

Know who is responsible for online political ads | Electoral Commission Search  
Know who is responsible for online political ads You are in the Online  
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'change' to choose a different location. On this page Know who is responsible for  
online political ads Electoral Commission First published: 11 March 2021 Last  
updated: 16 March 2021 Introduction Some people think that only political parties can  
place online political ads. But, did you know that other organisations can also  
campaign to influence your vote? Online campaigning It's difficult to know whether  
information you see online is reliable or misleading. Key to helping you judge fact  
from fiction is knowing the source of the information you see. Know who is  
responsible for online political ads How do I find out who is responsible for an  
online political ad? It's often clear who has placed an online political ad,  
particularly if it's directly encouraging you to vote for them. But sometimes it's  
not clear who is responsible for an ad. Printed campaign materials have to include an  
imprint, which identifies who placed the advert. We advise campaigners to include an  
imprint on digital material, but currently this is only required under law in  
Scotland. The UK Government is working towards implementing digital imprints for UK  
elections. about the rules on including imprints on election campaign materials Who  
has paid for an online political ad? We work with social media companies to improve  
the transparency of online political ads. Some websites and platforms provide  
information about who has paid for an online political ad – you can often find this  
information by clicking on 'options' in the advert itself. But, providing this  
information is not currently a legal requirement. Some websites and platforms also  
provide a summary report about the political adverts on their services and how much  
money campaigners have spent on them. These 'ad libraries' are a useful way of  
finding out who is funding online political ads. Facebook ad library Google ad  
library Snapchat ad library Electoral Commission Electoral Commission The Electoral  
Commission is responsible for enforcing the imprint rules where election campaign  
material is promoting a party or a group of candidates. If campaign material is  
promoting a particular candidate, the police are responsible. All printed election  
campaign material must have an imprint, including newspaper and billboard  
advertising. Currently, imprints on digital election campaign material are only  
legally required in Scotland. The UK Government is working towards implementing  
imprint requirements on online election campaign materials. If you've spotted digital  
election campaign material in Scotland without an imprint (apart from material  
promoting individual candidates), or where the imprint doesn't look correct, report  
it to us. Report now Other questions you might have 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? What is this ad telling me? 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  
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