



Built-in security keeps you safer from **scams and fraud**

According to the Global Anti-Scams Alliance, nearly one in four people worldwide have been affected by online scams and fraud. Bad actors are misusing technology to build scams around jobs, investments, travel, and more, relying on misleading content and malware to make their crimes more effective. Google is committed to helping you stay safer every day, with AI-powered security features built in at the product level.



Safer with AI

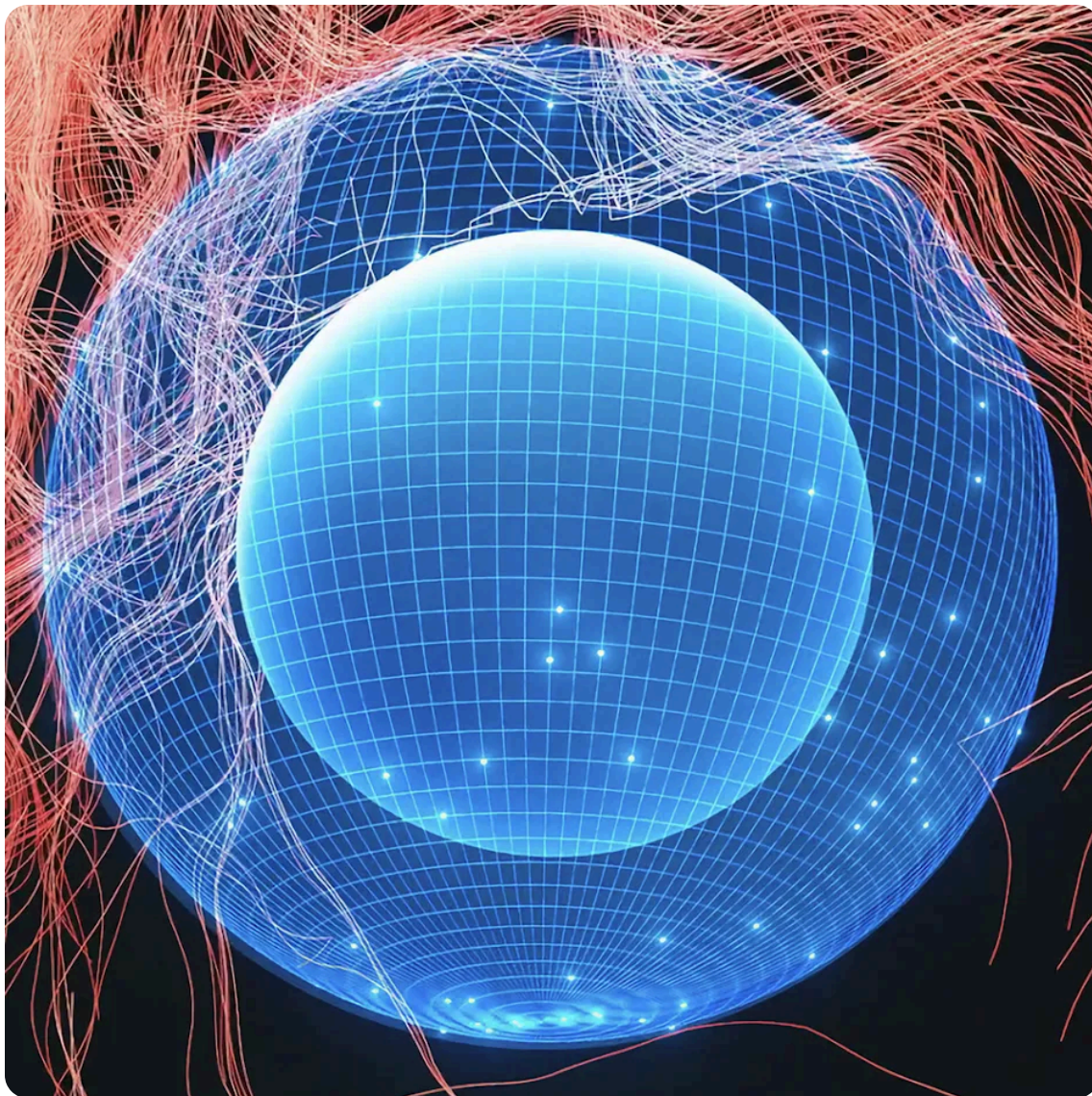
Features

Approach

Partners

AI-powered scam detection

Google uses AI to identify fraudulent content at scale. Machine learning uncovers patterns that indicate potential scams, and LLMs can quickly recognize new trends that allow us to distinguish what is legitimate from what is harmful. These innovations make it possible to filter out threats and help keep you safer as you go about your life online, from opening emails and making purchases to browsing the web and storing photos.



Your daily defense against dangerous schemes

Discover the product features engineered to keep you and your personal information safer from scams, spam, malware, fraud, theft, and more.

GOOGLE SEARCH

Keeping Search 99% spam-free

In Search, AI helps us detect and block hundreds of millions of scammy results every day. Our [Fighting Scams on Search](#) report showcases how the investments we've made in our AI-powered scam-detection systems — along with improvements to our classifiers — have enabled us to catch 20 times the number of scammy pages. These improvements help ensure that the results you get are legitimate, and protect you from harmful sites trying to steal your sensitive data. We also provide tools like [About this result](#), which lets you learn more about online sources before clicking into them.

[Learn more](#)

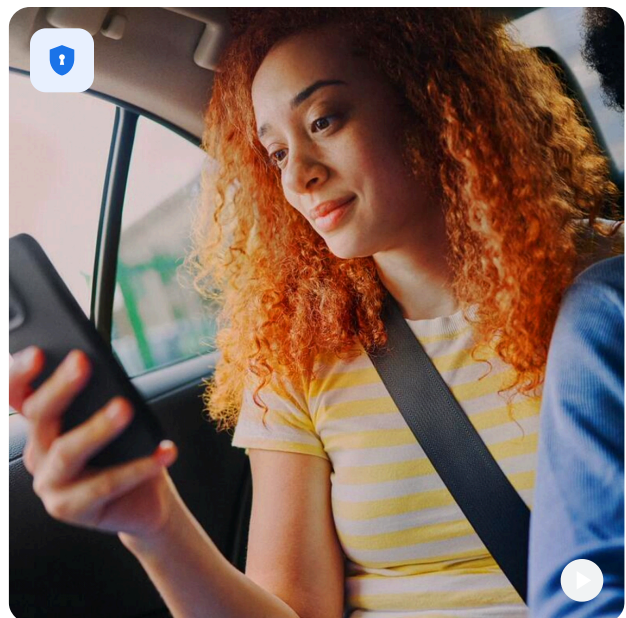


GOOGLE MAPS

Blocking fake business profiles and reviews

We're constantly getting better at preventing and taking down deceptive content from bad actors. Last year, our AI-powered detection systems blocked or removed more than 12 million fake business profiles and over 240 million reviews that violated our policies. The vast majority of the misleading reviews were removed from Google Maps before they were ever seen by our users.

[Learn more](#)



CHROME

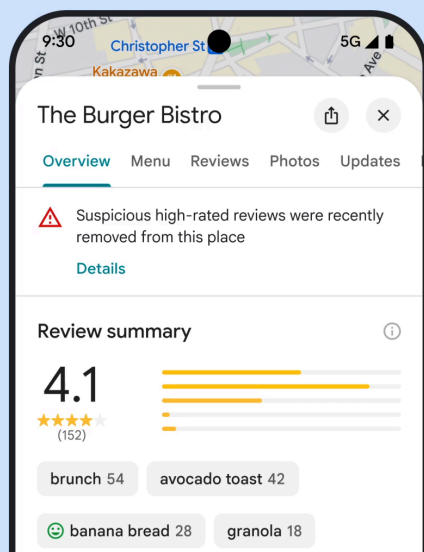
Enhanced Safe Browsing

Chrome's Enhanced Protection mode of Safe Browsing is our highest level of protection from phishing, malware, and other scams you may encounter while browsing the web. It keeps consumers twice as safe compared with Standard Protection mode.

With its expanded use of AI, Enhanced Protection now deploys the Gemini Nano model to predict scamming sites at a scale not possible before, and can even identify previously unseen scams. We've started using this new, AI-powered approach to protect people from remote tech-support scams and will be expanding it to protect against additional types of scams.

[Learn more](#)



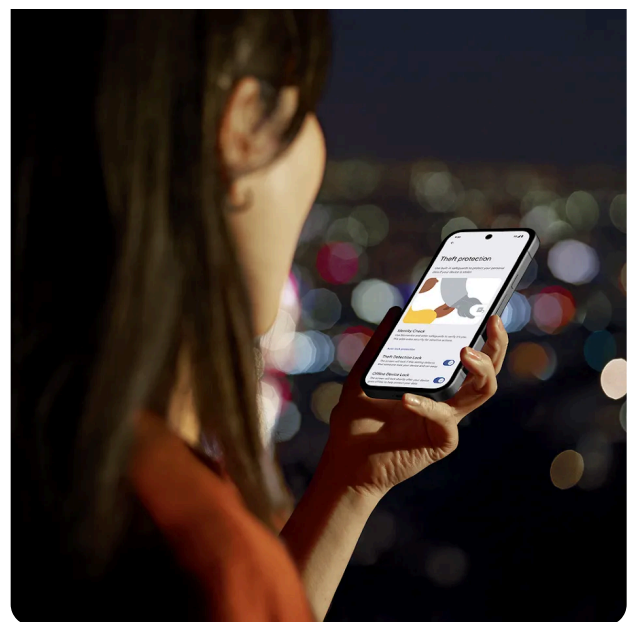


PIXEL

Scam Detection in messages and calls

Scams are commonly initiated through phone calls and text messages. These often appear harmless at first but can evolve into dangerous situations. Scam Detection uses powerful on-device AI to help detect conversational patterns commonly used by scammers, in real time. Get notified during calls and text messaging if the person on the other end is a potential scammer.

[Learn more](#)



ANDROID

Android protects you from spammers, shady sites, and theft

Android automatically filters out spam and phishing messages, and screens scam calls. Proactive protections warn you before you visit an identified dangerous site. All apps on your device are scanned daily for continued security. And theft protection keeps your data safe before, during, and after theft attempts.

[Learn more](#)



Check out our tips and tools for avoiding scams

Get up to speed with the information you need to protect yourself from all kinds of shady and scammy activity online. Knowing what to look for is one of the best lines of defense.

[Go to Security Tips](#)

Our approach to battling scams and fraud

In order to provide access to trustworthy information and content, we develop policies and protections that help us prevent, detect, and respond to harmful and illegal content. Learn more about our three-pillar approach in our [Tackling Scams and Fraud Together](#) whitepaper.



The Ads Transparency Center



Providing context on Search



Launched in 2023, this searchable tool lets users look up any advertiser on Google's platforms to see basic company information and view all their current ads. It's helpful for anyone who wants to research the companies behind ads, and also for distinguishing legitimate businesses from potential scammers. The Ads Transparency Center works alongside our advertiser verification programs to give users more control over and insight into who's advertising to them.

[Learn more](#)

Our About this image feature helps users verify photos they find online by showing metadata about when and where the image appeared on the web. Available through "circle to search" on Android phones, the feature can reveal if an image was AI generated by detecting watermarks and other creator-added information. This tool is part of our effort to help people understand the source and history of the visual content they encounter in Search results.

[Learn more](#)

Disclosure and labeling on YouTube

YouTube requires creators to label videos that contain realistic AI-generated or significantly altered content. Most videos get a disclosure in the description, but content that covers more sensitive topics like health, news, or politics receives a more prominent warning directly on the video. YouTube also requires political advertisers to clearly disclose when their ads use AI-generated content, helping viewers understand what they're watching while they seek to make informed decisions.

[Learn more](#)



Partnerships in tackling fraud

Tackling fraud and scams remains a complex and ongoing challenge that necessitates a cross-industry response and collaboration with stakeholder groups. Google is proud to participate and share our knowledge and expertise in these collective efforts toward strengthening technological solutions and protecting users.



Global Anti-Scam Alliance (GASA)

[GASA](#) is a global nonprofit coalition with a broad network of over 100 members and close relationships with law enforcement agencies, including the FBI and Europol, and industry sectors such as banks and major tech companies. Google joined GASA in March 2024 as a Foundation Member.



Global Signal Exchange (GSE)

In October 2024, Google entered into a [partnership with GASA and DNS Research Federation](#) to launch the [Global Signal Exchange](#). The GSE is a global clearing house for online scams and fraudulent bad-actor signals, with Google becoming its first Foundation Member. The collaboration brings together GASA's unparalleled global network of stakeholders; DNS Research Federation's data platform, which already stores over 200 million



Risk and Incident Sharing and Coordination (RISC)

[RISC](#) was launched initially as a Google framework to share security events with business partners anytime that Google detects a major change in a user account's status. For example, if a user's Google Account were hijacked by a bad actor, Google can send a signal to connected apps and platforms, allowing them to take appropriate actions or put additional protections in place.

[Learn more](#)

signals; and Google's deep expertise in fighting scams and fraud. Thanks to the GSE, we are able to speed up detection and raise the alarm about new scamming campaigns across platforms and sectors, and across borders.

[Learn more](#)

[Learn more](#)



Recent news in Scams & Fraud



MAY 27, 2025 • SAFETY & SECURITY

Our latest fraud and scams advisory



APR 16, 2025 • GOOGLE ADS & COMMERCE

Our 2024 Ads Safety Report shows how we use AI to safeguard consumers.



MAY 08, 2025 • SAFETY & SECURITY

How we're using AI to combat the latest scams



OCT 02, 2024 • SAFETY & SECURITY

How to spot scams, and what to do if you encounter one

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