



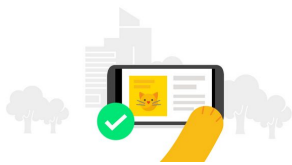
# Advertiser identity verification

## Providing transparency into who is behind the ads we serve

We want to empower users to make informed decisions about the ads they see online. That's why we're launching a new verification that requires advertisers to verify their identities for ads served through Google Ads and Display & Video 360. Advertiser identity verification will give consumers a higher level of transparency into who is behind the ads they see. Beginning this summer, users will begin to see disclosures in the "Why this ad" menu that list the advertiser's name and the country they're based in.

### Why advertiser identity verification?

This verification is part of Google's commitment to provide users transparency, choice and control in the ads they see on our platforms.



Enable users to make better choices when using already existing controls like Ad Setting to customize ads personalization

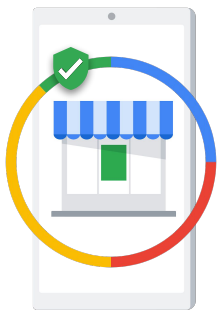


Increase trust in ads by making it easier for users to understand the advertiser behind each ad they see from Google



Bolster digital advertising for our advertisers by preventing bad actors that attempt to misrepresent themselves

### About the verification process



- **Who:** The verification is focused on end advertisers of Google Ads and Display & Video 360.
- **Documentation required:** We'll ask advertisers to provide a combination of personal identification, business incorporation documents, and other information that proves who they are. For most advertisers, documentation will be tax documents and government issued IDs. Agencies will be asked to work with or provide documentation on behalf of their clients.
- **Timeline:** We'll start with U.S. advertisers and will expand to advertisers around the world in the coming months. We expect it will take a few years to cover all current advertisers globally.

**Note: Advertisers cannot proactively complete verification at this time.**

### Other Resources

- [About the verification process](#)
- [Advertiser identity verification FAQs](#)
- [Google Ads Blog: Next steps to ensure transparency, choice and control in digital advertising](#)
- [About "Why This Ad"](#)
- [About Ad Settings](#)