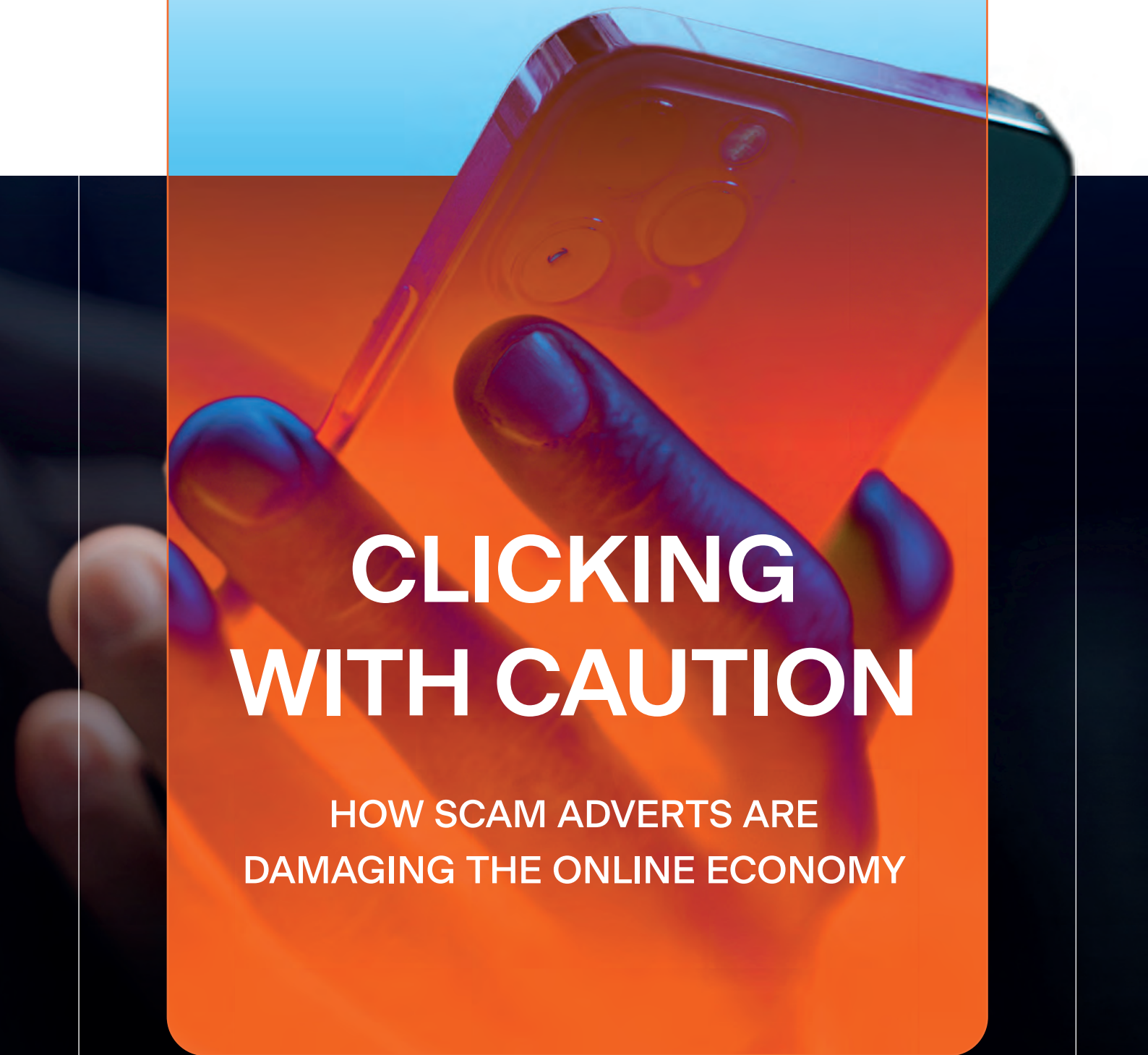
PUBLIC FIRST

Commissioned by Revolut



CLICKING WITH CAUTION

HOW SCAM ADVERTS ARE DAMAGING THE ONLINE ECONOMY

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Executive Summary

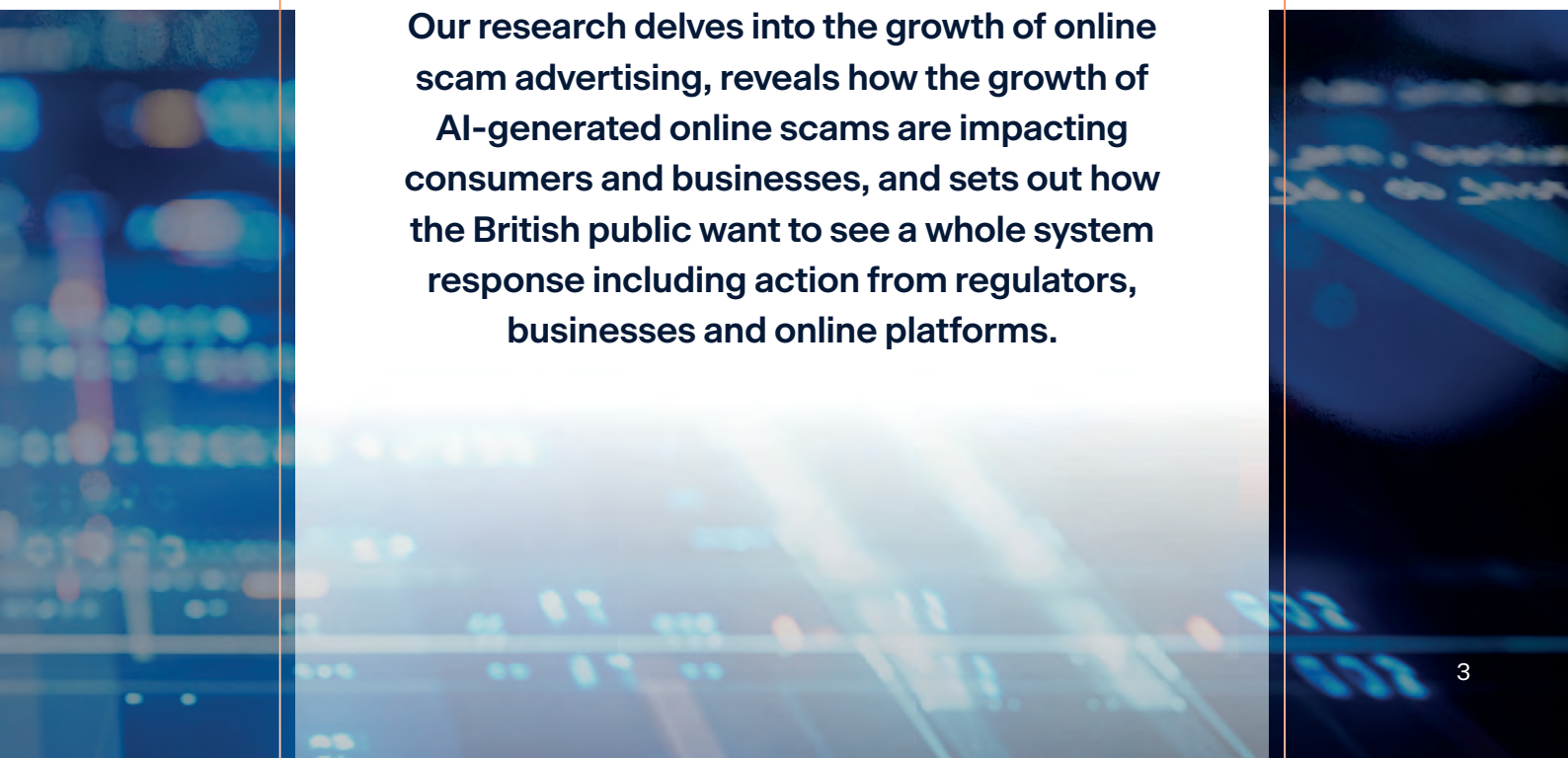
Online advertising has transformed how businesses and consumers interact. Customers can discover and buy from brands instantly, while businesses of all sizes can tap into vast online markets at the click of a button. For small businesses in particular, it has lowered traditional barriers, helping them reach a wide range of new customers both across the UK and internationally, without the large marketing budgets or established brand recognition that were previously needed to make this possible.

AI is further levelling the playing field. AI makes it easier for small businesses to create, test and improve their marketing and advertising strategies with a fraction of resources that would have been required even a few years ago, allowing small businesses to take on larger competitors and giving consumers a wider range of choice.

While AI holds great promise, it also has the potential for misuse. The same capabilities that can help legitimate businesses succeed can also enable bad actors to spread fake and harmful scam adverts at scale.

This poses risks to us all. If scam adverts continue to pollute the online environment and weaken trust, the consequences will be felt by everyone; consumers, businesses, legitimate advertisers and technology platforms - all of whom depend on online advertising and, now increasingly AI to support choice, growth and prosperity.

Our research delves into the growth of online scam advertising, reveals how the growth of AI-generated online scams are impacting consumers and businesses, and sets out how the British public want to see a whole system response including action from regulators, businesses and online platforms.



Here is what we found:

01 Scams are now commonplace online

Online scam adverts have moved from an occasional nuisance, to an everyday risk. The public now encounter them regularly across social media platforms, with many clicking, engaging, and suffering real consequences.

- 51% of UK adults say that they see adverts online that they suspect to be scams very often or fairly often.
- 1 in 4 UK adults say they have lost money after clicking on an advert that turned out to be a scam. That is equivalent to around 13.5 million people.
- 65% of UK adults say social media is where they most commonly see online scams, making it the leading place scams are encountered online.

02 AI is making scams harder to detect, and AI-generated scams are on the rise

AI is playing an increasingly visible role in online scams. Scammers are using AI to create convincing images, videos, voices and even realistically impersonate public figures using deepfake technology, at speed.

- 80% of UK adults think that compared with a year ago, the number of online scam adverts using AI-generated images, videos, voices or deepfakes has increased.
- 72% of UK adults say that AI makes scam adverts harder to identify.
- 78% of UK adults worry that AI will make online fraud much more common.

03 Online scams are changing how people behave online, damaging economic growth

Online scams are changing how people behave online - where they shop, who they trust, and whether they engage with online advertising at all. This has particularly troubling implications for SMEs, who lack the brand recognition that larger businesses have.

- Almost 7-in-10 UK adults (68%) say they have abandoned an online purchase originating from an advert because they were worried it might be a scam.
- 78% of UK adults say that scam adverts make them less trusting of unfamiliar brands.
- More than a third (35%) of the public say they spent less money online overall in the last 12 months because of scam adverts.

04 The public demand stronger protection from online scams

Despite tools to report scam adverts and block accounts, the public has little confidence that action follows. They want stronger safeguards: tougher checks, stricter penalties, and a more joined-up response from those they hold responsible, including greater responsibility from social media platforms themselves, regulators, government and businesses.

- 81% of UK adults say that there is not enough protection for consumers from online scams
- 86% of UK adults say that consumers are still vulnerable to scams under the current system
- 62% of UK adults felt that social media, search and video platforms should have a great deal of responsibility for reducing scam adverts online, a further 25% said they should have some responsibility.

About this research

Revolut commissioned Public First to research attitudes towards fraudulent advertising online. We conducted a poll with a nationally representative sample of 2,008 online UK adults between 29 May - 01 June 2026.

The results are weighted by interlocking age & gender, region and social grade to nationally representative proportions. Public First is a member of the British Polling Council (BPC) and the Market Research Society, and abides by their rules.

We also conducted two online focus groups, with 7 consumers and 7 business owners, on 28 May 2026.

For more information, contact the Public First polling team:
polling@publicfirst.co.uk.

About Public First

Public First is a policy, research, opinion and strategy consultancy. We bring a wide range of expertise and capabilities under one roof - including in-house opinion polling, focus groups and immersive qualitative research, robust data analysis, and a deep understanding of policy and politics.

We work with global companies, governments, start-ups, institutions and foundations around the world to tackle major public policy and strategic challenges.

Chapter One

Scams are now commonplace online

Scam adverts have become a pervasive part of online life. The vast majority of internet users encounter them regularly across the platforms and services they use every day, and their prevalence has continued to grow significantly over the past year.

51%

of UK adults say that they **see adverts online that they suspect to be scams very often or fairly often.**

79%

of UK adults **think that compared with a year ago, the number of online scam adverts has increased.**

This highlights that scam advertising is no longer a marginal feature of the online environment. For many, it has become a daily obstacle to be avoided while using the internet; appearing in feeds, search results, marketplaces and online shopping journeys. Crucially, this proliferation of scam advertising is impacting how consumers both behave and spend online.



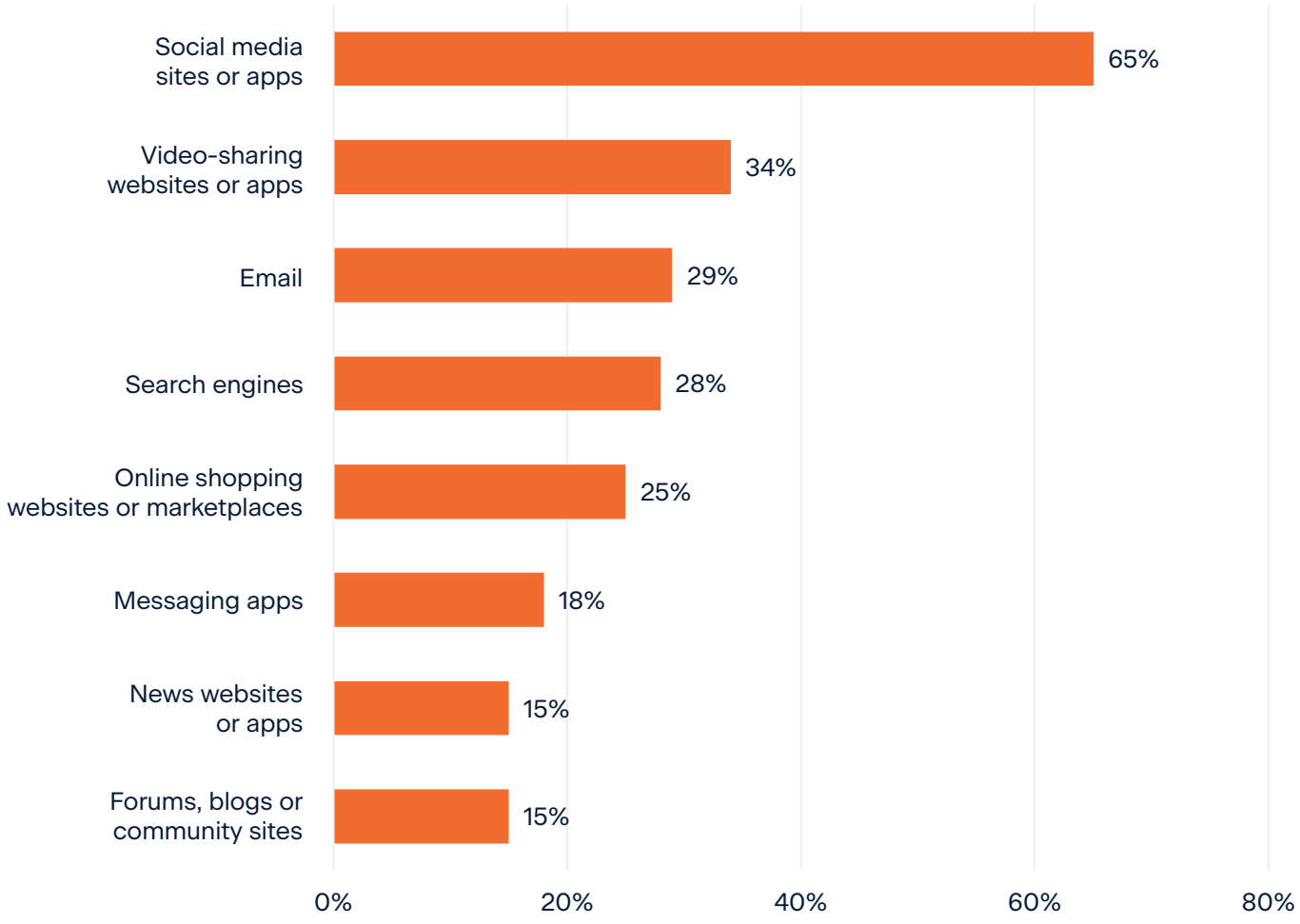
> “There’s a lot of phishing sites now which are luring people in through false advertisements. You’ve got to be careful when you’re trying to buy something or looking for anything – there’s a lot out there that’s looking to scam people out of their money.
>
> Man, 25, East Midlands, Audiologist

The most commonly encountered scam adverts were those using AI-generated images, voices or videos, with 73% of UK adults reporting they had seen them. Investment, crypto and "get rich quick" adverts also stand out, with 67% of UK adults having seen them, making them the second most encountered scam advert.

Social media platforms play a central role in how people discover products and interact with brands and adverts. They are also environments where scam adverts can appear alongside ordinary posts, trusted personalities and familiar formats. 65% of UK adults cite social media sites and apps as the most common place to see and interact with adverts they suspect may be scams.

Where do you most commonly see adverts you suspect may be scams?

Public First | UK Adults | Sample Size: 2,008 | Fieldwork 29 May - 1 June 2026



> **You go on social media and you see people advertising toothpaste that turns your yellow teeth white overnight. You click on it once just to see the video – and before you know it your whole algorithm is about teeth whitening. And they're using celebrities and TV personalities to advertise the same thing. You can tell it's not real. They wouldn't be endorsing that product.**
>
> Man, 56, South East England, Property Manager

> **I see stuff on social media that looks too good to be true. These adverts are designed to lure people in with cheap prices – you think, oh, that's a bargain. But then you've got to be careful because it's a fake advert.**
>
> Woman, 33, West Midlands, Nursery Chef

These scams have a real impact on people's lives

It is not only that these adverts are widely seen; they are also widely acted upon. Almost half of UK adults say they, or someone they know, have clicked on a scam advert online:

43%

of UK adults **say they, or someone they know, have clicked on a scam advert online.**



Some have given up personal information: 28% of UK adults say they, or someone they know, have handed over personal details after clicking on a scam advert. But the most serious harm is financial. **38% say someone they know has lost money this way - and for many, the loss is their own.**

Public First estimates that one in four UK adults say they have lost money after clicking on an advert that turned out to be a scam, equivalent to around 13.5 million people. Behind each of these figures is a personal experience.



Public First estimates that one in four UK adults say they have lost money after clicking on an advert that turned out to be a scam. **That is equivalent to around 13.5 million people.**

Case Studies

"I felt frustrated, had a lot of anxiety. I thought it was genuine"

A 51-year-old woman, who works as a peer support worker in the South of England, was drawn in by a clairvoyant spiritual website in 2022. "I went on there because I was curious and I wanted to know a bit more and it looked inviting. I remember paying money, investing money into a service which I never received. I was messaging this scammer back and forth". She eventually got her money back through her bank, but the experience took its toll: "It was a stressful experience. I felt frustrated, had a lot of anxiety. I thought it was genuine, but it turned out to be a whole scam."

"I had done my due diligence and the website was genuine. The numbers, everything seemed genuine"

A 56 year old property manager based in South East England, described an incident that began in 2015 after he remortgaged a property and came across an investment website. "It seemed genuine. I had done my due diligences and the website was genuine. The numbers, everything seemed genuine at the time — telephone number, landline, emails." The scammers drew him in gradually. "Because they were such professional con artists, they enticed me into investing a little bit at a time. I never wanted a withdrawal because it was like I was almost doubling my money every week."

When he eventually tried to withdraw, the calls went unanswered and he turned up at the registered address. "I was only confronted by an accountant who said these companies are registered here, but really they don't exist. A lot of people are turning up here. That's when I knew all my savings, everything is gone." Of the £130,000 he had invested, he recovered around £40,000. "The banks turned around and said, because you authorised your card and it was yourself who was actually making these payments, unfortunately there's nothing we could do. The companies were actually registered in Tel Aviv in Israel — it was out of their jurisdiction."

"I just took it on trust — I thought I'd got enough feedback to know this is genuine."

A 60-year-old café worker from the North West had her experience during lockdown, trying to buy a garden shed online. "It looked genuine enough. I thought I'd done my own work with it. I just took it on trust — I thought I'd got enough feedback to know this is genuine. So I paid maybe £2,000." Delivery was repeatedly delayed until it never came. "The banks weren't doing anything to start off with. I went through something like an ombudsman in the end and they tracked the company, the scam office, and actually caught them red-handed. I actually got that money back."

Chapter Two

AI is making scams harder to detect

AI scams are becoming more visible online

As generative AI tools become more widely available and sophisticated, scammers can create images, videos, voices, and deepfakes that appear increasingly realistic, polished, and plausible. These are much harder to spot than the low-quality scam adverts many people are used to seeing.

80%

of UK adults **think that compared with a year ago, the number of online scam adverts using AI-generated images, videos, voices or deepfakes has increased.**

56%

of UK adults **have encountered a scam advert that they believe used AI or deepfake content.**

This reflects a wider change in how people experience the internet. AI-generated content is now a routine part of online life. 84% of UK adults say they come across content they believe may have been generated by AI at least some of the time when they go online - just 2% say they never see AI content when they go online.

78%

of UK adults say that they **see AI-generated content more often now than 12 months ago.**

71%

of UK adults **first started noticing a meaningful increase in AI-generated content online in the past year.**

Six in ten UK adults (60%) say they have seen AI-generated images online in the last 12 months, while a similar proportion (59%) say they have seen AI-generated videos. For many people, this is also a recent change.

AI is making scams harder to spot

The rise of AI matters because it weakens many of the cues people have traditionally used to identify scam adverts, making them harder to spot.

72%

of UK adults **say that AI makes scam adverts harder to identify**



In the past, scam adverts were often easier to recognise because they looked poorly made. They might have used bad grammar, low-quality images, strange formatting, fake logos or obviously implausible claims. These cues still exist, but AI makes them less reliable. It allows bad actors to produce high quality adverts that look professional, use convincing language, mimic real brands or public figures, and adapt quickly to different audiences.

This changes the way people judge trust online. When scam adverts look more convincing, the burden shifts onto consumers to second-guess more of what they see, making them less trusting of the entire online advertising ecosystem. For example, 73% of UK adults have little to no trust in adverts that they see on social media sites or apps.

> **Back in the day, if a company's advert didn't have a good budget, or there was a scam [...] you'd be able to tell. The advert would look cheap and low budget. But AI provides this glossy, polished product and anyone can use it and it just makes it all the more difficult to perceive which ones are genuine and which are not.**
>
> Man, 45, Northern England, Solicitors business owner

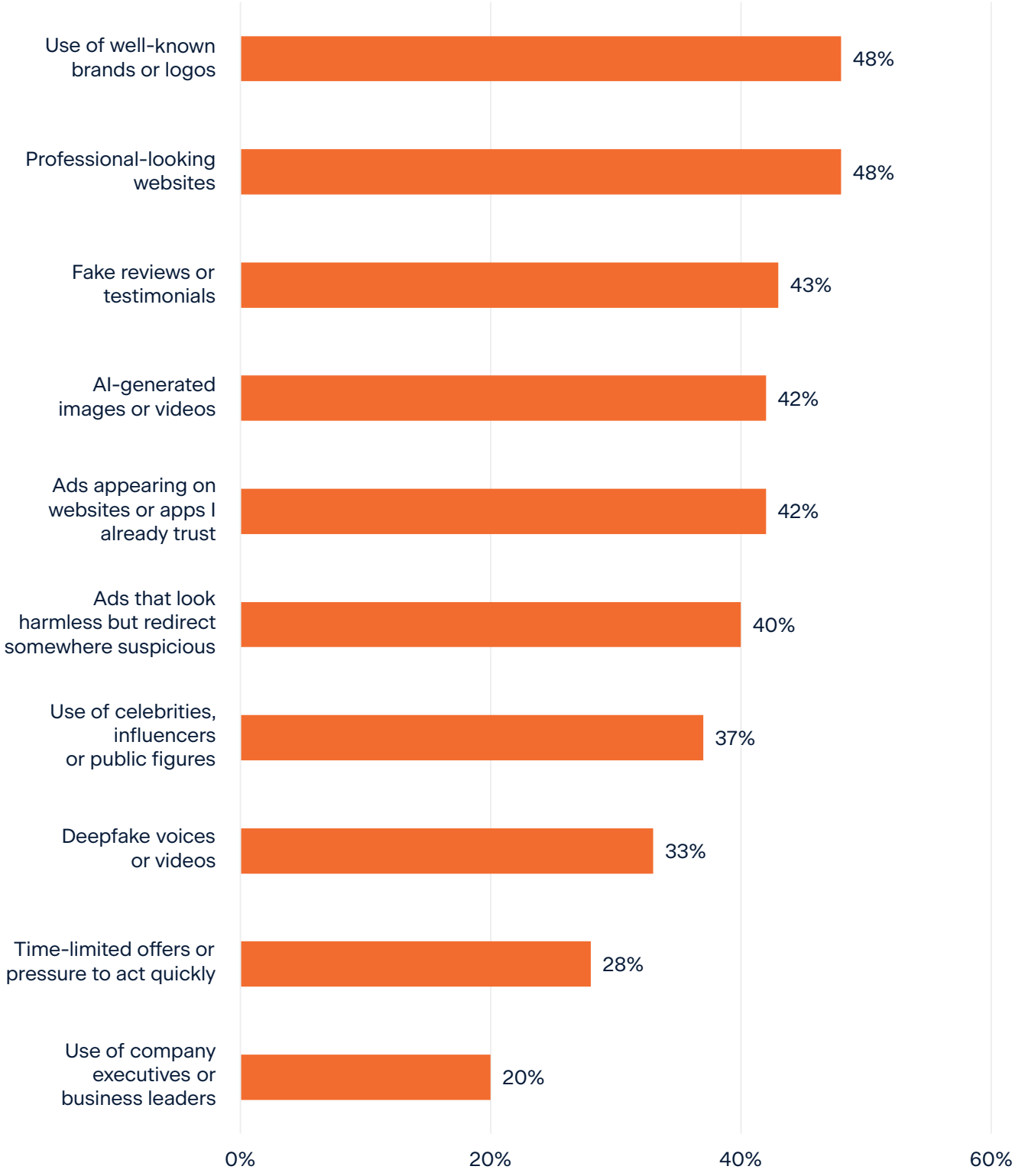
> **I'm more sceptical now because it's getting harder to spot – and that means I'm less trusting of basically anything online. Not knowing if something's AI-generated or not is a real problem.**
>
> Woman, 51, South of England, Peer support worker

> **When AI started it was a lot easier to see. It comes with its downsides with the fact that it's getting better. I think it is getting harder to spot.**
>
> Man, 25, East Midlands, Audiologist

A scam advert can now look like it came from a real business. A fake product demonstration can look professionally shot. A deepfake endorsement can show a recognisable public figure convincingly recommending a product. All of this raises the level of effort required from the public every time they go online.

Which of the following make scam adverts harder to identify?

Public First | UK Adults | Sample Size: 2,008 | Fieldwork 29 May - 1 June 2026



The public struggle to consistently identify scam ads in the age of AI

To understand how well people can distinguish between legitimate and fraudulent online adverts, we showed respondents a series of Revolut adverts. Some were genuine adverts. Others were fake adverts, made by Public First, using off-the-shelf AI tools. Respondents were asked whether they thought each advert was genuine, a scam, or whether they did not know.

The results show that the public can often identify scam adverts, but only up to a point. **On average, respondents correctly identified five out of the eight adverts they were shown.**

For the genuine adverts, most respondents correctly identified them as real. Across the three genuine Revolut adverts tested, the public correctly identified them as genuine 60% of the time. But a substantial minority still mistook real adverts for scams. **A total of 55% of the public said at least one genuine advert was a scam.** Real adverts being misread as scams by over half the public highlights the extent to which public trust has been damaged by the proliferation of these fraudulent ads.

While scam adverts were identified correctly more often than not, identification was not consistent. One scam advert was identified as a scam by 79% of the public, yet others were much more ambiguous. In one case, only 46% correctly identified the advert as a scam, while 39% thought it was genuine and 16% said they did not know.

This shows the problem facing consumers. Some scams are easier to detect. Others sit in a more difficult grey area, where a polished design, familiar branding, credible wording or a plausible offer can make a fraudulent advert look real. The experiment also had a clear effect on confidence. **After completing the task, 62% of respondents said they had found it difficult to tell the scam adverts and genuine adverts apart. The proportion of people who felt very confident that they could identify scam adverts almost halved after taking part.**

Fake adverts



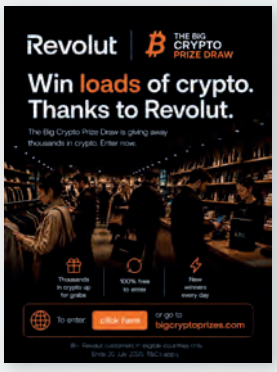
46% Correct
39% Incorrect



57% Correct
30% Incorrect



69% Correct
21% Incorrect



72% Correct
17% Incorrect

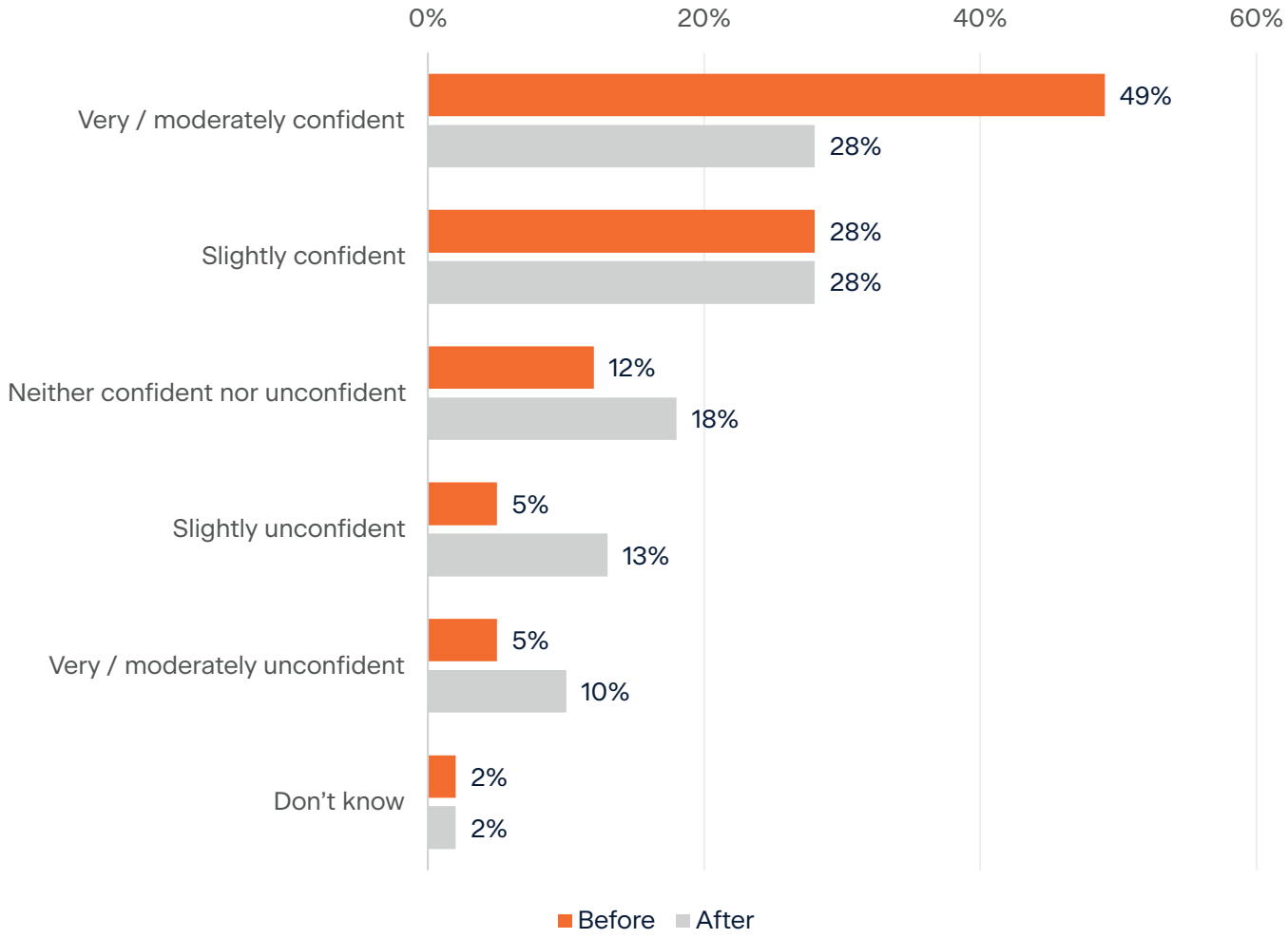


79% Correct
12% Incorrect

Remaining responses were 'Don't know'

How confident are you in your ability to recognise a scam advert online?

Public First | UK Adults | Sample Size: 2,008 | Fieldwork 29 May - 1 June 2026



That is perhaps the most important result from this turing test. While many consumers may feel broadly confident that they can spot scam adverts, AI is making that task harder. It does not need to make every scam advert perfect, it only needs to make enough of them plausible enough that people click. As scam adverts become more sophisticated, more consumers are likely to be deceived, increasing the risk of financial loss and other harms.

The full impact however, extends beyond those who fall victim to a scam. As AI generated scam adverts become more convincing, they can erode consumers' confidence. People therefore become more cautious about clicking adverts, more suspicious of unfamiliar brands, and less certain about what they see online. Over time, the loss of confidence can have wider consequences for consumers, legitimate advertisers and the online ecosystem as a whole.

Chapter Three

Scams have damaging implications for the online economy

People are becoming more cautious about shopping online

68%

of UK adults say they **have abandoned an online purchase originating from an advert because they were worried it might be a scam.**

48%

of UK adults say they **would be spending more online if there were fewer scams.**

Online scam adverts are no longer only a consumer protection issue. They are increasingly shaping how people behave online - changing how they shop, which businesses they trust, and whether they engage with online advertising at all. And the effect isn't limited to people who lose money. It reaches everyone who now treats the online marketplace with more suspicion.

Advertising has long helped businesses reach customers, launch new products and build awareness. Scam adverts are eroding that.



This mistrust is changing how people respond to adverts. Because of scam advertising, 38% of people say they now go directly to trusted websites or apps instead of clicking adverts. In fact, 36% say they are less likely to click on online adverts, and 32% say that in the last year they have avoided buying from businesses they first discovered through adverts.

If the purpose of online advertising is to introduce people to products, services and businesses they may not already know, scam adverts are working against it. The same pattern is visible at the point of purchase. Online shopping has long offered businesses a quick and convenient way to reach customers. But scam advertising is increasingly turning that advantage on its head, making online commerce feel more uncertain and harder to navigate.

Almost 7-in-10 UK adults (68%) say they have **abandoned an online purchase** originating from an advert because they were **worried it might be a scam**.

> **I'm a lot more thorough now because I do fall for a lot of the ads and I'm like, "Oh, new shiny things." But I'll go on the website and I'll just check the background a little bit more [...] They're normally quite basic adverts, just one picture and it's a reasonable price for something that is normally quite expensive, and I've realised now that it's too good to be true.**

Woman, 39, Northern England, Recruitment business owner

> **I feel like if you are just seeing an advert, you click on a link, it takes you to a landing page where they're taking your money. That always feels slightly suspicious to me. So, I would pause at that point and do some research and just have a look at some reviews, see if I can find their website first before I went ahead and bought anything [...] So I would kind of do my homework before I bought anything from an advert for sure.**

Man, 52, South East England, Training and development business owner

This has wider consequences for legitimate businesses

These changes have implications for how the digital economy functions. If the majority of consumers are now more cautious about spending money online, less trusting of all online adverts, and more hesitant to engage with unfamiliar businesses, this changes the conditions in which legitimate businesses operate. **More than a third (35%) of the public say they spent less money online overall in the last 12 months because of scam adverts.** The impact is particularly clear for unfamiliar brands:

78%

of UK adults **say that scam adverts make them less trusting of unfamiliar brands.**

78%

of UK adults **say that scam adverts make it harder for legitimate businesses to reach new customers online.**

This points to a wider economic cost. Scam advertising not only harms the individual who clicks on a fraudulent advert, it also harms legitimate businesses whose adverts become harder to trust, and are considered safer to ignore. This is a problem for all businesses that rely on digital advertising. But it is especially important for smaller firms.

Smaller businesses often rely on online advertising because it is relatively cost-effective, targeted and easily measurable. Many do not have the marketing budgets, physical presence or household name recognition of larger brands. For them, the digital marketplace has helped to level the playing field, allowing them to reach potential customers without needing the scale or visibility of established national businesses.

Scam adverts are eroding that advantage. In an environment where consumers are increasingly suspicious of unfamiliar businesses, online advertising becomes less effective as a route to discovery. In the last 12 months, 32% of UK adults say they have avoided buying from businesses they first discovered through adverts, while 31% say they have avoided buying from businesses they first discovered through social media.

The public's response appears to be a retreat towards the familiar and offline:

44%

of UK adults **say that in the last year, they have bought more from well-known brands instead of unfamiliar ones because of scam adverts**

37%

of UK adults **say that in the last year they used physical shops more instead of buying online because of scam advertising.**

The result is a less open online marketplace. Consumers rely more heavily on brands they already know. Smaller firms face a higher trust barrier. New entrants find it harder to convert attention into sales.

> **I suppose smaller businesses are less likely to trademark and protect their intellectual property as effectively perhaps as some of the bigger organisations. I'm part of a legal buddy network that provides legal advice for small businesses and contracts and that kind of stuff, and it's a paid service. And I've seen messages on their group about people who have had their websites copied and their content taken and then repackaged and resold or even sold under a very similar name, but with a space in between the two words. So it looks like it's the same company. So I'm sure it does happen to smaller companies.**
>
> Man, 52, South East England, Training and development business owner

Chapter Four

The public want stronger protection from online scams

Not enough is being done to tackle scam ads

Many people say they try to act when they see scam adverts online. They report adverts, block accounts, warn friends and avoid clicking. Yet the public have little confidence that these actions lead to meaningful consequences.



60%

of UK adults said they **report ads they believe to be scams, sometimes, often or always.**



37%

But just 37% of the public **think action is likely to be taken when scams are reported.**



For many users, the current process feels too passive. Social media platforms are asking their users to spot scams, judge whether adverts are legitimate, and report anything suspicious. When consumers then see similar scams continue to appear, their confidence in the whole system weakens.

> **I sometimes report or block profiles if I feel like it's misleading or they're hassling me or I know that they're not who they say they are [...] Most of the time, if I hear anything back, it's usually that they've reviewed it and they think it's fine. So it starts to feel a bit pointless.**
>
> Man, 52, South East England, Training and development business owner

> **Most of the time, I wouldn't really know who to report it to. From what you see reported, it doesn't really make much of a difference. So I just ignore it.**
>
> Woman, 51, South of England, Peer support worker

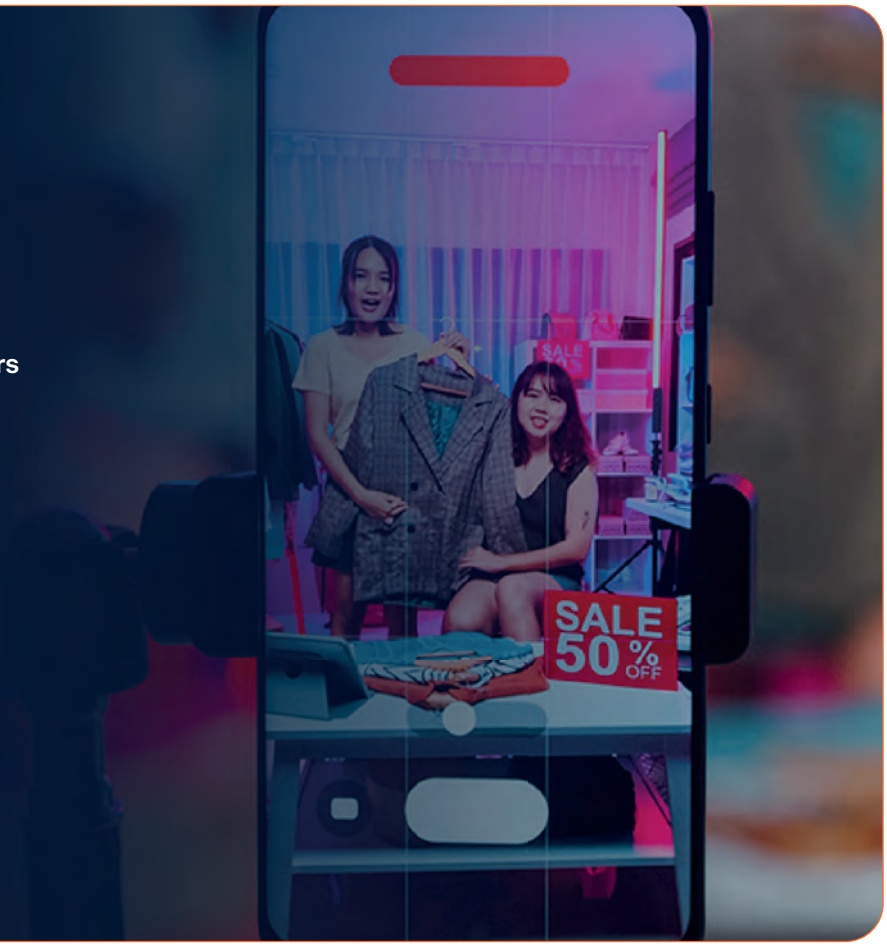
This is a problem for enforcement and platforms alike. When people stop reporting scams, platforms and regulators lose signals that could help identify bad actors. A weak reporting experience therefore creates a feedback loop: users lose faith, fewer scams are reported, and the online environment feels less safe.

81%

of UK adults **say that there is not enough protection for consumers from online scams.**

86%

of UK adults **say that consumers are still vulnerable to scams under the current system.**

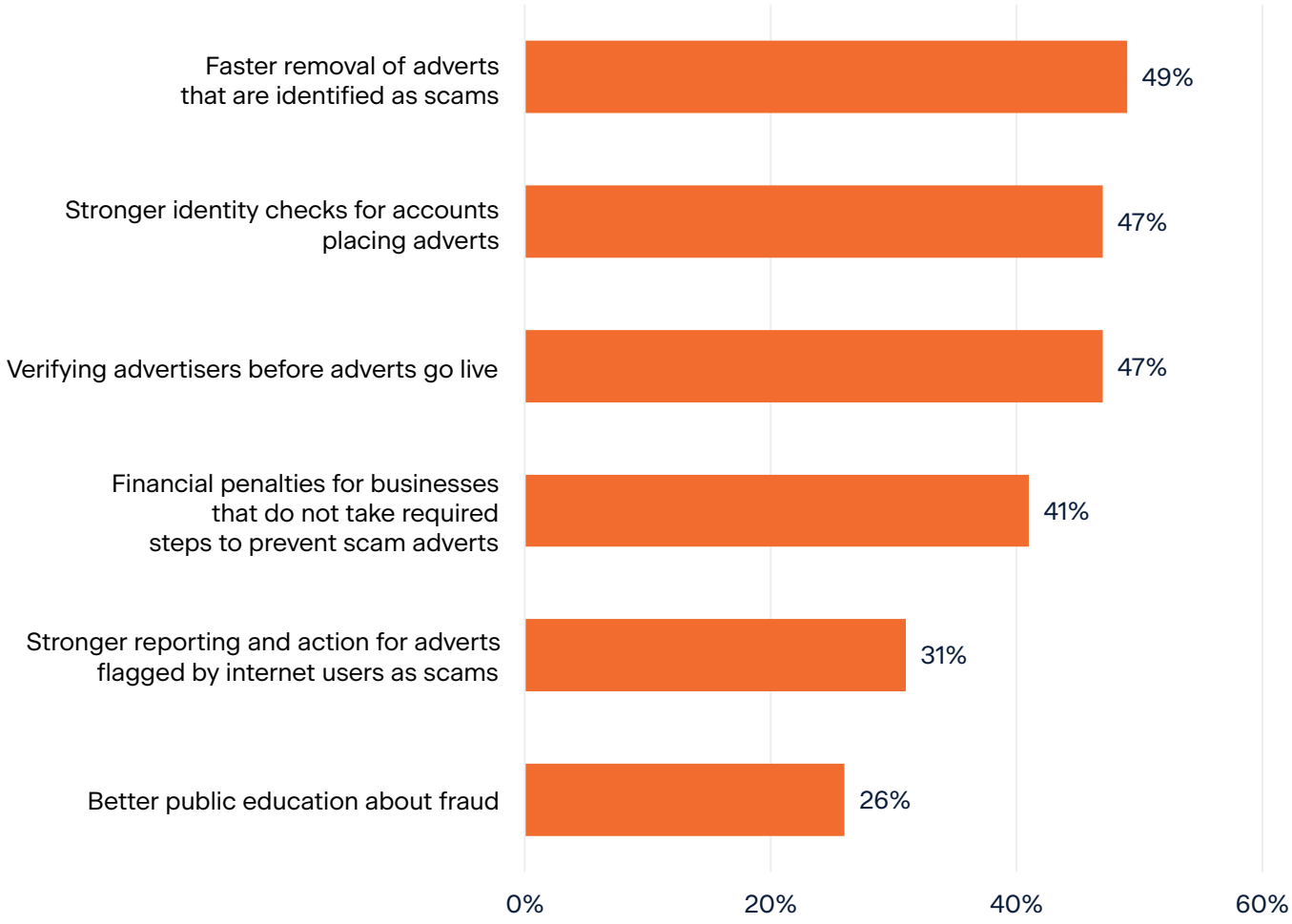


What action does the public want to see

When asked how scam adverts should be tackled, the public prioritise practical measures that would make it harder for scammers to operate.

Which of the following would give you more confidence in safely navigating the internet and making online purchases?

Public First | UK Adults | Sample Size: 2,008 | Fieldwork 29 May - 1 June 2026





“[Social media platforms] don’t really verify your ID or anything like that. I mean, there’s no way that they could prove that it was me or not me [...] other than the fact that it’s running from a profile that I’ve set up, but there’s nothing to stop somebody else setting it up with a photo of me as well [...] I think generally we need more protection in terms of social media and that applies to advertising as well, because it would be relatively easy for someone to impersonate any of our brands and us on social media.”

Man, 52, South East England, Training and development business owner

“[Social media platforms] handle billions and billions — they’re worth trillions, some of them. And when we try to claim our money back, they just wash their hands of it. They should be paying out to victims. I’m sure they could afford to.”

Man, 56, South East England, Property Manager

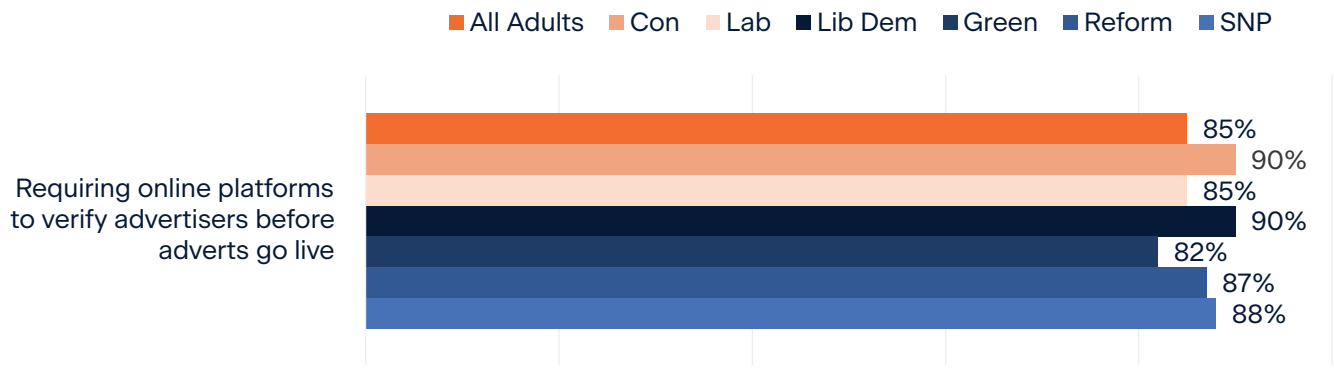
“I think [who takes responsibility] should be the platform provider [...] but I think, realistically, they don’t care, or there isn’t the tools in place for them to do that [...] So the other side of that is just as a business owner or just as a consumer generally, just making sure that you’re doing things safely.”

Woman, 28, North West England, Pilates studio business owner

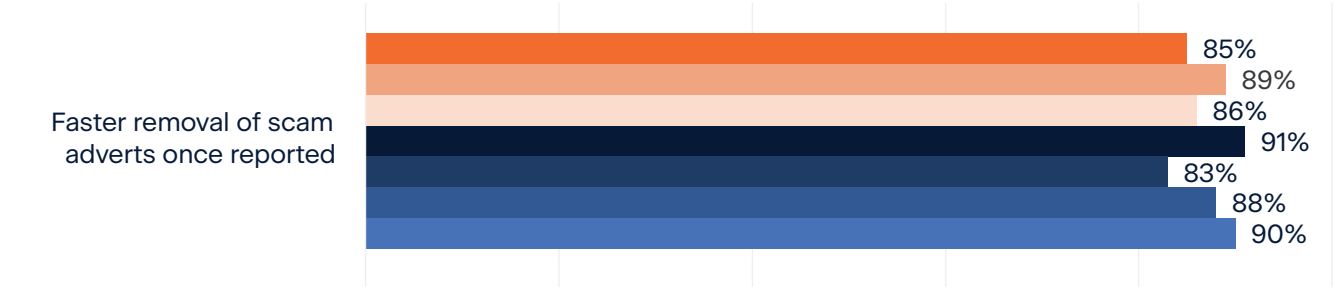
These measures enjoy strong, cross-party support, reflecting a broad consensus that consumers should be better protected from scam adverts.

There is strong cross-party support for verification, faster removal, and financial penalties

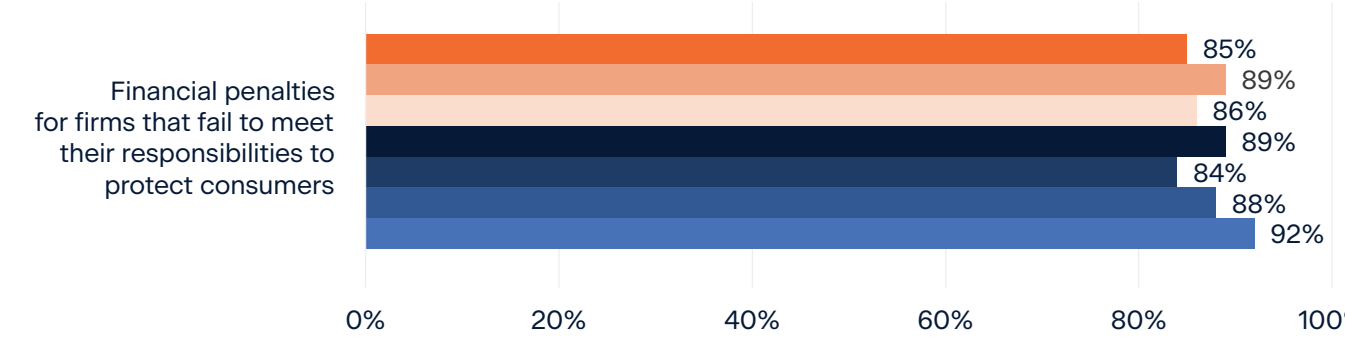
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The public wants faster action once a scam advert is identified. 85% support quicker removal of scam adverts once they are reported - a basic expectation that harmful adverts shouldn't remain visible for days while platforms review them.



They also want advertisers checked before adverts go live. 85% of the public support requiring platforms to verify advertisers up front, and 84% back stronger identity checks where adverts involve financial products, investments, well-known brands or public figures. Scam adverts trade on impersonation - fake companies, endorsements, websites and profiles - and 84% support automatically blocking adverts that misuse a real company's name or branding. Tougher verification makes it harder to hide behind disposable accounts.



Support for financial penalties is just as strong with 85% of the public backing penalties for platforms or businesses that fail to stop scam adverts appearing, or to remove them quickly once reported. This reflects a belief that voluntary action hasn't been enough - if scam adverts are treated as a cost of doing business online, the public want stronger incentives to bring that cost down.

Restoring trust requires a system-wide response

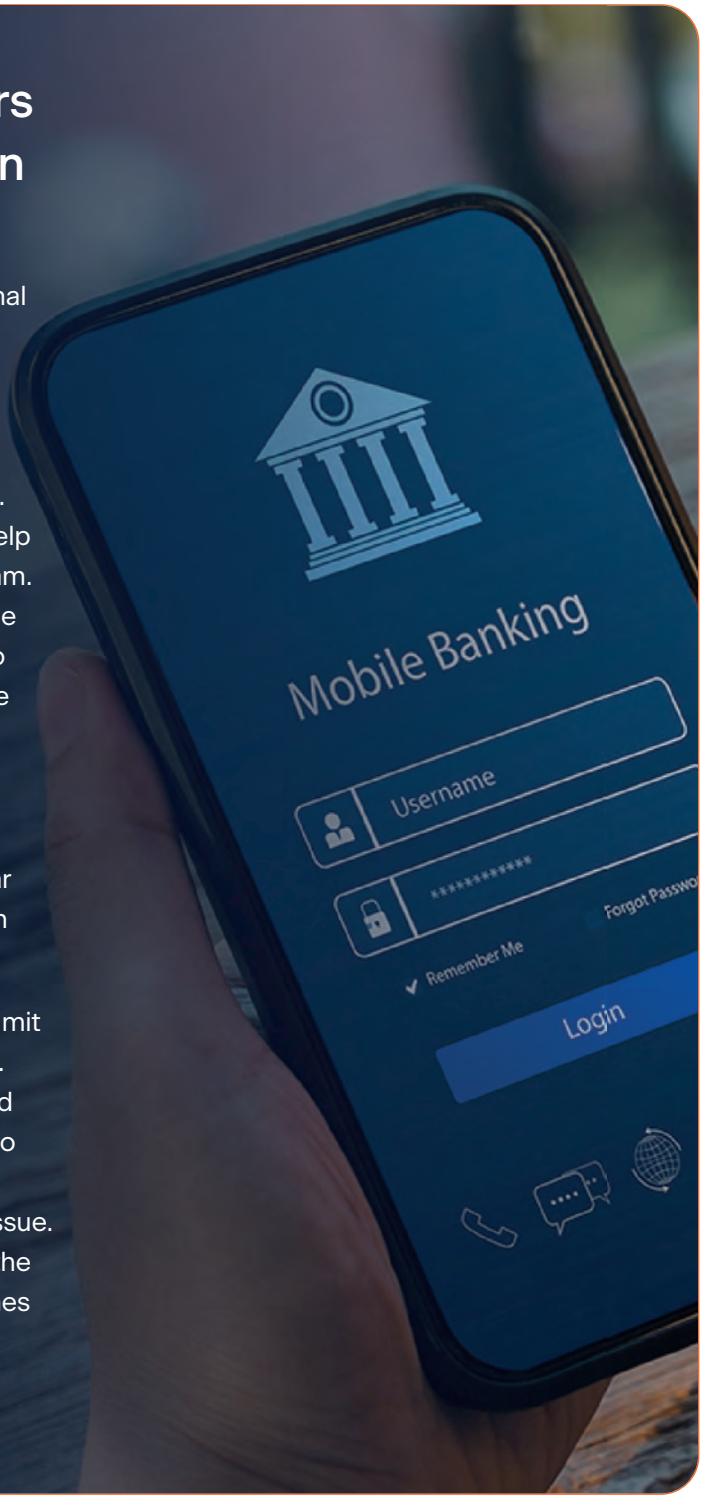
The public are clear that tackling scam adverts and their consequences is a shared responsibility. They do not expect any single actor to fix it alone - platforms, advertisers, financial institutions, regulators, governments and law enforcement are all seen as having a role to play.

Banks and payment providers are already cracking down on online scams

UK banks and payment providers have a major formal responsibility for supporting scam victims. Since October 2024, new UK rules have required firms to reimburse victims of Authorised Push Payment (APP) scams within five business days, up to a limit of £85,000 - a requirement that is unique to the UK. That matters for victims: fast reimbursement can help reduce the immediate financial pressure after a scam. However, these rules operate at the final stage of the fraud lifecycle. In many cases, the initial exposure to the scam occurs earlier on digital platforms, outside the banking system.

Banks are already taking action at scale. In 2025, UK Finance Revealed that banks returned £354.3 million to victims of APP fraud, up 30% from the year before. Additionally, banks prevented £1.68 billion in unauthorised payment fraud.[1]

But the challenge continues to grow and there is a limit to what banks and payment providers can do alone. UK Finance also revealed that losses from APP fraud - including investment and purchase scams - rose to £576.4 million, up 19% on the year before.[2] A wider system response is needed to tackle this growing issue. Reimbursement treats the symptoms of fraud, not the cause. If we are to meaningfully reduce fraud volumes in the UK, we need to tackle the problem at source.

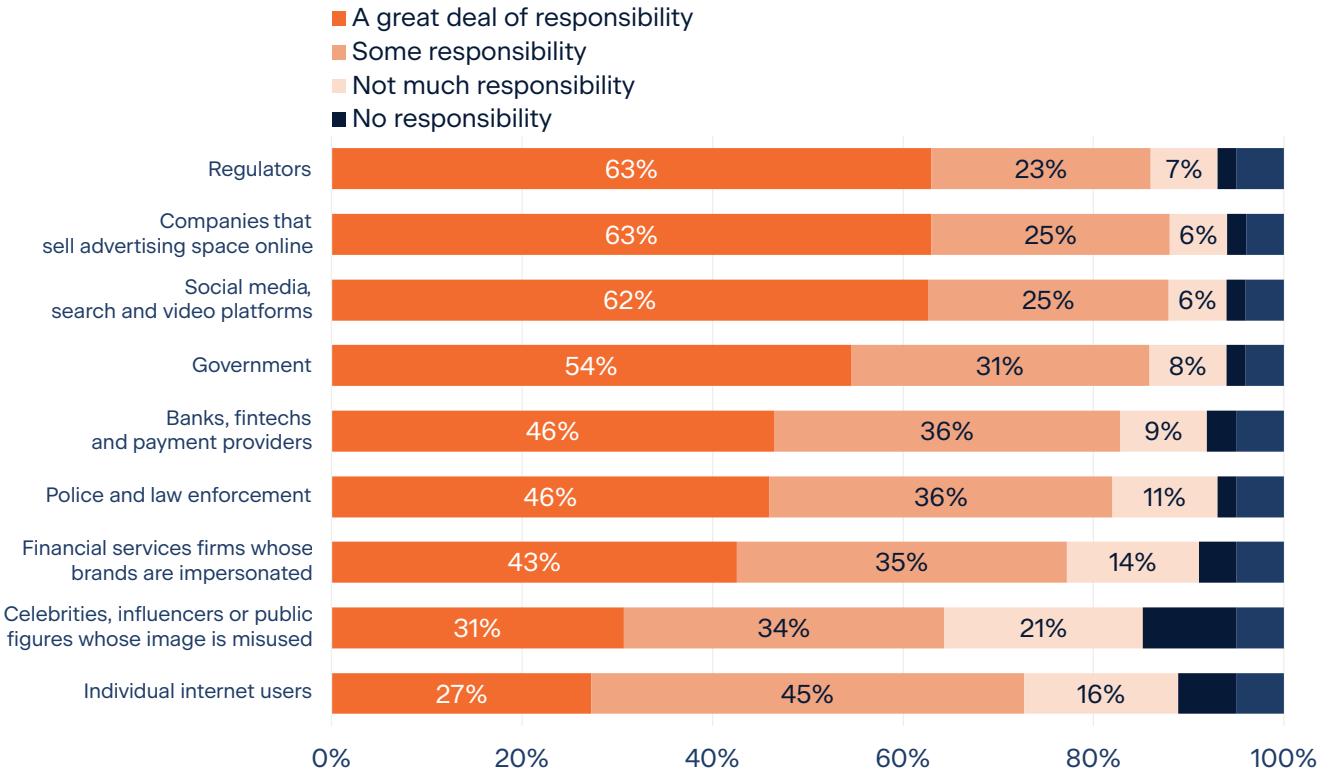


1 UK Finance, Annual Fraud Report 2026, https://www.ukfinance.org.uk/system/files/2026-06/UK%20Finance%20Fraud%20Report%202026.pdf

2 Ibid

How much responsibility, if any, should each of the following have for reducing scam adverts online?

Public First | UK Adults | Sample Size: 2,008 | Fieldwork 29 May - 1 June 2026



But the public also single out three actors as mattering most: **regulators, advertisers and the platforms that carry online advertising.**

1. They want **regulators** to set clear standards and enforce them at the speed online advertising moves.

2. They want **companies that sell advertising space** and intermediaries to strengthen the checks on who places adverts and what they promote.

3. They want **platforms** to improve how they detect scam adverts and how quickly they remove them once reported.

What emerges from the research is that rebuilding and maintaining confidence requires coordinated action across the ecosystem with the greatest responsibility on regulators, ad space companies and platforms. If this can be achieved, it will not only result in better protection for consumers, but a stronger market for businesses, and wider economic growth driven by technological innovation and an information environment that people can trust and participate in with confidence.



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