

Expanding AI transparency in ads

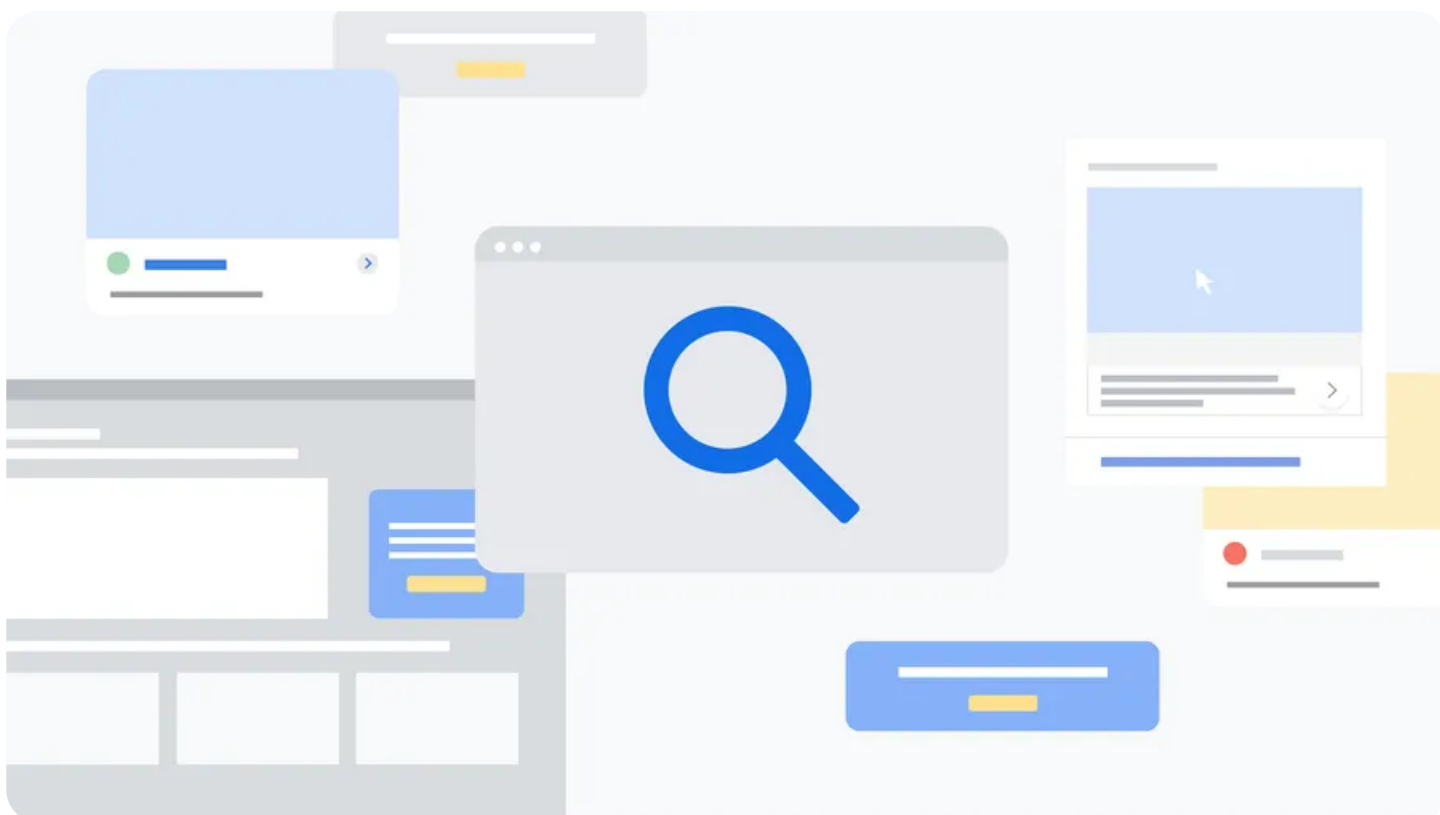
Jul 09, 2026 | 1 min read



We're introducing additional features, including a "How this ad was made" panel, to help people easily understand when generative AI was used to create or alter an ad.

Keerat Sharma

VP & General Manager, Ads Privacy and Safety

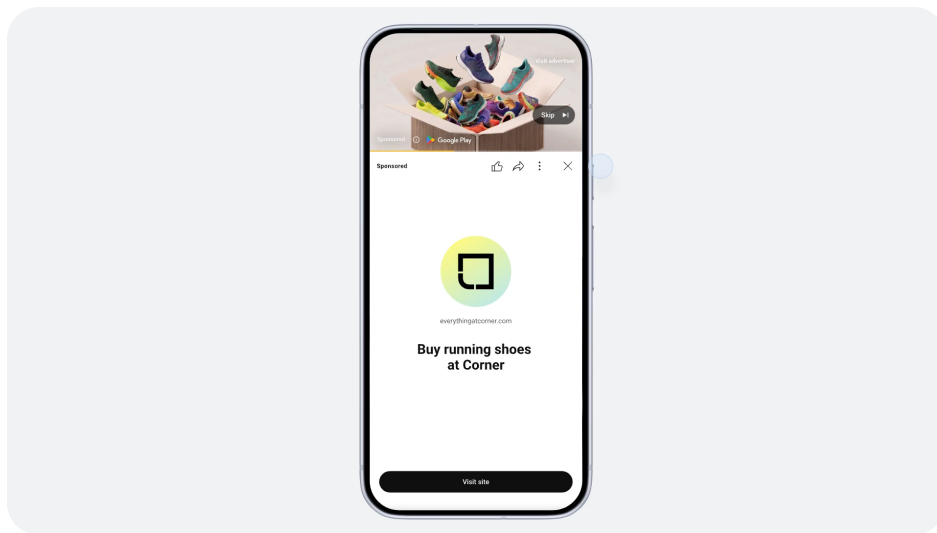


Read AI-generated summary



As generative AI opens up new ways for businesses large and small to create ads, we're introducing additional transparency features across our advertising products. We want to help people better understand the ads they see, while providing advertisers with straightforward tools to navigate evolving industry standards.

We're [adding](#) a "How this ad was made" section to the My Ad Center panel, accessible globally by selecting the three-dot menu or info icon on ads across Search, YouTube and Discover. This panel will indicate if an ad was created or edited with AI.



We want to make managing AI disclosures as simple as possible for [advertisers](#). So when they use Google's generative AI advertising tools to create ads, we'll automatically add a disclosure to each ad's My Ad Center panel. And when they create ads elsewhere, we're introducing a control so they can easily indicate if they used generative AI. Based on local requirements, a label may also appear directly on the ad, either automatically or when an advertiser uses this control.

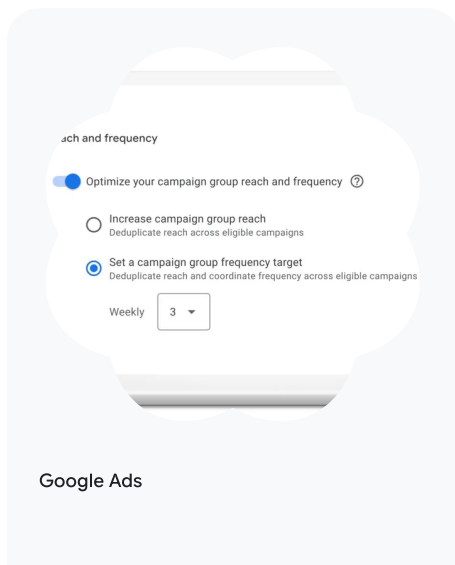
These updates build on our ongoing AI transparency work. We already embed imperceptible signals, like [SynthID](#), into outputs from our generative AI tools. And in 2023, we introduced a requirement to disclose [synthetic or digitally altered content in election ads](#).

Our existing [ad policies](#) already serve as important safeguards, along with our work to [verify advertisers](#) and share who's behind an ad. We continue to prohibit misleading and deceptive ads, whether created with AI or not, to keep the platform safe for everyone.

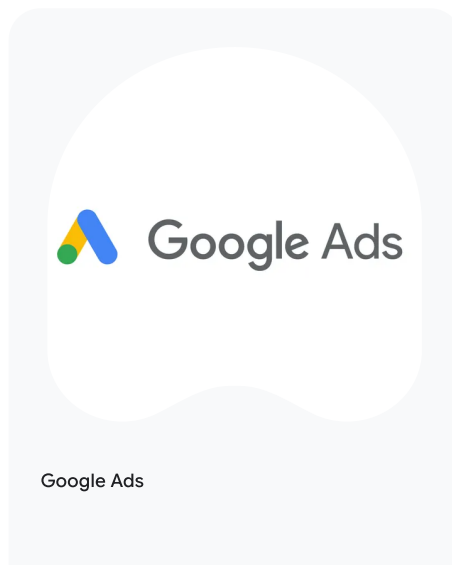
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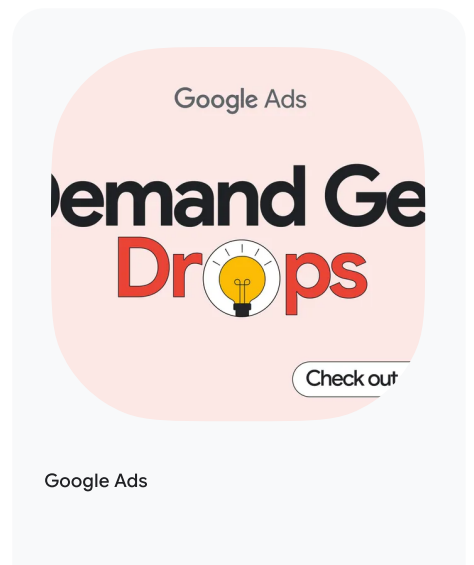
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