projects that foster diversity and help building networks of specialists at national and EU levels. Given the diversity and specific vulnerabilities of national information environments, EMIF shall fund a wide and well-balanced portfolio of projects’ (excerpt from EMIF Funding Principles).</p>	

	In addition, the very design of Google’s approach towards fact-checking facilitates cross-border cooperation among fact-checkers, in that Google does not index fact-checks submitted via a private repository but rather those made available on the open web, and Google makes those easily searchable via Fact-Check Explorer.	
Measure 30.4	Google Search	YouTube
QRE 30.4.1	As the European Fact-Checking Standards Network (EFCSN)’s governance body and adhesion procedure launched in November 2022 and December 2022 (respectively), Google Search and YouTube do not have, by the time of this report, updates to share on this QRE. Google Search and YouTube expect this to change with future reports.	

VII. Empowering the fact-checking community

Commitment 31

Relevant Signatories commit to integrate, showcase, or otherwise consistently use fact-checkers’ work in their platforms’ services, processes, and contents; with full coverage of all Member States and languages.

	C.31	M 31.1	M 31.2	M 31.3	M 31.4
We signed up to the following measures of this commitment:	Google Search YouTube	YouTube	Google Search YouTube	Google Search YouTube	Google Search YouTube
	Google Search			YouTube	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No, Google Search has not recently introduced new implementation measures related to this Commitment, but Google Search regularly, and on an ongoing basis, updates its internal systems and processes related to surfacing information panels and authoritative information.			No, YouTube has not recently introduced new implementation measures related to this Commitment, but YouTube regularly, and on an ongoing basis, updates its internal systems and processes related to surfacing information panels and authoritative information.	
If yes, list these implementation	N/A			N/A	

measures here [short bullet points].		
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A	YouTube will explore opportunities to provide more granular information regarding Commitment 31 for future reports.
Measure 31.1	<i>Not subscribed</i>	YouTube
Measure 31.2	Google Search	YouTube
QRE 31.1.1	See response to QRE 21.1.1.	See response to QRE 21.1.1.
SLI 31.1.1 - use of fact-checks	See response to SLI 21.1.1.	YouTube will explore opportunities to provide more granular information regarding SLI 31.1.1 for future reports.
Level		
Member States		
List actions per member states and		

languages (see example table above)		
SLI 31.1.2 - impact of actions taken	Google Search's use of fact-checks does not involve taking specific actions with regards to content that is fact-checked (e.g. marking it as false or removing it), which in turn does not make it possible to report on the impact of such actions.	YouTube's use of fact-checks does not involve taking specific actions with regards to content that is fact-checked (e.g. marking it as false or removing it), which in turn does not make it possible to report on the impact of such actions.
Level		
Member States		
List actions per member states and languages (see example table above)		
SLI 31.1.3 – Quantitative information used for contextualisation for the SLIs 31.1.1 / 31.1.2	Discussions around relevant baseline information have been initiated within the Permanent Task-force, and will continue through the next reporting period.	
Level		
Member States		
List actions per member states and languages (see example table above)		

Measure 31.3	Google Search	YouTube
QRE 31.3.1	At the time of this report, Signatories have not yet finalised a roadmap for the repository. Google Search and YouTube expect to have more to share on their contributions in future reports.	
Measure 31.4	Google Search	YouTube
QRE 31.4.1	<p>Google and YouTube have helped develop the 'ClaimReview HTML mark-up', an open standard that lets any fact-checker mark up their content so it can be identified and used by any online service (including but not limited to Search Engines or Social Media). This standard is not proprietary to Google or YouTube and is designed to be interoperable across the web.</p> <p>In order to make it easier for fact-checkers to leverage the ClaimReview mark-up, Google has developed a free tool that simplifies the process of marking up webpages using this standard.</p>	

VII. Empowering the fact-checking community

Commitment 32

Relevant Signatories commit to provide fact-checkers with prompt, and whenever possible automated, access to information that is pertinent to help them to maximise the quality and impact of fact-checking, as defined in a framework to be designed in coordination with EDMO and an elected body representative of the independent European fact-checking organisations.

	C.32	M 32.1	M 32.2	M 32.3
We signed up to the following measures of this commitment:	Google Search YouTube	Google Search YouTube	YouTube	Google Search YouTube
	Google Search			YouTube
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new	Yes			Yes

policies, etc)? [Yes/No]		
If yes, list these implementation measures here [short bullet points].	For example: <ul style="list-style-type: none"> Regular discussions with industry bodies, such as the International Fact-Checking Network (IFCN), and announcement of a grant to the IFCN (see QRE 32.3.1 for more details). 	For example: <ul style="list-style-type: none"> Regular discussions with industry bodies, such as the International Fact-Checking Network (IFCN), and announcement of a grant to the IFCN (see QRE 32.3.1 for more details).
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Yes	Yes
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Google Search plans to engage in regular discussion with the newly formed European Fact Checking Standards Network (EFCSN) (see QRE 32.3.1 for more details).	YouTube plans to engage in regular discussions with the newly formed European Fact Checking Standards Network (EFCSN) (see QRE 32.3.1 for more details).
Measure 32.1	Google Search	YouTube
Measure 32.2	<i>Not subscribed</i>	YouTube
QRE 32.1.1	Search Console is a free service offered by Google that includes various tools and reports to help webmasters, including fact-checking organisations, to monitor, maintain, and troubleshoot their site's presence in	YouTube provides details on how fact checks on YouTube work and how to become an eligible fact checker on YouTube through the YouTube Help Centre . YouTube will explore opportunities to provide more information regarding QRE 32.1.1 for future reports.

	<p>Google Search.</p> <p>The Search Performance report shows important metrics about how a site performs in Google Search results including how often the site appears in Google Search, what search queries are most likely to show on the site, how often searchers click through for those queries, and site views from all EU countries. This can help fact checkers assess how their content is performing on Google Search. Further information on the Search Performance report can be found here.</p>	
SLI 32.1.1 - use of the interfaces and other tools	<p>Fact-checkers are not required to identify themselves as such in order to use the Search console. Accordingly, Google Search is unable to report on usage of the Search console among fact-checkers.</p>	<p>YouTube will explore opportunities to provide more granular information regarding SLI 32.1.1 for future reports.</p>
Level		
Member States		
List actions per member states and languages (see example table above)		
Measure 32.3	Google Search	YouTube

QRE 32.3.1	<p>Google has been in regular discussions with industry bodies, such as the International Fact-Checking Network (IFCN), to discuss collaborations and efforts to build and support the work of fact-checkers. Some of these conversations have been about:</p> <ul style="list-style-type: none"> ● Improving support and funding to Fact Checking initiatives and technical capabilities; ● Opening additional channels of communication from the Fact Checking community to YouTube; ● Scaled trainings on platform best practices to help Fact Checkers increase engagement on YouTube and manage their channel strategy. <p>Additionally, Google and YouTube will work with the IFCN, to provide \$13.2M USD over 2.5 years to 135+ organisations via in-direct payments. Within the funding provided, \$1.23M USD will be used by IFCN to operate the fund, manage the application process and outreach.</p> <p>In the future, Google and YouTube plan to also engage in regular discussion on similar and other topics with the newly formed European Fact Checking Standards Network (EFCSN).</p>
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VII. Empowering the fact-checking community

Commitment 33

Relevant Signatories (i.e. fact-checking organisations) commit to operate on the basis of strict ethical and transparency rules, and to protect their independence.

	C.33	M 33.1
We signed up to the following measures of this commitment:	<i>Not subscribed</i>	<i>Not subscribed</i>
	<i>Not subscribed</i>	
In line with this commitment, did you deploy new implementation	<i>Not subscribed</i>	

measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	
If yes, list these implementation measures here [short bullet points].	<i>Not subscribed</i>
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	<i>Not subscribed</i>
If yes, which further implementation measures do you plan to put in place in the next 6 months?	<i>Not subscribed</i>
Measure 33.1	<i>Not subscribed</i>
QRE 33.1.1	<i>Not subscribed</i>

SLI 33.1.1 - number of European fact-checkers that are IFCN-certified	<i>Not subscribed</i>
	<i>Not subscribed</i>
Level	<i>Not subscribed</i>
Member States	<i>Not subscribed</i>
List actions per member states and languages (see example table above)	<i>Not subscribed</i>

VIII. Transparency Centre

Commitment 34

To ensure transparency and accountability around the implementation of this Code, Relevant Signatories commit to set up and maintain a publicly available common Transparency Centre website.

	C.34	M 34.1	M 34.2	M 34.3	M 34.4	M 34.5
We signed up to the following measures of this commitment:	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services
	Google, on behalf of related services					
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service,	No					

new tools, new policies, etc)? [Yes/No]	
If yes, list these implementation measures here [short bullet points].	N/A
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A
Measure 34.1	Google, on behalf of related services
Measure 34.2	Google, on behalf of related services

Measure 34.3	Google, on behalf of related services
Measure 34.4	Google, on behalf of related services
Measure 34.5	Google, on behalf of related services

VIII. Transparency Centre

Commitment 35

Signatories commit to ensure that the Transparency Centre contains all the relevant information related to the implementation of the Code's Commitments and Measures and that this information is presented in an easy-to-understand manner, per service, and is easily searchable.

	C.35	M 35.1	M 35.2	M 35.3	M 35.4	M 35.5	M 35.6
We signed up to the following measures of this commitment:	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services
	Google, on behalf of related services						
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No						
If yes, list these implementation measures here [short bullet points].	N/A						
Do you plan to put further	No						

implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A
Measure 35.1	Google, on behalf of related services
Measure 35.2	Google, on behalf of related services
Measure 35.3	Google, on behalf of related services
Measure 35.4	Google, on behalf of related services
Measure 35.5	Google, on behalf of related services
Measure 35.6	Google, on behalf of related services

VIII. Transparency Centre				
Commitment 36				
Signatories commit to updating the relevant information contained in the Transparency Centre in a timely and complete manner.				
	C.36	M 36.1	M 36.2	M 36.3
We signed up to the following measures of this commitment:	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services
	Google, on behalf of related services			

<p>In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]</p>	<p>No</p>
<p>If yes, list these implementation measures here [short bullet points].</p>	<p>N/A</p>
<p>Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]</p>	<p>No</p>
<p>If yes, which further implementation measures do you plan to put in place in the next 6 months?</p>	<p>N/A</p>

Measure 36.1	Google, on behalf of related services
Measure 36.2	Google, on behalf of related services
Measure 36.3	Google, on behalf of related services
QRE 36.1.1 (for the Commitments 34-36)	Signatories have retained a service provider to develop the Transparency Centre according to specifications laid out by the Code. An initial version is due to be released in Q1 2023, with updates to follow in order to reach the full scope of functionalities planned by the Code.
QRE 36.1.2 (for the Commitments 34-36)	No changes to report other than those outlined in response to QRE 36.1.1.
SLI 36.1.1 - (for Measures 34 and 36) meaningful quantitative information on the usage of the Transparency Centre, such as the average monthly visits of the webpage.	No information is yet available on the use of the Transparency Centre as it has not launched yet.
Member States	
List actions per member states and languages (see example table above)	

IX. Permanent Task-Force

Commitment 37

Signatories commit to participate in the permanent Task-force. The Task-force includes the Signatories of the Code and representatives from EDMO and ERGA. It is chaired by the European Commission, and includes representatives of the European External Action Service (EEAS). The Task-force can also invite relevant experts as observers to support its work. Decisions of the Task-force are made by consensus.

	C.37	M 37.1	M 37.2	M 37.3	M 37.4	M 37.5	M 37.6	M 37.7
We signed up to the following measures of this commitment:	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services
	Google, on behalf of related services							
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No							
If yes, list these implementation measures here [short bullet points].	N/A							
Do you plan to put further implementation measures in place in the next 6 months to substantially	No							

improve the maturity of the implementation of this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A
Measure 37.1	Google, on behalf of related services
Measure 37.2	Google, on behalf of related services
Measure 37.3	Google, on behalf of related services
Measure 37.4	Google, on behalf of related services
Measure 37.5	Google, on behalf of related services
Measure 37.6	Google, on behalf of related services
QRE 37.6.1	Google has meaningfully engaged in all Permanent Task-force sub groups, including but not limited to participation and/or co-steering of meetings, producing documents, and providing feedback.

X. Monitoring of the Code

Commitment 38

The Signatories commit to dedicate adequate financial and human resources and put in place appropriate internal processes to ensure the implementation of their commitments under the Code.

	C.38	M 38.1
We signed up to the following measures of this commitment:	Google, on behalf of related services	Google, on behalf of related services

	Google, on behalf of related services
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No
If yes, list these implementation measures here [short bullet points].	N/A
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No
If yes, which further implementation measures do you plan to put in place	N/A

in the next 6 months?	
QRE 38.1.1	Google has several teams across the company that work on the challenges of misinformation and disinformation, including teams in Product, Policy, and Trust and Safety, whose work is relevant to but not restricted to Commitments per this Code. This is core to Google's mission of connecting people with high-quality information and preventing bad actors from misusing Google services to spread harmful content. To enforce policies fairly, consistently, and at scale, Google relies both on specially-trained experts and machine learning technology and has invested heavily in moderation efforts across platforms. Google has over 20,000 people spread across the globe providing 24/7 coverage for all Google policies. Google enforces its policies globally, including in all EEA Member States and languages.

X. Monitoring of the Code

Commitment 39

Signatories commit to provide to the European Commission, within 1 month after the end of the implementation period (6 months after this Code's signature) the baseline reports as set out in the Preamble.

	C.39
We signed up to the following measures of this commitment:	Google, on behalf of related services
	Google, on behalf of related services
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No

If yes, list these implementation measures here [short bullet points].	N/A
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A

X. Monitoring of the Code

Commitment 40

Signatories commit to provide regular reporting on Service Level Indicators (SLIs) and Qualitative Reporting Elements (QREs). The reports and data provided should allow for a thorough assessment of the extent of the implementation of the Code's Commitments and Measures by each Signatory, service and at Member State level.

	C.40	M 40.1	M 40.2	M 40.3	M 40.4	M 40.5	M 40.6
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We signed up to the following measures of this commitment:	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services
	Google, on behalf of related services						
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No						
If yes, list these implementation measures here [short bullet points].	N/A						
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No						

If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A
Measure 40.1	Google, on behalf of related services
Measure 40.2	Google, on behalf of related services
Measure 40.3	Google, on behalf of related services
Measure 40.4	Google, on behalf of related services
Measure 40.5	Google, on behalf of related services
Measure 40.6	Google, on behalf of related services

X. Monitoring of the Code

Commitment 41

Signatories commit to work within the Task-force towards developing Structural Indicators, and publish a first set of them within 9 months from the signature of this Code; and to publish an initial measurement alongside their first full report. To achieve this goal, Signatories commit to support their implementation, including the testing and adapting of the initial set of Structural Indicators agreed in this Code. This, in order to assess the effectiveness of the Code in reducing the spread of online disinformation for each of the relevant Signatories, and for the entire online ecosystem in the EU and at Member State level. Signatories will collaborate with relevant actors in that regard, including ERGA and EDMO.

	C.41	M 41.1	M 41.2	M 41.3
We signed up to the following measures of this commitment:	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services	Google, on behalf of related services
	Google, on behalf of related services			
In line with this commitment, did you deploy new implementation	No			

measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	
If yes, list these implementation measures here [short bullet points].	N/A
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A
Measure 41.1	Google, on behalf of related services
Measure 41.2	Google, on behalf of related services
Measure 41.3	Google, on behalf of related services

X. Monitoring of the Code

Commitment 42

Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce.

	C.42
We signed up to the following measures of this commitment:	Google, on behalf of related services
	Google, on behalf of related services
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No
If yes, list these implementation measures here [short bullet points].	N/A
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the	No

implementation of this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A

X. Monitoring of the Code

Commitment 43

Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce.

	C.43
We signed up to the following measures of this commitment:	Google, on behalf of related services
	Google, on behalf of related services
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No

If yes, list these implementation measures here [short bullet points].	N/A
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A

X. Monitoring of the Code

Commitment 44

Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce.

	C.44
We signed up to the following measures of this commitment:	Google, on behalf of related services

	Google, on behalf of related services
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	No
If yes, list these implementation measures here [short bullet points].	N/A
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	N/A

Reporting on the service's response during a period of crisis

COVID-19 pandemic

Overview

Since the outbreak of COVID-19, teams across Google have launched over 200 new products, features and initiatives. Google is also contributing over \$1 billion in resources to help users, clients, partners, and governments through this unprecedented time. Google's major efforts are focused around: providing trusted information to users, helping people adapt to a changing world, and contributing to recovery efforts across the globe. The following list outlines the main threats observed by Google during the COVID-19 pandemic:

1. Spread of COVID-19 misinformation and disinformation;
2. Online services manipulation and malign influence operations;
3. Advertising linked to COVID-19 disinformation.

The following sections summarise Google's main strategies and actions taken to mitigate the identified threats and react to the COVID-19 pandemic.

1. Spread of COVID-19 misinformation and disinformation

As interest in COVID-19 has grown in Europe and across the world, Google has worked to help people find the information they need on its products – including by partnering with health organisations and governments to bring users authoritative information in a rapidly changing environment.

In addition to elevating authoritative information, Google takes active steps to detect and remove COVID-19 related misinformation that contradicts guidance from health authorities and may result in real-world harm.

Google has also participated in initiatives to support user awareness beyond direct interactions with services (e.g. via partnerships with or support for relevant third party organisations).

2. Online services manipulation and malign influence operations

When Google finds attempts to conduct coordinated influence operations on its products anywhere around the world, swift action is taken by removing content from these services and terminating these actors' accounts, in accordance with Google's policies. In addition, steps are taken to prevent possible future attempts by the same actors, and Google routinely exchanges information and shares findings with others in the industry.

In May 2020, Google introduced a quarterly [bulletin](#) published by Google's Threat Analysis Group, to share information about actions that Google takes against accounts attributed to coordinated influence operations (foreign and domestic), some of which relate to COVID-19.

3. Advertising linked to COVID-19 disinformation

Preserving the integrity of advertising products during the COVID-19 pandemic is a continuation of the work that Google does to minimise content that violates policies and to stop malicious actors.

- In order to ensure users have access to essential information while navigating COVID-19, Google Ads created a certification process allowing some entities to run coronavirus disease (COVID-19) related ads. Google Ads currently allows ads from government organisations, healthcare providers, non-governmental organisations, intergovernmental organisations, verified election ads advertisers and managed private sector accounts with a history of policy compliance who want to get relevant information out to the public.
- The [Dangerous or Derogatory Content Policy](#) prohibits promoting or advocating for harmful health or medical claims or practices.
- Google Ads does not allow ads or destinations that deceive users by excluding relevant product information or providing misleading information about products, services, or businesses. The [Missing Information Policy](#) requires the disclosure of material information (that is, important and relevant information) when soliciting a charitable or political donation (e.g. Google Ads disapproves ads that fail to display a charity or tax exemption number for charitable donations, or that fail to disclose whether political donations are tax exempt).

The [Coronavirus disease \(COVID-19\) Google Ads Policy updates page](#) provides important information and updates on measures Google Ads is taking to prevent abuse related to coronavirus disease (COVID-19).

Google aims to follow the following principles when responding to future crisis situations:

1. Provide trusted information to users;
2. Help people adapt to a changing world; and
3. Contribute to recovery efforts across the globe.

Google will continue to work with the World Health Organization and European health authorities to monitor emerging misinformation relating to COVID-19 that may result in real-world harm and, as done since the beginning of the pandemic, will update policies, features, and information panels accordingly.

[Note: Signatories are requested to provide information relevant to their particular response to the threats and challenges they observed on their service(s). They ensure that the information below provides an accurate and complete report of their relevant actions. As operational responses to crisis situations can vary from service to service, an absence of information should not be considered a priori a shortfall in the way a particular service has responded. Impact metrics are accurate to the best of signatories' abilities to measure them].

Changes in Policy Framework

	Policies	Rationale
Policies newly introduced for addressing the crisis	Google Advertising	
	N/A	N/A

	Google Search	
	<p>In 2020, Google introduced its Medical Content Policy for Search features, and a policy against medically hazardous health claims for Autocomplete.</p>	<p>Google regularly reviews its policies to make sure that they reflect the needs of its users and create the best product experience possible, including to respond to emerging crises such as the COVID-19 pandemic.</p>
	YouTube	
	<p>In 2020, YouTube established a COVID-19 Medical Misinformation Policy as a part of its Misinformation Policies. The COVID-19 Misinformation Policy was developed based on guidance from health authorities like the Center for Disease Control and World Health Organization.</p>	<p>YouTube regularly reviews its policies to make sure that they reflect the changes that occur both on and off the platform, including emerging crises such as the COVID-19 pandemic. YouTube’s guiding focus is around one major goal: preventing egregious real-world harm. YouTube is careful to draw the line around content that may cause egregious harm to its users or the platform.</p> <p>All updates to YouTube’s misinformation policies, including the COVID-19 Medical Misinformation Policy, are listed here in the YouTube Help Centre. This article also captures the latest updates to all YouTube policies.</p> <p>Check here for updates on how YouTube is addressing the COVID-19 situation.</p>
	Google, on behalf of related services	
N/A	N/A	
Policies adapted for addressing the crisis	Google Advertising	

	<ul style="list-style-type: none"> • Google Ads Dangerous or Derogatory Content Policy; • Google Ads Sensitive Events Policy; • Google Ads Personalized Advertising Policy; • Google AdSense Dangerous or Derogatory Content Policy; • Google AdSense Unreliable and Harmful Health Claims. <p>A detailed list of Google Ads policy updates pertaining to COVID-19 can be found on this page.</p>	<p>Google regularly reviews its policies to make sure that they reflect the needs of its users and create the best product experience possible, including to respond to emerging crises such as the COVID-19 pandemic.</p>
Google Search		
N/A		N/A
YouTube		
	<p>YouTube updated its policies around content that contradicted local health authorities' (LHA) or the World Health Organization's (WHO) medical information about COVID-19 or about currently administered vaccines approved and confirmed to be safe and effective by LHAs and by the WHO. For example, in October 2020, YouTube expanded its COVID-19 Medical Misinformation Policy to prohibit content that includes claims about COVID-19 vaccinations that contradicts LHAs or the WHO's medical information about treatment, prevention, diagnosis, transmission or the existence of COVID-19. As another example, in September 2021, YouTube expanded its medical misinformation policies to include new guidelines for content about the safety, efficacy, and ingredients of currently administered vaccines that are approved and confirmed to be safe and effective by LHAs and the WHO.</p>	<p>YouTube regularly reviews and updates its policies, where relevant, based on updated guidance from LHAs and the WHO as it pertains to COVID-19 or approved vaccines.</p> <p>To protect YouTube users and give advertisers confidence about where their ads run, the coronavirus pandemic was designated as a sensitive event in accordance with YouTube's Advertiser-friendly Content Guidelines. The Sensitive Events Policy did not allow videos that included more than a passing mention of COVID-19 to monetise. As the COVID-19 crisis evolved, YouTube enabled ads for content discussing COVID-19 on a limited number of channels, including creators and a range of news partners who accurately self-certify.</p>

	<p>YouTube updated its Sensitive Events Policy – a part of YouTube’s Advertiser-friendly Content Guidelines – designed to apply during short-term events of significant magnitude, like a natural disaster.</p>		
	<p>Google, on behalf of related services</p>		
	See above for service-specific information.	See above for service-specific information.	
<p>Actions to mitigate the crisis impact on the service</p>			
Type of mitigation	Intervention or action (short summary)	Intervention or action (explanation and implementation)	Impact metrics
<p>Actions taken against dis- and misinformation content (for example deamplification, labelling, removal etc.)</p>	<p>Google Advertising</p>		
	<p>Enforced the Google Ads Misrepresentation Content Policy and declared COVID-19 as a Sensitive Event.</p>	<p>The Unreliable Claims section of the Misrepresentation Content Policy prohibits content promoting harmful health claims, or content that relates to a current, major health crisis (e.g. COVID-19) and contradicts authoritative scientific consensus.</p> <p>The Sensitive Events Policies do not allow ads that potentially profit from or exploit a sensitive event with significant social, cultural, or political impact, such as civil emergencies, natural disasters, public health emergencies, terrorism and related activities, conflict, or mass acts of violence. Google Ads is treating the COVID-19 crisis as a sensitive event all around the world (including in all EU Member States).</p>	<p>From 1 January 2020 to 30 April 2022, Google Ads has blocked or removed over 103.5 million COVID-19-related ads from EU-based advertisers and buyers for policy violations including price-gouging, capitalising on global medical supply shortages, making misleading claims about cures, and fake vaccine doses.</p> <p>From 1 January 2020 to 30 April 2022, Google Ads has suspended more than 2,360 accounts from EU-based advertisers for trying to circumvent systems, including</p>

			for COVID-19 related ads and offers.
	Enforced the Google AdSense Misrepresentative Content Policy that prohibits content promoting harmful health claims, or content that relates to a current, major health crisis and contradicts authoritative scientific consensus.	The Unreliable and Harmful Claims section of Google AdSense’s Misrepresentative Content Policy prohibits the monetisation of content that promotes harmful health claims, or relates to a current, major health crisis and contradicts authoritative scientific consensus. For example, content that denies the existence of medical conditions such as COVID-19 is prohibited from monetising on Google AdSense.	From 1 January 2020 to 30 April 2022, Google AdSense has taken action on over 31,900 URLs with COVID-19 related content under the Misrepresentative Content Policy, for harmful health claims.
Google Search			
	Enforced the Medical Content Policy that prohibits content that contradicts or runs contrary to scientific or medical consensus and evidence-based best practices on Google Search features. Enforced other Content Policies relevant to counter mis/disinformation.	Google Search’s automated systems are designed not to surface content that violates Search policies, and Google responds to user requests to remove information under its policies. Google Search carefully analyses the data captured through its public reporting systems and works to remove content that violates its policies. This data is also used to inform improvements to Google Search algorithms. Google Search also manually removes policy-violating information that comes to its attention, especially prioritising issues relating to public interest topics such as civic, medical, scientific, and historical issues or where there is a risk of serious and immediate harm. Search features include panels, carousels, enhancements to web listings (such as through	Google Search will explore opportunities to provide more information in future reports.

		<p>structured data), predictive and refinement features, and results and features spoken aloud. Even though these features and the content within them are automatically generated as with web results, how they are presented might be interpreted as having greater quality or credibility than web results.</p> <p>Under the Medical Content Policy, Google Search removes content from Search features which contains misinformation or disinformation about COVID-19.</p>	
YouTube			
	<p>YouTube enforces its COVID-19 Medical Misinformation Policy, which prohibits content about COVID-19 that poses a serious risk of egregious harm and content that spreads medical misinformation that contradicts LHAs' or WHO's medical information about COVID-19.</p>	<p>As the COVID-19 situation evolved, YouTube partnered closely with global and local health authorities to ensure policy definition and enforcement was effective in removing violative content where there is a serious risk of egregious harm. This work evolved into the comprehensive COVID-19 Medical Misinformation Policy, which prohibits, for example, content that denies the existence of COVID-19 or encourages the use of home remedies in place of medical treatment. YouTube prohibits content with claims that the COVID-19 vaccine will kill people who receive it.</p>	<p>In Q3 2022, globally, YouTube removed more than 33,000 videos for violating the vaccine provisions of its COVID-19 Medical Misinformation Policy. These provisions took effect in October 2020.</p>
	<p>In accordance with YouTube's Misinformation Policies, YouTube does not allow certain types of misleading or</p>	<p>YouTube enforces policies across the globe using a combination of content reviewers and machine learning to remove content that violates YouTube policies, including COVID-19 medical misinformation, as quickly as possible.</p>	<p>From February 2020 through June 2022, YouTube removed over 180,000 videos that were uploaded from an IP address in EU Member States and were</p>

	deceptive content that poses a serious risk of egregious harm.		related to dangerous or misleading coronavirus information. From February 2020 through June 2022, 90% of videos YouTube removed for dangerous or misleading coronavirus misinformation were removed with 100 views or less.
Google, on behalf of related services			
	See above for service-specific information.	See above for service-specific information.	See above for service-specific information.
Promotion of authoritative information, including via recommender systems and products and features such as banners and panels	Google Advertising		
	Updated permissible mask types that may be listed in Google Shopping Ads or free listings.	On 31 August 2021, Google Ads policy was updated to allow the listing of certain respirator face masks by approved merchants and suppliers on Google Ads shopping platforms. N95 masks are approved to be listed in the U.S. only. N95-adjacent masks (KN95, FFP2, and KF94) are approved to be listed globally. Merchants and suppliers need to apply for approval before they can list their offers in order to mitigate the risk of counterfeit masks being sold. The application process for both paths require merchants and suppliers to provide business and product information for review.	Google Advertising will explore opportunities to provide more information in future reports.

	<p>Updated approved COVID-19 related products eligible on Google Shopping Ads (e.g. COVID-19 test kits).</p>	<p>From September 2021, Google Ads relaxed the restrictions for certain COVID-19 related products on Shopping Ads and free listings. Products like clothing, at-home COVID-19 test kits, home goods, etc. that were previously disapproved due to the COVID-19 Sensitive Events Policy are now eligible to serve on Shopping Ads and free listings. Google Ads accepts COVID-19 test kits where the sample is collected and analysed at home, or test kits where the sample is collected at home and then sent to a lab for analysis. Only test kits that are authorised by the FDA or a local governing body are allowed. In alignment with the Medical Devices Policy, all products must also adhere to the specific legal requirements of the countries where they are offered.</p>	<p>Google Advertising will explore opportunities to provide more information in future reports.</p>
	<p>Expanded access to personalised advertising related to COVID-19 issues for recognised and official government organisations on Google Ads.</p>	<p>In April 2021, Google Ads enabled a limited number of government organisations to promote COVID-19 content that complies with the Personalised Advertising Policy.</p> <p>Google Ads subsequently expanded this access for government organisations, including recognised and official government ministries, departments, agencies, or offices. These government entities or organisations are now eligible to run policy compliant COVID-19 personalised ads on topics that include general COVID-19 vaccine information, updates on the</p>	<p>Google Advertising will explore opportunities to provide more information in future reports.</p>

		<p>latest COVID-19 protocols and more broadly, critical business updates for customers.</p> <p>Google Ads has continued to phase in more advertisers, including healthcare providers, non-governmental organisations, intergovernmental organisations, verified election ads advertisers, and managed private sector accounts with a history of policy compliance.</p>	
	<p>Launched the Google Ad Grants Crisis Relief.</p>	<p>From the beginning of the pandemic to April 2021, Google committed over \$800 million to help more than 100 government agencies and global non-governmental organisations run critical public service health announcements through the Ad Grants Crisis Relief program. Grantees used these funds throughout 2021, including for vaccine education and outreach campaigns. In January 2021, Google announced \$100 million in Ad Grants for the World Health Organization and nonprofits like the CDC Foundation. In April 2021, Google committed \$250 million in Ad Grants to governments, community and public health organisations, including the WHO, to fund more than 2.5 billion vaccine-related Public Service Announcements. Up until April 2022, EU governments and public authorities received \$84.5 million in Ad Grants.</p>	<p>As of April 2022, EU governments and public authorities generated 607 million impressions and 110.6 million clicks, providing important health information across the EU.</p>
<p>Google Search</p>			

	<p>Introduced a comprehensive experience for users during the COVID-19 pandemic that provides easy access to authoritative information from trusted partners, including the World Health Organization (WHO) and government health authorities, alongside new data and visualisations.</p>	<p>To make sure people can easily find the information they need about COVID-19 and vaccines, Google Search has built and enhanced a number of features that further the goal of making healthcare information more accessible to everyone. This experience complemented existing work on Google Search and Google News to recognise sensitive events and contexts, and elevate authoritative sources for those classes of queries. In December 2020, Google Search announced the launch of a new feature that surfaces a list of authorised COVID-19 vaccines in the user’s location, as well as information on each approved vaccine in response to queries about the vaccine. As of 4 March 2021, the feature was available in all 27 EU Member States.</p>	<p>In Q3 2022, there were >152,000,000 views/impressions on COVID-19 special search features in EEA Member States.</p>
	<p>Created a new COVID-19 section in Google News with links to up-to-date, relevant stories from the international to local levels from a variety of authoritative sources.</p>	<p>The section is available to users across 40 top impacted markets (including the following EU Member States: Belgium, Cyprus, Czech Republic, France, Germany, Greece, Netherlands, Ireland, Italy, Poland, Portugal, Sweden) and puts local news front and centre by highlighting stories about the virus from local publishers in the reader’s area.</p>	<p>Google Search will explore opportunities to provide more information in future reports.</p>
<p>YouTube</p>			
	<p>YouTube displays information panels linking to global and locally relevant health officials in panels that appear on videos and searches about COVID-19.</p>	<p>As countries approved vaccines and enacted their vaccination plans, YouTube added authoritative vaccination information from local health authorities to these info panels, as it was made available to the public.</p>	<p>Collectively, YouTube’s panels have served over 400 billion impressions from more than 85+ locally relevant health officials around the world.</p>

	<p>YouTube donated ad inventory to governments and NGOs.</p>	<p>By donating ad inventory, YouTube can help give more visibility to governments' and NGOs' public health messages about COVID-19.</p>	<p>YouTube will explore opportunities to provide more information in future reports.</p>
	<p>YouTube elevates content from authoritative channels such as news organisations or health authorities when its systems detect that a user's search is health-related.</p>	<p>YouTube has displayed information panels linking to global and locally relevant health officials on its homepage, and in panels that appear on videos and searches about COVID-19.</p>	<p>In June 2022, when users in the EU searched YouTube for COVID and related terms, there were slight variations, but on average, more than 85% of videos in the top 10 results come from authoritative channels.</p>
	<p>YouTube launched the #StayHome #WithMe campaign.</p>	<p>In March 2020, YouTube partnered with hundreds of creators and influencers around the world to launch the #StayHome #WithMe campaign to support global leaders urging people to stay home and help flatten the curve of COVID-19. In the EU, YouTube worked with popular creators like Norman fait des vidéos (France) and Paula Gonu (Spain) to create and publish compilation videos emphasising the important stay home message. YouTube also worked with creators to help them interview health experts and officials and raise the latest and most accurate health guidance. For instance, Tilo Jung (Germany) interviewed the German Health Minister Jens Spahn, and Alexander Husum (Denmark) interviewed Danish Prime Minister Mette Frederiksen. French creators McFly and Carlito produced a music video with 14 millions views sharing best</p>	<p>YouTube will explore opportunities to provide more information in future reports.</p>

		practices against COVID-19 in a reaction to a challenge by President Macron.	
	Google, on behalf of related services		
	Promote important guidance to prevent the spread of COVID-19 on the Google Homepage .	Google developed this initiative in partnership with the World Health Organization and other health authorities, including those from the EU Member States to prevent the spread of COVID-19. The efforts, including prevention tips and messaging on Google's homepage, have launched in more than 100 countries to date, including all 27 EU Member States.	Google will explore opportunities to provide more information in future reports.
	Released a website which provides resources dedicated to COVID-19 education and prevention.	This website is available in more than 50 countries, including France, Germany, Greece, Ireland, Italy, Poland, Portugal, Romania, and Spain.	Google will explore opportunities to provide more information in future reports.
Cooperation with independent fact-checkers in the crisis context, including coverage in the EU	Google Advertising		
	N/A	N/A	N/A
	Google Search		
	Elevate the work of fact-checkers by signalling fact-check articles in results via dedicated tags and 'rich snippets' that make it easy for users to understand at a glance what is being fact-checked and what the fact-checker's assessment is.	In order to benefit from these features, fact-checkers (EU-based or otherwise) must signal their fact-checks using an open-source HTML code; meet guidelines relating to accountability, transparency, and readability; and be ranked highly enough by Google's systems. While this effort began before the COVID-19 pandemic, Google Search has observed that many fact-checkers have elected to focus on health misinformation over the course of the pandemic. To explore the	Fact checks published by fact-checking organisations from 27 EU Member States appeared in Google Search over 6m times a week on average, adding up to over 40m impressions from 1 March 2022 - 30 April 2022.

	Facilitate access to fact checks by operating the Fact Check Explorer .	fact-checks that Google Search indexes, please see https://toolbox.google.com/factcheck/explorer .	
	YouTube		
	See 'Google, on behalf of related services' response below.	See 'Google, on behalf of related services' response below.	See 'Google, on behalf of related services' response below.
	Google, on behalf of related services		
	Helped launch the European Media & Information Fund (EMIF) to strengthen media literacy skills, support independent fact-checking and combat misinformation.	In March 2021, Google announced 11 projects selected for the COVID-19 Vaccine Counter-Misinformation Open Fund, including: <ul style="list-style-type: none"> - A partnership between Aleteia (France) & Verificat (Spain) to work with a scientific committee and two research centres to source misinformation and create a database of related fact checks available in seven languages for Catholic media outlets around the world; - A partnership between Spanish outlets Servimedia and Maldita.es to join forces to create fact-checking content relevant for Spaniards with disabilities, in formats that are accessible to them. 	Contributed €25 million to help launch the EMIF.
Measures taken to demonetise disinformation related to the crisis	Google Advertising		
	Enforce Misrepresentation Content Policy .	Enforce Google AdSense Misrepresentation Content Policy which prohibits monetisation of content promoting or advocating for harmful health or medical claims or practices.	Google Advertising will explore opportunities to provide more information in future reports.

	Enforce the Sensitive Events Policies that prohibit ads that potentially profit from or exploit a sensitive event with significant social, cultural, or political impact (e.g. COVID-19).	By the end of January 2020, Google Ads began treating the COVID-19 crisis as a sensitive event around the world (including in all EU Member States).	Google Advertising will explore opportunities to provide more information in future reports.
Google Search			
	N/A	N/A	N/A
YouTube			
	YouTube enforced its Advertiser-friendly Content Guidelines .	To protect YouTube users and give advertisers confidence about where their ads run, the Advertiser-friendly Content Guidelines identify which type of content on YouTube is not eligible for ads. For example, YouTube updated its Sensitive Events Policy – a part of YouTube’s Advertiser-friendly Content Guidelines – designed to apply short-term events of significant magnitude, to prohibit monetisation of videos that includes more than a passing mention of COVID-19. As the COVID-19 crisis evolved, YouTube enabled ads for content discussing COVID-19 on a limited number of channels, including creators and a range of news partners who accurately self-certify .	YouTube will explore opportunities to provide more information in future reports.
Google, on behalf of related services			
	N/A	N/A	N/A
Measures taken to prevent malicious advertising	Google Advertising		
	Expanded Harmful Health Claims Policies in August 2020 for both publishers and	In August 2020, the Google Ads Dangerous or Derogatory Content Policy was updated to prohibit content that relates to a current, major	Google Advertising will explore opportunities to provide more information in future reports.

	advertisers to include content about a current, major health crisis that contradicts authoritative, scientific consensus.	health crisis and contradicts authoritative, scientific consensus.	
	Published the 2021 Ads Safety Report on Google's efforts to prevent malicious use of ads platforms.	On 4 May 2022, Google Ads published the 2021 Ads Safety Report, which is an annual report on Google's efforts to prevent malicious use of ads platforms. The report also includes global take down numbers for selected ads products related to COVID-19.	In 2021, Google Ads removed over 3.4 billion ads, restricted over 5.7 billion ads and suspended over 5.6 million advertiser accounts. Google Ads also blocked or restricted ads from serving on 1.7 billion publisher pages, and took broader site-level enforcement action on approximately 63,000 publisher sites.
	Google Search		
	See 'Google Advertising' response above.	N/A	N/A
	YouTube		
	See 'Google Advertising' response above.	N/A	N/A
	Google, on behalf of related services		
	N/A	N/A	N/A
Measures taken in the context of the crisis to counter manipulative behaviours/TTPs	Google Advertising		
	N/A	N/A	N/A
	Google Search		

	Continued to enforce spam and webmaster policies.	See more details about Google Search's implementation of its spam and webmaster policies in the response to QRE 14.1.2.	See overall spam metrics in SLI 14.2.1. Google Search is unable to provide Spam metrics specific to this crisis event.
	YouTube		
	See response for 'Google, on behalf of related services' below.	See response for 'Google, on behalf of related services' below.	See response for 'Google, on behalf of related services' below.
	Google, on behalf of related services		
	In May 2020, Google introduced a new quarterly bulletin published by Google's TAG to share information about coordinated influence operations (foreign and domestic) terminated on Google's platforms, including YouTube.	Google's TAG Bulletins include coordinated influence operation campaigns terminated on Google's services. The TAG bulletin is global in scope, and includes action taken that is related to an EU Member State. Some activities may relate to the COVID-19 pandemic.	TAG provides updates about these operations in the TAG bulletin . Google will explore opportunities to provide more information in future reports.
Measures taken to support research into crisis related misinformation and disinformation	Google Advertising		
	N/A	N/A	N/A
	Google Search		
	Provided an additional \$1.5 million to fund the creation of a COVID-19 Vaccine Media Hub in December 2020.	Led by the Australian Science Media Centre, and with support from technology non-profit Meedan, the COVID-19 Vaccine Media Hub is a dedicated resource for journalists and fact checkers wanting access to evidence-based information on COVID-19 vaccines. The Hub brings together multiple sources of	Google will explore opportunities to provide more information in future reports.

		<p>evidence-based information on vaccines, including explainers, expert commentary, the latest research and online press briefings, with material soon to be available in multiple languages. The initiative includes science media centres and public health experts from Latin America, Africa, Europe, North America and the Asia-Pacific region, with content being made available in seven languages.</p>	
<p>YouTube</p>			
	<p>YouTube provides publicly available YouTube search data via Google Trends. YouTube also established the YouTube Researcher Program, which provides scaled, expanded access to global video metadata via a Data API for verified and affiliated academic researchers.</p>	<p>YouTube provides publicly available data via Google Trends, which offers access to a largely unfiltered sample of actual search requests made to Google Search and YouTube’s search function. Google Trends is able to display interest in a particular topic from around the globe or down to city-level geography.</p> <p>YouTube established the YouTube Researcher Program to equip researchers from around the world with data, tools, and support to advance the public’s understanding of the YouTube platform and its impact. The YouTube Researcher Program provides scaled, expanded access to global video metadata across the entire public YouTube corpus via a Data API for academic researchers affiliated with an accredited, higher-learning institution.</p>	<p>The following metrics are not specific to the COVID-19 crisis:</p> <ul style="list-style-type: none"> ● The number of users who initiated research about YouTube on the Google Trends platform from within EEA Member States during Q3 2022 was over 75,000. ● The YouTube Research Program had less than 50 applicants from EEA Member States during Q3 2022. ● Median application resolution time was less than 15 days for the YouTube Research Program for applicants

			from EEA Member States during Q3 2022.
	Google, on behalf of related services		
	Announced a \$3 million COVID-19 Vaccine Counter-Misinformation Open Fund on 12 January 2021.	This fund focused on projects that aim to broaden the audience of fact checks, particularly with those who may be disproportionately affected by misinformation. Applications opened on 14 January 2021 to news organisations globally, including from all 27 EU Member States.	Google will explore opportunities to provide more information in future reports.
Relevant changes to working practices to respond to the demands of the crisis situation and/or additional human resources procured for the mitigation of the crisis	Google Advertising		
	N/A	N/A	N/A
	Google Search		
	N/A	N/A	N/A
	YouTube		
<p>YouTube prioritised the well-being of its employees and extended workforce, by reducing in-office staffing in certain sites while ensuring that YouTube’s products continue to operate for everyone.</p> <p>Additional details about relevant changes to working practices to respond to the demands of the COVID-19 are outlined in this company announcement and this post on YouTube’s official blog.</p>	<p>Protecting in-office employees</p> <p>Reduced the need for employees to come into YouTube offices, particularly in locations where local COVID-19 conditions warranted increased precaution. For those coming to the office, YouTube significantly enhanced its hygiene and cleaning operations, increased spacing between people, and in some locations, instituted temperature checks.</p> <p>Content Moderation</p> <p>YouTube temporarily relied on more machine learning technology to help with some of the work normally done by human reviewers. This meant automated systems removed some</p>	YouTube will explore opportunities to provide more information in future reports.	

		content without human review. This increased reliance on machine learning technology enabled YouTube to continue to act quickly to remove violative content and protect its ecosystem, while YouTube has workplace protections in place.	
Google, on behalf of related services			
	Adapted to ensure the well-being of employees and extended workforce and enlisted existing practices and policies to apply to the crisis.	As the COVID-19 pandemic evolved, Google adapted its approach to ensure the well-being of employees and extended workforce (e.g. working from home) and also enlisted existing practices and policies to apply to the crisis. Additional changes to working practices for COVID-19 can be found here .	Google will explore opportunities to provide more information in future reports.

Reporting on the service's response during a period of crisis

War of aggression by Russia on Ukraine

Overview

The ongoing Russian invasion of Ukraine has created a humanitarian disaster, damaged critical infrastructure, and upended energy markets and supply chains. Since the first days of the invasion, Google has been [helping](#) the Ukrainian people, the Ukrainian government, and others affected by Russia's invasion. Over 11 months later, Ukrainians are still facing deadly attacks and the realities of life under an active invasion — and Google remains focused on helping by providing cybersecurity and humanitarian [assistance](#), blocking disinformation, and providing authoritative information to people in the region. The following list outlines the main threats observed by Google during the invasion of Ukraine:

1. Online services manipulation and malign influence operations;
2. Advertising and monetisation linked to Russia and Ukraine disinformation;
3. Threats to security and protection of digital infrastructure.

The following sections summarise Google's main strategies and actions taken to mitigate the identified threats and react to the invasion of Ukraine.

1. Online services manipulation and malign influence operations

Ukraine — and the broader Central and Eastern European region — is facing a disinformation crisis. Google's Threat Analysis Group (TAG) is helping Ukraine by [monitoring the threat landscape in Eastern Europe](#) and disrupting coordinated influence operations from Russian threat actors.

2. Advertising and monetisation linked to Russia and Ukraine disinformation

Google has paused the majority of commercial activities in Russia — including ads on Google's properties and networks globally for all Russian-based advertisers, new Cloud sign ups, the payments functionality for most of Google's services, AdSense ads on state-funded media sites, and monetisation features for YouTube viewers in Russia. Free Google services such as Search, Gmail and YouTube are still operating in Russia. Google will continue to closely monitor developments.

3. Threats to security and protection of digital infrastructure

As the Ukrainian government is under near-constant digital attack, Google expanded eligibility for [Project Shield](#), Google's free protection against Distributed Denial of Service (DDoS) attacks, shortly after the invasion. The expansion aimed to allow Ukrainian government websites and embassies worldwide to stay online and continue to offer their critical services. Since then, Google has continued to implement protections for users and track and disrupt cyber threats.

TAG has been tracking threat actors, both before and during the invasion, and sharing their findings publicly and with law enforcement. TAG's [findings](#) have shown that government-backed actors from Russia, Belarus, China, Iran, and North Korea have been targeting Ukrainian and Eastern European government and defence officials, military organisations, politicians, NGOs, and journalists, while financially motivated bad actors have also used the invasion as a lure for malicious campaigns.

Google is continuing to provide critical cybersecurity and technical infrastructure support by donating 50,000 new [Google Workspace](#) licences to the Ukrainian government. By providing these licences and a year of free access to Google Workspace solutions, including Google's cloud-first, zero-trust security model, Google can help provide Ukrainian public institutions with the security and protection they need to deal with constant threats to their digital systems.

Google aims to continue to follow the following approach when responding to future crisis situations:

1. Elevate access to authoritative information across Google services;
2. Protect Google users from harmful disinformation;
3. Continue to monitor and disrupt cyber threats;
4. Explore ways to provide assistance to support the affected areas more broadly.

Future measures

Google is continually making investments in products, programs and partnerships to help fight disinformation, both in Ukraine and globally. For instance, as cyber threats evolve, Google will continue to automatically increase Google account security protections (including more frequent authentication challenges) for people in Ukraine and the surrounding region. Google will continue to monitor the situation and take additional action as needed.

Google joins the international community in expressing sincere hope for a return to a peaceful and sovereign Ukraine — and will continue to look for new ways to help those whose lives have been so deeply and tragically affected.

[Note: Signatories are requested to provide information relevant to their particular response to the threats and challenges they observed on their service(s). They ensure that the information below provides an accurate and complete report of their relevant actions. As operational responses to crisis situations can vary from service to service, an absence of information should not be considered a priori a shortfall in the way a particular service has responded. Impact metrics are accurate to the best of signatories' abilities to measure them].

Changes in Policy Framework		
	Policies	Rationale
Policies newly introduced for addressing the crisis	Google Advertising	
	N/A	N/A
	Google Search	
	N/A	N/A
	YouTube	
	N/A	N/A
	Google, on behalf of related services	
Policies adapted for addressing the crisis	Google Advertising	
	Google Ads adapted the Sensitive Events Policy which does not allow ads that potentially profit from or exploit a sensitive event with significant social, cultural, or political impact, such as civil emergencies, natural disasters, public health emergencies, terrorism and related activities, conflict, or mass acts of violence.	Due to the invasion of Ukraine, Google Ads updated the Sensitive Events Policy and paused ads on pages containing content that is exploitative, dismissive, or condones the invasion in March 2022. This is in addition to the pausing of ads from and on Russian Federation state-funded media in February 2022.
	Google Search	
	N/A	N/A
	YouTube	
	<ol style="list-style-type: none"> 1. YouTube expanded its Hate Speech Policy to include content denying, minimising or trivialising Russia's invasion in Ukraine. 2. In February 2022, YouTube expanded its Channel Monetisation Policy, resulting in the pause of monetisation privileges for Russian state-funded media channels. 	<ol style="list-style-type: none"> 1. YouTube prohibits content that denies, minimises or trivialises Russia's invasion and the ongoing crisis. This includes allegations that: victims are crisis actors, the invasion is a peacekeeping or liberation operation, the invasion is a

	<p>3. In March 2022, YouTube paused access to all monetisation features for users in Russia, including users' ability to complete new sign-ups for the YouTube Partner Program. This policy was enforced under YouTube's channel monetisation policies.</p> <p>A detailed list of YouTube policy updates including those related to Russia's invasion of Ukraine can be found on this page.</p>	<p>'denazification' operation. We only allow content containing this type of material when there is sufficient educational, documentary, scientific, or artistic context.</p> <p>2. YouTube's Advertiser-friendly content guidelines stipulates that content related to sensitive events are not suitable for ads and could result in a 'limited or no ads' monetisation state.</p> <p>3. Enforcement of this policy aims to help stop the spread of misinformation online. As a result, viewers in Russia cannot see ads or monetisation features like Channel Memberships, SuperChat, Super Stickers, or Merch. This also means YouTube creators temporarily stop earning revenue from users. These updates were meant to clarify, and in some cases expand, YouTube's guidance as it relates to the war.</p>	
Google, on behalf of related services			
	N/A	N/A	
Actions to mitigate the crisis impact on the service			
Type of mitigation	Intervention or action (short summary)	Intervention or action (explanation and implementation)	Impact metrics
Actions taken against dis- and misinformation content (for example	Google Advertising		

deamplification, labelling, removal etc.)	Enforces the Google Ads Misrepresentative Content Policy which does not allow ads or destinations that deceive users by excluding relevant product information or providing misleading information about products, services, or businesses.	Specifically for the invasion of Ukraine, Google Ads focused on the Manipulated Media sub-category in the Misrepresentative Content Policy which disallows the practice of deceptively doctoring media related to politics, social issues or matters of public concern. Google Ads also enforced the Clickbait Ads Policy which is a sub-category under the Misrepresentative Content Policy. This policy prohibits ads that use clickbait tactics or sensationalist text or imagery to drive traffic.	Google Advertising will explore opportunities to provide more information in future reports.
	As noted above, Google Ads adapted the Sensitive Events Policy which does not allow ads that potentially profit from or exploit a sensitive event with significant social, cultural, or political impact, such as civil emergencies, natural disasters, public health emergencies, terrorism and related activities, conflict, or mass acts of violence.	Due to the invasion of Ukraine, Google Ads updated the Sensitive Events Policy and paused ads on pages containing content that is exploitative, dismissive, or condones the invasion in March 2022. This is in addition to the pausing of ads from and on Russian Federation state-funded media in February 2022.	Up until May 2022, Google Ads blocked over 8,000,000 ads related to the invasion of Ukraine under the Sensitive Events Policy.

	<p>Enforces the Inappropriate Content Policy which does not allow ads or destinations that display shocking content or that promote hatred, intolerance, discrimination, or violence.</p>	<p>Due to the invasion of Ukraine, Google Ads focused on enforcing the Dangerous or Derogatory and Shocking Content sub-categories of the Inappropriate Content Policy. The Dangerous or Derogatory sub-category does not allow content that incites hatred against, promotes discrimination of, or disparages an individual or group on the basis of their race or ethnic origin, religion, disability, age, nationality, veteran status, sexual orientation, gender, gender identity, or any other characteristic that is associated with systemic discrimination or marginalisation. The Shocking Content sub-category does not allow promotions containing violent language, gruesome or disgusting imagery, or graphic images or accounts of physical trauma.</p>	<p>Google Advertising will explore opportunities to provide more information in future reports.</p>
	<p>Enforces Other Restricted Businesses which restrict certain kinds of businesses from advertising with Google Ads to prevent users from being exploited, even if individual businesses appear to comply with other policies.</p>	<p>In order to protect users, Google Ads specifically focused on enforcing the Government Documents and Official Services Policy which disallows the promotion of documents and/or services that facilitate the acquisition, renewal, replacement or lookup of official documents or information that are available directly from a government or government delegated provider.</p>	<p>Google Advertising will explore opportunities to provide more information in future reports.</p>

	<p>Enforces the Google AdSense Misrepresentative Content Policy. Which does not allow Google AdSense Ads to run against content that has misleading representation, unreliable and harmful claims, deceptive practices, or manipulated media. Google AdSense also does not allow AdSense Ads against content that is deemed Dangerous or Derogatory.</p>	<p>In light of the invasion of Ukraine, Google AdSense paused the monetisation of Russian Federation state-funded media, the creation of new Russian accounts on Google AdSense, AdMob and Google Ad Manager, as well as all AdSense Ads on Google properties and networks globally for advertisers based in Russia. Content that has been found to exploit, dismiss or condone the invasion of Ukraine has also had AdSense monetisation paused.</p>	<p>Up until May 2022, Google Ads removed ads from more than 60 state-funded media sites across Google platforms.</p>
Google Search			
	<p>Limited recommendations globally for a number of Russian state-funded media outlets.</p> <p>Enforced its Content Policies, including Misinformation Policies, which establish what types of content is not allowed on Google Search.</p>	<p>As stipulated by the EU's Council Regulation (EU) 2022/350, Search removed RT and Sputnik from Google's Search results in the EU.</p>	<p>N/A</p>
YouTube			
	<p>YouTube enforced its Community Guidelines, including but not limited to misinformation policies, which establish what type of content and behaviour is not allowed on the platform.</p>	<p>YouTube's teams work quickly to remove content that violates its policies. These policies apply to all types of content on the platform, including videos, comments, links, and thumbnails. YouTube's Community Guidelines are a key part of YouTube's</p>	<p>Since 24 February 2022, YouTube has removed more than 9,000 channels and more than 80,000 videos related to the ongoing crisis in Ukraine for violating its content policies, including</p>

		<p>broader suite of policies and are regularly updated in consultation with outside experts and YouTube creators to keep pace with emerging challenges or crises.</p> <p>YouTube enforces its Community Guidelines using a combination of human reviewers and machine learning, and applies them to everyone equally—regardless of the subject or the creator’s background, political viewpoint, position, or affiliation.</p> <p>Our policies aim to make YouTube a safer community while still giving creators the freedom to share a broad range of experiences and perspectives.</p>	<p>those pertaining to misinformation, hate speech, and graphic violence.</p>
	<p>YouTube blocked channels in certain countries and globally for a number of Russian state-funded news media outlets.</p>	<p>YouTube blocked YouTube channels associated with Russian state-funded news channels in certain countries and globally, including ones tied to RT and Sputnik.</p>	<p>YouTube has blocked more than 800 channels and more than 4 million videos related to the Russia/Ukraine conflict since 24 February 2022.</p>
	<p>YouTube launched ‘Hit Pause’, a global media literacy campaign, to teach viewers critical skills and to improve users’ experiences on YouTube.</p>	<p>Branded ‘Hit Pause,’ the campaign seeks to teach viewers critical media literacy skills via engaging and educational public service announcements (PSAs) via YouTube home feed and pre-roll ads, and on a dedicated YouTube channel. The YouTube channels hosts videos from the YouTube Trust & Safety team</p>	<p>Preliminary impressions from YouTube’s current European launch of ‘Hit Pause’, indicate over 180,000,000 impressions, in Italy, Spain, Poland, Romania, Czech Republic, France, Germany and Belgium between 22</p>

		<p>that explain how YouTube protects the YouTube community from misinformation and other harmful content, as well as additional campaign content that provides members of the YouTube community with the opportunity to increase critical thinking skills around identifying different manipulation tactics used to spread misinformation—from using emotional language to cherry picking information. YouTube’s ‘Hit Pause’ videos are available in multiple languages in order to make the information accessible and relevant for YouTube’s users, empowering the audience to spot, evaluate, and prevent the spread of misinformation.</p> <p>By the end of 2022, the campaign was live in over 50 countries, including 20 EEA Member States. In 2023, the campaign will launch in the remaining EEA Member States.</p>	<p>November 2022 – 15 December 2022.</p>
Google, on behalf of related services			
	<p>Google’s Threat Analysis Group (TAG) works to monitor malicious actors around the globe, disable their accounts, and remove the content that they posted, including but not limited to coordinated information</p>	<p>For example, in 2021, the film company Aurum LLC released ‘Солнцепёк’ (‘Sunlight’ or ‘Blazing Sun’ in English), which takes place in eastern Ukraine and claims to be a story based on true events from 2014 of Russian</p>	<p>Terminated nine new IRA-linked accounts using Ads to advertise a pro-Russian film and 44 new IRA-linked YouTube channels</p>

	<p>operations and other operations that may affect EU Member States, including related to UA/RU crisis response. TAG provides monthly updates about these operations in the TAG Bulletin and in periodic blog posts.</p>	<p>mercenaries, connected to the paramilitary Wagner Group, protecting Russians in Ukraine against Ukrainian forces. Shortly after Russia’s invasion of Ukraine, TAG identified several Internet Research Agency (IRA)-affiliated news sites hosting ads to drive traffic to the videos including sites like newinform[.]com and slovodel[.]com. While the film was an older release from 2021, the timing of this campaign was notable because the subject matter mirrored newly topical real world events in Ukraine in a way that portrayed Russia positively.</p>	<p>hosting clips, the full-length film, and related comments.</p> <p>For additional examples, Google’s Threat Analysis Group (TAG) works to monitor malicious actors around the globe, disable their accounts, and remove the content that they posted, including but not limited to coordinated information operations and other operations that may affect EU Member States including related to UA/RU crisis response. TAG provides monthly updates about these operations in the TAG Bulletin and in periodic blog posts.</p>
<p>Promotion of authoritative information, including via recommender systems and products and features such as banners and panels</p>	<p>Google Advertising</p>		
	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>
	<p>Google Search</p>		
<p>Rolled out new features that enhance access to trusted information on Search.</p>	<p>Globally, Google has surfaced features on Search to provide quick access to authoritative information, including highlighting news coverage from trusted sources and other helpful context about the invasion. See below</p>	<p>Google Search will explore opportunities to provide more information in future reports.</p>	

		for details on features launched in Ukraine.	
	Launched an 'SOS Alert' on Google Search in Ukraine and Eastern Europe and worked with expert organisations to source helpful humanitarian information.	<p>Google Search launched an 'SOS Alert' in Ukraine that provides refugees with information in English, Russian, and Ukrainian. This includes links to UNHCR's Ukraine Help pages and hotline, safety tips from the ICRC, and a link to the Ukrainian Foreign Ministry's Foreign student emergency info hotline.</p> <p>Google Search also launched an 'SOS Alert' in Poland (on 17 March 2022) that provides refugees with information in English, Polish, and Ukrainian, including links to the 'I Help Ukrainians Hub' created by the Chancellery of the Prime Minister of Poland and the 'Information for Ukrainian citizens' page hosted by the Polish Office for Foreigners.</p>	Google Search will explore opportunities to provide more information in future reports.
	Displayed content advisories when results for a query are rapidly evolving, providing a message that lets users know the topic may still be developing.	This notice is particularly important during the crisis, given how quickly new search terms are developing. In such cases, it is helpful to alert users to the fact that a new search term or query is so new that authoritative information has not been published yet on the open web. Among other languages, these notices are launched in Bosnian, Bulgarian, Czech, Croatian, Estonian, Hungarian, Latvian, Lithuanian, Polish,	Google Search will explore opportunities to provide more information in future reports.

		Romanian, Russian, Serbian, Slovak, Slovenian, Serbian, and Ukrainian.	
	To help the increasing number of refugees in the region, Google is developing ways for businesses to flag if they are providing services to refugees.	Hotel owners in countries neighbouring Ukraine can indicate on their Business Profile whether they are offering free or discounted accommodations for refugees. Local businesses can post to their Business Profile on Search and Maps to offer various services and aid to refugees from Ukraine.	Google Search will explore opportunities to provide more information in future reports.
YouTube			
	YouTube surfaced videos from authoritative sources in search results and recommendations.	<p>Following a major news event, such as Russia's invasion of Ukraine, the 'Breaking News' panel may appear in YouTube search results for relevant queries, showing users developing stories from news sources that follow Google News Content Policies.</p> <p>In March 2022, YouTube launched a crisis resource panel in Ukraine (English, Russian, and Ukrainian languages) that appears in search results for queries related to displacement or refugees. The panel links to an emergency phone number and timely displacement information from the United Nations Agency for Refugees (UNHCR) to provide information for 'people on the move' (i.e. 'displaced people').</p>	Between 21 February 2022 and 30 September 2022, videos on YouTube's breaking news and top news shelves on its homepage have received more than 100 million views in Ukraine.

	<p>YouTube rolled out new features to enhance access to trusted information, including Information Panels in local languages on YouTube.</p>	<p>Information panels giving topical context may be displayed when searching for or watching videos related to topics prone to misinformation, such as the invasion of Ukraine; panels may appear at the top of search results or under a video being watched. The panels provide basic background information, sourced from independent, third-party partners, to give more context on a topic and link to the third-party partner's website.</p> <p>Specifically, when one searches for a displacement or refugee-related query on YouTube, they may see emergency information and resources from the United Nations. The information is available across Ukraine, in English, Ukrainian and Russian; in Romania in Ukrainian, Russian, Romanian, English; in Poland in English, Ukrainian, Russian, and Polish. In Ukraine, YouTube surfaces information from the United Nations Agency for Refugees (UNHCR) to provide information for 'people on the move' ('displaced people'). In Ukraine, Poland, Romania, Czechia, and Slovakia, YouTube surfaces timely displacement information from the respective country's government and NGOs.</p>	<p>Impressions of YouTube information panels were shown to users in EEA Member States, in Q3 2022 over 1.5 billion times.</p>
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		Information panels providing publisher context may be displayed if a channel is owned by a news publisher that is funded by a government or publicly funded. The information panel explains how the publisher is funded and provides a link to the publisher's Wikipedia page; it will appear directly under the video next to the information icon and is meant to give users additional information to help better understand the sources of news content on YouTube.	
	Google, on behalf of related services		
	Rolled out a rapid Air Raid Alerts system for Android phones in Ukraine.	Access to authoritative information is critical for those on the ground and those seeking to flee danger in the region. In the early days of the invasion, Google worked closely with the Ukrainian government to set up a system that sends rapid air raid alerts to Android mobile phones in at-risk areas, and to feature information on Search and Maps about shelter, humanitarian services, and aid points.	Google will explore opportunities to provide more information in future reports.
Cooperation with independent fact-checkers in the crisis context, including coverage in the EU	Google Advertising		
	N/A	N/A	N/A
	Google Search		
	N/A	N/A	N/A

YouTube		
N/A	N/A	N/A
Google, on behalf of related services		
Partners with organisations focused on media literacy through the Google News Initiative , including support of the International Fact-Checking Network (IFCN).	On 29 November 2022, Google announced \$13.2 million to the IFCN at the nonprofit Poynter Institute to launch a new Global Fact Check Fund to support their network of 135 fact-checking organisations from 65 countries covering over 80 languages. Building on previous work to address misinformation, this is Google’s single largest financial contribution to fact-checking.	Since 2018, the Google News Initiative has invested nearly \$75 million in projects and partnerships working to strengthen media literacy and combat misinformation around the world. The \$13.2 million grant to the IFCN builds on that commitment.
Helped launch the European Media and Information Fund (EMIF) to 'strengthen media literacy skills, fight misinformation and support fact checking' over 5 years (2021-2026).	The EMIF was established by the European University Institute and the Calouste Gulbenkian Foundation. The European Digital Media Observatory (EDMO) agreed to play a scientific advisory role in the evaluation and selection of projects that will receive the fund’s support, but does not receive Google funding. Google has no role in the assessment of applications.	In 2021, Google contributed €25M EUR to help launch the EMIF. By the end of 2022, 33 projects were granted €5.6M EUR, with the list of selected grantees here . The list of funded projects includes €1.93M EUR for 8 specific efforts in research and investigations into misinformation.

	Protecting users from harmful disinformation about the invasion of Ukraine.	In March 2022, Sundar Pichai visited Warsaw and committed an additional \$10 million to this effort, including new partnerships with think tanks and civil society organisations to conduct region-specific research on misinformation and cash grants to support fact-checking networks and nonprofits. Additional information on how Google is supporting the refugee crisis can be found here .	Google will explore opportunities to provide more information in future reports.
Measures taken to demonetise disinformation related to the crisis	Google Advertising		
	Paused Google AdSenses' monetisation of Russian Federation state-funded media.	Beginning in February 2022, Google AdSense prohibited the monetisation of any Russian Federation state-funded media (i.e. sites, apps, YouTube channels). It is important to note that Google's current Publisher Policies and advertiser-friendly guidelines already prohibited many forms of content related to the invasion of Ukraine from monetising. In addition, Google Advertising paused the monetisation of content that exploits, dismisses, or condones the invasion across services.	Google Advertising will explore opportunities to provide more information in future reports.
	Google Search		
	N/A	N/A	N/A
	YouTube		
YouTube indefinitely paused access to monetisation privileges for Russian	In light of the war in Ukraine, YouTube indefinitely paused access to	YouTube restricted access to monetisation privileges for	

	<p>state-funded news media channels, in addition to continuing to review eligibility to our YouTube Partner Program for existing partners.</p>	<p>monetization privileges for Russian state-funded media channels globally, in addition to continuing to review eligibility to our YouTube Partner Program for existing partners, including those in Russia. YouTube continues to actively monitor the situation and make adjustments as necessary.</p>	<p>more than 300 channels, including those with ties to Russian state media.</p>
	<p>YouTube temporarily paused ads from serving users based in Russia.</p>	<p>As part of Google’s recent suspension of ads in Russia, it also paused ads on Google properties, including YouTube, and networks globally for advertisers based in Russia. In addition, creators in Russia will not be able to complete new YouTube Partner Program (YPP) sign-ups at this time. These updates are meant to clarify, and in some cases expand, YouTube’s guidance as it relates to the invasion.</p>	<p>YouTube will explore opportunities to provide more information in future reports.</p>
	<p>In March 2022, YouTube paused access to all monetisation features for users in Russia, including users’ ability to complete new sign-ups for the YouTube Partner Program. This policy was enforced under YouTube’s Channel Monetisation Policies.</p>	<p>Enforcement of this policy aims to help stop the spread of misinformation and disrupt disinformation campaigns online. As a result, viewers in Russia cannot see ads or monetisation features like Channel Memberships, SuperChat, Super Stickers, or Merch. This also means YouTube creators temporarily stop earning revenue from users. These updates are meant to clarify, and in some cases expand, YouTube’s guidance as it relates to the invasion.</p>	<p>YouTube will explore opportunities to provide more information in future reports.</p>

	Google, on behalf of related services		
	Paused the vast majority of commercial activity in Russia.	Google has paused activities including serving Google ads in Russia; advertising globally for advertisers based in Russia; Play’s billing system (users cannot purchase apps or make in-app purchases); payment-related services including via Google Pay; Premium/paid YouTube features, and new Cloud sign ups.	Google will explore opportunities to provide more information in the future.
Measures taken to prevent malicious advertising	Google Advertising		
	Paused ads serving in Russia since March 2022.	As part of Google Advertising’s suspension of ads in Russia, Google paused all ads on Google properties and networks globally for advertisers based in Russia.	N/A
	Google Search		
	N/A	N/A	N/A
	YouTube		
	YouTube temporarily paused ads from serving users based in Russia.	As part of Google’s recent suspension of ads in Russia, it also paused ads on Google properties, including YouTube, and networks globally for advertisers based in Russia. In addition, creators in Russia will not be able to complete new YouTube Partner Program (YPP) sign-ups at this time. These updates are meant to clarify, and in some cases expand, YouTube’s guidance as it relates to the invasion.	YouTube will explore opportunities to provide more information in future reports.

	Google, on behalf of related services		
	N/A	N/A	N/A
Measures taken in the context of the crisis to counter manipulative behaviours/TTPs	Google Advertising		
	Enforced the Coordinated Deceptive Practices Policy which prohibits advertisers from promoting content related to public concerns while misrepresenting or concealing their identity or country or origin. Enforced Google's Clickbait Ads Policy which prohibits ads that use negative life events such as death, accidents, illness, arrests or bankruptcy to induce fear, guilt or other strong negative emotions to pressure the viewer to take immediate action.	Accounts found to be engaging in Coordinated Deceptive Practices are suspended immediately and without prior warning. Clickbait ads are disapproved upon detection. Repeated violations of this policy can lead to an account suspension.	Google Advertising will explore opportunities to provide more information in future reports.
	Google Search		
	Continued to enforce spam and webmaster policies.	See more details about Google Search's implementation of its spam and webmaster policies in the response to QRE 14.1.2.	See overall spam metrics in SLI 14.2.1. Google Search is unable to provide Spam metrics specific to this crisis event.
	YouTube		
Since March 2022, Google's Threat Analysis Group (TAG) has been closely monitoring the cybersecurity activity in Eastern Europe with regard to the invasion of Ukraine, focusing on	Google's TAG Bulletin is released each quarter and includes coordinated influence operation campaigns terminated on Google's platforms, including YouTube. It is YouTube's	TAG provides updates about these operations in the quarterly TAG Bulletin .	

	the safety and security of users and the platforms that help them access and share important information.	primary public source of information on coordinated influence operations and TTP-related issues. The TAG bulletin is global in scope, and will include action taken that is related to a European Union Member State. In May 2022, TAG published an update on cyber activity in Ukraine.	YouTube will explore opportunities to provide more granular information regarding enforcement of certain YouTube policies in future reports.
Google, on behalf of related services			
	Expanded eligibility for Project Shield , Google's free protection against DDoS attack, so that Ukrainian government websites, embassies worldwide and other governments in close proximity to the conflict can stay online, protect themselves and continue to offer their crucial services.	Project Shield allows Google to absorb the bad traffic in a DDoS attack and act as a 'shield' for smaller websites, allowing them to continue operating and defend against these attacks.	As of 4 March 2022, over 150 websites in Ukraine, including many news organisations, are using Project Shield's service and Google has communicated its availability to Ukraine government representatives.
	Added websites and domains identified as threats to Safe Browsing to protect users from further exploitation.	Google is actively monitoring activity in Eastern Europe with regard to the invasion of Ukraine. Google sends targeted Gmail and Workspace users government-backed attacker alerts notifying them of the activity. Google encourages any potential targets to enable Google Account Level Enhanced Safe Browsing and ensure that all devices are updated.	Google will explore opportunities to provide more information in future reports.
	Automatically increased Google account security protections	Google increased account security protections on Workspace and the	Google will explore opportunities to provide

	<p>(including more frequent authentication challenges) for people in Ukraine and the surrounding region.</p>	<p>Advanced Protection Program — which delivers Google’s highest level of security — is currently protecting the accounts of hundreds of high-risk users in Ukraine.</p>	<p>more information in future reports.</p>
	<p>Monitor safety and security of users in Ukraine and the surrounding region to help users access and share important information and take action against threat actors in this region.</p>	<p>In March 2022, TAG observed activity from a range of threat actors that are regularly monitored and well-known to law enforcement, including FancyBear and Ghostwriter. This activity ranged from espionage to phishing campaigns. TAG shared the information to help raise awareness among the security community and high risk users. Actions taken included removal of known attacker-controlled Blogspot domains leveraged for phishing campaigns, blocking of phishing domains through Google Safe Browsing – a service that identifies unsafe websites across the web and notifies users and website owners of potential harm, and alerting relevant authorities of findings related to malicious attachments. TAG will continue to take action, identify bad actors and share relevant information with others across industry and governments, with the goal of bringing awareness to these issues, protecting users and preventing future attacks.</p>	<p>Since March 2021, TAG has issued hundreds of government-backed attack warnings to Ukrainian users alerting them that they have been the target of government backed hacking, largely emanating from Russia.</p>

Measures taken to support research into crisis related misinformation and disinformation	Google Advertising		
	N/A	N/A	N/A
	Google Search		
	N/A	N/A	N/A
	YouTube		
	<p>YouTube provides publicly available data via Google Trends. YouTube also established the YouTube Researcher Program, which provides scaled, expanded access to global video metadata via a Data API for verified and affiliated academic researchers.</p>	<p>Google and YouTube provide publicly available data via Google Trends, which provides access to a largely unfiltered sample of actual search requests made to Google Search and YouTube’s search function. Sharing Google Trends Data allows YouTube to display interest in a particular topic from around the globe or down to city-level geography.</p> <p>YouTube established the YouTube Researcher Program to equip researchers from around the world with data, tools, and support to advance the publics’ understanding of the YouTube platform and its impact. The YouTube Researcher Program provides scaled, expanded access to global video metadata across the entire public YouTube corpus via a Data API for academic researchers affiliated with an accredited, higher-learning institution.</p>	<p>The following metrics are not specific to the Russia/Ukraine crisis:</p> <ul style="list-style-type: none"> • The number of users who initiated research about YouTube on the Google Trends platform from within EEA Member States during Q3 2022 was over 75,000. • The YouTube Research Program had less than 50 applicants from EEA Member States during Q3 2022. • Median application resolution time was less than 15 days for the YouTube Research Program for applicants from EEA

			Member States during Q3 2022.
Google, on behalf of related services			
Forged partnerships with think tanks and civil society organisations to conduct region-specific research into misinformation and disinformation and rolled out cash grants to support fact-checking networks and nonprofits.	As an information company, Google takes its responsibility seriously to provide reliable, trustworthy information to people when they need it. A big part of the challenge is addressing misinformation spreading about the realities and facts of the invasion of Ukraine. Google committed funding to this effort, including new partnerships with think tanks and civil society organisations to conduct region-specific research into misinformation and disinformation, as well as cash grants to support fact-checking networks and nonprofits. Jigsaw, a unit within Google that builds technology to counter threats to open societies, has partnered with local experts and academics to develop approaches to both directly counter disinformation and help people more easily identify disinformation.	Google committed an additional \$10 million to address misinformation and disinformation surrounding the invasion of Ukraine. This included a \$2.5 million Google.org grant to Techsoup Europe to help civil society organisations across Central and Eastern Europe leverage technology to fight disinformation at scale.	
Launched a Misinformation Priority Flagger Program, providing a prioritised channel for trusted organisations to notify Google of potentially harmful content on	Since May 2022 and as part of the Misinformation Priority Flagger Program, 45+ organisations were engaged across the CEE region, covering relevant markets, including those particularly vulnerable to Russian	Google will explore opportunities to provide more information in future reports.	

	Google's platforms across 8 Google products.	propaganda (Baltics, Poland). Leading NGOs and the CEE government entities part of the Misinformation Priority Flagger Program praised Google for being reliable partners in fighting mis/disinformation in the region.	
Relevant changes to working practices to respond to the demands of the crisis situation and/or additional human resources procured for the mitigation of the crisis	Google Advertising		
	N/A	N/A	N/A
	Google Search		
	N/A	N/A	N/A
	YouTube		
	See response for 'Google, on behalf of related services' below.	See response for 'Google, on behalf of related services' below.	See response for 'Google, on behalf of related services' below.
	Google, on behalf of related services		
Adapted to ensure the well-being of employees and extended workforce and enlisted existing practices and policies to apply to the crisis.	Since the start of the invasion, Google teams set to work around the clock to support people in Ukraine through Google products, defend against cybersecurity threats, surface high-quality, reliable information and ensure the safety and security of colleagues and their families in the region. Google coordinated a response internally including employees and extended workforce, and enlisted existing practices and policies to apply to the crisis.	Google will explore opportunities to provide more information in future reports.	

	<p>Committed funding and in-kind support, including Google.org Fellowships, to help the humanitarian aid efforts on the ground in Central and Eastern Europe.</p>	<p>Google announced a new grant for refugees with disabilities, as well as a grant and Google.org Fellowship to Tech to the Rescue, a Polish nonprofit that connects tech companies and expert volunteers with humanitarian aid organisations to help solve technical needs. A team of Google.org Fellows will work on a pro-bono basis to help build and scale Tech to the Rescue’s platform and efforts.</p> <p>Google also announced a \$2 million grant and a Google.org Fellowship to the East Europe Foundation which will work with Ukraine’s Ministry of Digital Transformation to scale the national ‘Diia’ Digital Education Portal.</p>	<p>Through Google.org and Google employees, Google committed \$45 million in cash donations. In addition, Google provided \$5 million in donated Search advertising and four Google.org Fellowships for humanitarian relief efforts.</p>
	<p>Offer assistance to Google colleagues in Ukraine.</p>	<p>Since January 2022, Google’s local Security and People Operations teams have been working to provide assistance to Ukrainian team members and their families. Help provided includes physical security support, paid leave, assistance options and reimbursement for housing, travel and food for anyone forced to leave their homes.</p>	<p>Google will explore opportunities to provide more information in future reports.</p>

	<p>Invested in the Central and Eastern Europe region to support people and businesses affected by the invasion.</p>	<p>In March 2022, Google announced the purchase and development of The Warsaw HUB, a modern office complex in the heart of Poland's capital city. This investment followed the 2021 opening of Google's new office in Warsaw, hiring of over 250 people, and launch of a Google Cloud region in Poland. Google believes in the strength and future of Central and Eastern Europe, and when the invasion ends, will be here for Ukraine and the region for the long haul.</p>	<p>Google will invest nearly \$700 million in the purchase and further development of The Warsaw HUB, resulting in a capacity for 2500 employees, with potential for future growth.</p>
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