

# Meta bars political advertisers from using generative AI ads tools | Reuters

By Katie Paul

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Facebook owner Meta ([META.O](#)) is barring political campaigns and advertisers in other regulated industries from using its new generative AI advertising products, a company spokesperson said on Monday, denying access to tools that lawmakers have warned could turbo-charge the spread of election misinformation.

Meta publicly disclosed the decision in updates posted to its help center on Monday night, following publication of this story. Its advertising standards prohibit ads with content that have been debunked by the company's fact-checking partners but do not have any rules specifically on AI.

[...]

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