

# Facebook Launches Disclaimers on Political Ads Showing Who Bought Them | The Guardian

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Six months after acknowledging it had run advertisements purchased by a Russian influence operation during the 2016 US presidential campaign, [Facebook](#) launched new political ad labels in the US disclosing who paid for them.

Also starting Thursday on Facebook and Instagram, users will be able to search an [archive](#) of election and political issue ads in the US for all the political ads by a given candidate or organization. The archive will also allow users to see limited demographic information – age, gender and location – about the audience who saw the ad.

The new labeling and archive are the latest from a [list of promises](#) the company made in October to come to fruition. In April, the company began requiring US political advertisers to [verify](#) their identity and residency in the US.

[Source: Facebook launches disclaimers on political ads showing who bought them | The Guardian](#)