

Google to Lift Political Ad Ban on Thursday | Wall Street Journal

By Emily Glazer

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Alphabet Inc.'s Google said it is planning to lift its ban on political ads on Thursday after a blackout of more than a month because of concerns over election misinformation.

Google told advertisers Wednesday it will lift its so-called sensitive event policy and allow ads that mention a current state or federal officeholder or candidate, political party or ballot measure, according to an email reviewed by The Wall Street Journal. Early voting in [the Georgia Senate runoffs](#) begins later this month. The Georgia runoffs on Jan. 5 will determine which party controls the U.S. Senate when President-elect Joe Biden begins his administration.

[...]

Source: [Google to Lift Political Ad Ban on Thursday - WSJ](#)