

What is Google’s policy for EU Election Ads?

As part of Google’s commitment to supporting global elections integrity through greater transparency, we launched an election ads [policy](#) in the European Union in 2019. Advertisers may run EU Election Ads in the EU only if the advertiser completes EU Election Ads [verification](#).

EU Election Ads are ads that feature any of the following:

- 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, 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

Requirements for Verification

To run EU Election Ads on Google Ads, you can be verified to run election ads as an organisation or an individual. To run EU Election Ads on DV360, you can be verified to run election ads **only** as an organization.

Group	Definition	How to verify
1 Organisations	Political party, coalition, non-profit organisation, business or other entity.	Ensure the “Account type” selected for your Google Ads payment profile is ‘Organization.’
2 Individuals	Any advertiser that does not meet the criteria for being verified as an organisation.	Ensure the “Account type” selected for your Google Ads payment profile is ‘Individual.’

If you’re an agency or someone who manages multiple Google Ads accounts, each separate account planning to run election ads will need to apply for verification.

Advertisers are required to verify the end advertiser, not the agency or intermediary acting on their behalf. For example, an agency advertising on behalf of a political party should verify as the political party.

Please note each account within an [Manager Account](#) needs to be verified separately.

Verification for Organisations

1 Eligibility Check ~ 5 business days

To obtain verification, an [authorized representative](#) for the advertiser must provide:

- Your Google Ads Customer ID
- Email address: The email address used by your organization
- Country your organization is registered in
- Name of organization
- Registration number: For example, the business registration number or incorporation number.
- Document confirming organization name
 - Some examples of acceptable documents include approved election registration for an EU election (European Parliamentary Elections, Presidential, or Parliamentary Election in an EU Member State); bank, credit card, or insurance statements or letters, or leasing or mortgage documents, confirmation certificates from official government authority; receipts or copies of court or other authority rulings or decisions on registrations.
- Official address: This must be an EU address.
- Proof of address: A document showing proof of address must be submitted. Acceptable documents should be dated no more than one year old and include registration documents, invoices, purchase orders, utility bills, bank, credit card, or insurance statements or letters, or leasing or mortgage documents.
- Attestation that the authorized representative is a citizen of one of the EU member states
- Attestation that the organization applying for verification is organized under the laws of, or based in, one of the European Union member countries and is legally permitted to run EU Election Ads.
- Agreement to the Google Election Advertising Terms



My organisation is not a political party; do we need to get verified?

All ads that feature an in-scope entity will require verification to run, regardless of the advertiser's identity.

2 Identity Verification Check ~ 5 business days

The advertiser will receive an email and an in-account notification prompting them to verify their identity. The following must be provided:

- Organisation name.
- Organisation address: This must be an EU address.
- Proof of organisation. See specific details [here](#).
- Authorised representative name. Note that this must exactly match the name on the government-issued photo ID you submit, including any capitalisation or punctuation.
- A copy of the authorised representative government-issued photo ID.
- All relevant attestations. Please see [here](#) for details.

3 Certification by Google

Once verified, advertisers will be notified by email, and will be allowed to run EU election ads as long as they are not in violation of any other policy.

Verification for Individuals

1 Eligibility Check ~ 5 business days

To obtain verification, an [authorized representative](#) for the advertiser must provide:

- Your Google Ads Customer ID
- Email address
- Country you are based in
- Name: This name should match the name in your Google Ads payments profile (which you can view in the “Settings” page for “Billing & payments”) and the name on the government-issued photo ID you submit in Step 2.
- Address of the advertiser. This must be an EU address.
- Proof of address: A document showing proof of address must be submitted. Acceptable documents should be dated no more than one year old and include utility bills, bank, credit card, or insurance statements or letters, or leasing or mortgage documents.
- Attestation that you are a citizen of a European Union member state and that you are legally permitted to run EU Election Ads.
- Agreement to the Google Election Advertising Terms.

Is it taking a long time?

At any step in the process, it may take longer to resolve more complicated cases. Please be patient as we gather the right info.



2 Identity Verification Check ~ 5 business days

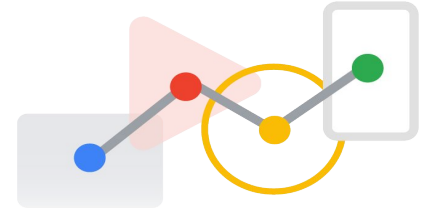
The advertiser will receive an email and an in-account notification prompting them to verify their identity. The following must be provided:

- Name: Your name as provided here must match the name in your government-issued photo ID. Note, this name will be visible in the ad’s “Paid for by” disclosure, as well as in the Political Advertising transparency report and the political ads library.
- Date of birth
- A copy of your government-issued photo ID: A current passport or national ID card issued by one of the EU member states. You must redact or block out all instances of your national ID number or national registration number, and/or face from your photo ID prior to uploading where required by regional law, such as Belgium, Hungary, Ireland, and the Netherlands.
- Attestation that you are a citizen of a European Union member state and that you are legally permitted to run EU Election Ads.
- Agreement to the Google Election Advertising Terms.

3 Certification by Google

Once verified, advertisers will be notified by email, and will be allowed to run EU Election Ads as long as they are not in violation of any other policy.

Verification: Tips for Success



Hold up!

Be sure to complete all requirements before submitting the verification application.

Please check that you:

- Completed the form for the correct product (DV360 or Google Ads), and
- Applied as the correct [account type](#) (Individual or Organisation).

One application per Account ID

Only submit one verification application per account ID.

Manager Accounts cannot be verified; only Child IDs within the Manager Accounts will be verified. Each Child ID must apply separately.

Are you based in the European Union?

Only EU-based advertisers are able to obtain EU Election Ads verification to run ads in the EU.

Please ensure your address is in the EU and your account billing is set to use an official European currency (ex. euros).

Comply with Google Ads Policies

Advertisers are expected to remain in compliance with all other Google Ads policies – not just Google’s EU Election Ads policy.

Please review Google’s Advertising policies on our [Help Center](#).

Does the name match?

For organisations: The organisation name submitted must match to the relevant registry and all supporting documentation.

For individuals: The individual’s name listed on the application must match the name on their government-issued ID, as well as the name listed in the billing information in their Google account.

Political Advertising Transparency Report Frequently Asked Questions

What is the Political Advertising Transparency Report?

To provide transparency for users, Google publishes a [Political Advertising Transparency Report](#). Only the ads that are in scope of the election ads policy, and that are run by verified election advertisers, will be included in the report at this time.

Please note: the Political Advertising Transparency Report will include information about the dates during which ad creatives were running. Google expects advertisers to adhere to local legal requirements and respect silent and campaigning periods as needed.

Will non-election ads verified Google Ads accounts appear in the Transparency Report?

Only election ads from verified accounts will appear in the Transparency Report.

For the EU, why do some advertisers appear in multiple countries?

Some advertisers run ads in more than one EU country. For these advertisers "total ad spend" data in each case is total spend EU-wide.

How will spend data be reflected in the Transparency Report? Will it include the fees and industry markups?

The spend data per creative will be shown as a range in the report. The spend range will include the total cost of the ad to the advertiser (where possible) and will not call out the fees and agency markups separately.

If an ad is disapproved for policy violations, will it remain in the Transparency Report?

The disapproved ad will remain in the Transparency Report, as will details about its advertiser and spend. The creative will be grayed out and replaced with a message stating that the ad has been disapproved for policy violations. See [here](#) for more information on ad disapprovals.

Other Resources

[Help Center Article](#)
[Verification Application](#)

[Policy Change Log](#)
[Transparency Report FAQs](#)