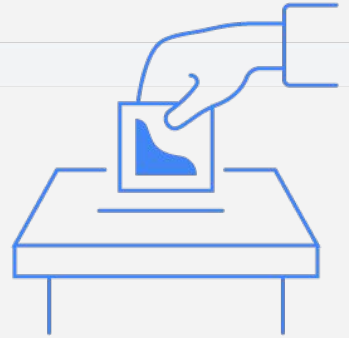# Content Responsibility: Election Integrity

Google's Approach

Our mission at Google is to organize the world's information and make it universally accessible and useful.

Core to this mission is a focus on the **relevance** and **quality** of the information we present to users in different ways across our platforms.

Google

Technology is a powerful enabler.

We must work together to balance
the benefits that technology brings, while
mitigating potentially negative consequences.

We work to ensure trust and safety for users and society

$1B+
Invested annually
into content
moderation

20,000+
Team members with
diverse backgrounds,
languages and expertise

40+
Languages spoken
in locations
around the world

We cover many products, including:

Google

Our approach to information quality

Value openness and accessibility

We aim to provide access to an open and diverse information ecosystem.

Respect user choice

Users who express an intent to explore content that is not illegal or prohibited by our policies should be able to find it

Build for everyone

Our services are used around the world by users from different cultures, languages, and backgrounds. Our product and policy development take into account the diversity of our users and seek to address their needs appropriately.

Supporting information quality

Remove

We set responsible rules for each of our products and services and take action against content and behaviors that infringe on them. We also comply with legal obligations requiring the removal of content.

Raise

We elevate high-quality content and authoritative sources where it matters most.

Reduce

We reduce the spread of potentially harmful information where we feature or recommend content.

Reward

We set a high standard of quality and reliability for publishers and content creators who would like to monetize or advertise their content.

How we're supporting elections around the world

Helping Voters

**Equipping
Campaigns**

Tackling Threats

Google

We work to ensure that all voters and stakeholders have equitable access to Google's tools

Comprehensive
Universally accessible and useful

Apolitical
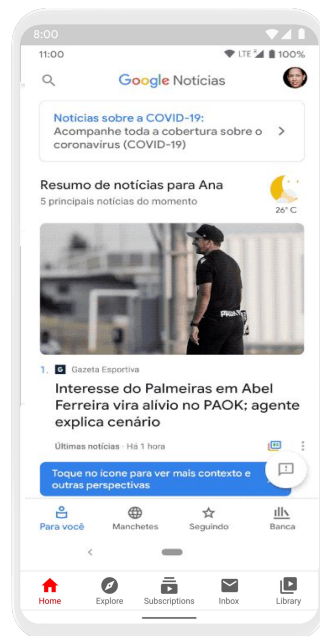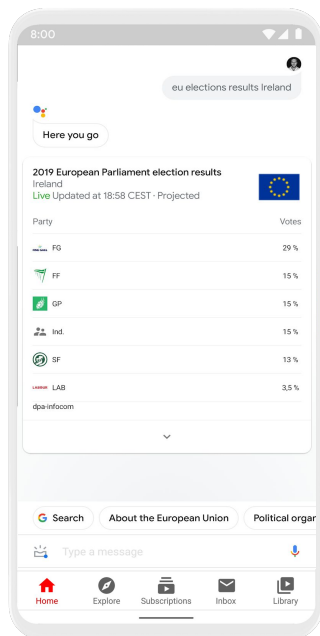In rhetoric, presentation, and availability

Authoritative
A platform for accurate information
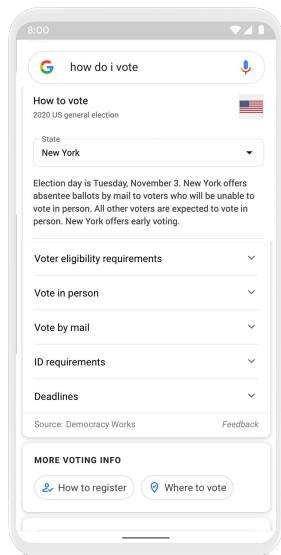
Accurate
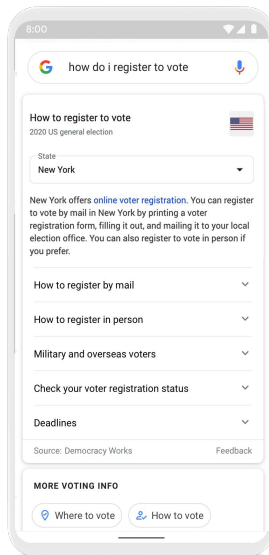Current and reliable

Evergreen
Ongoing user value

Google

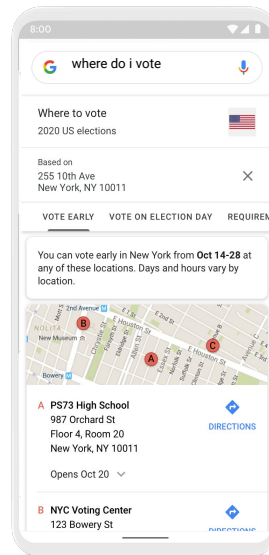# Helping voters access authoritative information through their Google Search results

How to vote

Register to vote

Where to vote

Google

We protect high-risk users from the most pervasive digital attacks by offering a suite of free tools

Safeguarding
from digital attacks

Protecting accounts from
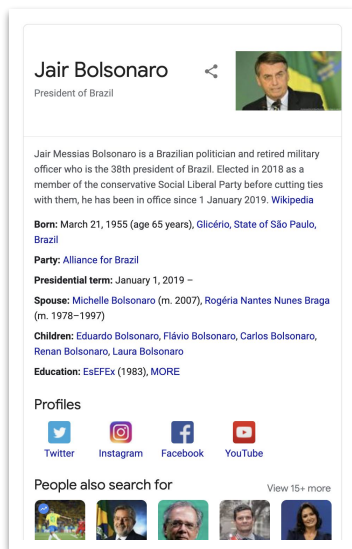targeted phishing attacks

**Project
Shield**

**Advanced
Protection
Program**

**Enhanced Security
during key global
elections**

Google

# Continuing to support campaigns and elected officials on how they can effectively use our products to reach voters

Claim Knowledge Panel

Google

We design programs to help campaigns and elected officials prepare for election-related security challenges

SOUTH AFRICA

Conducted in-person and online security trainings for **60+ campaign and election officials**
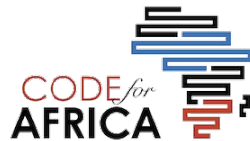
250+ journalist across all 9 provinces have trained on how to spot and combat misinformation using Google tools (fact checking and verification)

Google

We monitor and disrupt various forms of abuse across our platforms on a 24/7 basis

User Generated Content

Remove apps that do not implement necessary guidelines like content moderation for user content

Coordinated Attacks

Terminate accounts of developers participating in coordinated influence operations to mislead users

Misleading Content

Disallow ads that make demonstrably false claims that undermine trust in the democratic process

Account Hijacking

Send warnings to users when we have reasons to believe their accounts are the targets of government-backed phishing attacks

Manipulated Media

Remove ads using manipulated media related to politics, social issues, or matters of public concern

Google

Our systems protect the accounts of users that are targeted by hacking or phishing

Google Safe Browsing helps protect devices from dangerous websites and phishing via warnings

Gmail blocks 99.9% of phishing attacks from reaching inboxes

Apps are scanned and verified every day to protect your device from malware

Google

We will continue to partner with industry and government leading up to the 2021 local elections

Partnership with the IEC to train political parties and elections monitors on:
how to use our products for campaigning responsibly

Spot and combat mis/disinformation

Partner with Code for Africa to train journalists and newsrooms on how to fact check to assist with responsible reporting

Strengthen the capability of our trust and Safety teams to ensure that mis/disinformation is adequately dealt with on our products and **working closely with Real 411** as they detect and escalate mis/disinformation

Google

✓ **Helping voters**

✓ **Equipping campaigns**

✓ **Tackling threats**

Google

Thank you

Google