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What is this ad telling me? You are in the Online campaigning section Home Voter Online campaigning Your location: Change England Northern Ireland Scotland Wales Overseas We're showing you content for . Select 'change' to choose a different location. On this page Fact checkers Other questions you might have First published: 11 March 2021 Last updated: 12 March 2021 Introduction Hopefully we've shed some light on online political advertising and pointed you to organisations that can help if you have concerns. But knowing what is and isn't allowed is just the beginning. Now it's down to you to decide whether you're persuaded by a particular ad. Does it reinforce or contradict your views on a certain subject? Do you think it pays attention to the detail, or does it overly simplify complex issues? Does the ad you've seen given you a good sense of a party's or campaigner's policy position? One way to answer these questions is to speak to family, friends, and work mates to find out what they think about an online political ad. Then, if you have time you can do more research. Read party manifestos, listen to campaigners, ask direct questions. And you can also see what fact checkers have to say. The more informed you are, the more you can be sure whether an online political ad is presenting the issues fairly. Fact checkers Fact checkers Full Fact NewsGuard Factcheck – Channel 4 News Other questions you might have Who's responsible for an online political ad? Who's paid for an online political ad? Are there limits on how much campaigners can spend online? How did a party or campaigner get my data? Why have I been targeted with an online political ad? Concerned about a claim in an online political ad? Your location: Change England Northern Ireland Scotland Wales Overseas We're showing you content for . Select 'change' to choose a different location. Related content Register to vote All you need to register to vote is 5 minutes and your National Insurance number. Our Commissioners Donations and loans Find out about donations and loans to a political party, individual or other organisation Report: How the 2017 UK general election was run Read our report about how the 2017 general election was run