



## Google Bans Ads for Payday and Other Loans

May 12, 2016 |

On May 11, 2016, Google announced that, effective July 13, 2016, it would ban ads for payday loans and some related products from its ads systems. Google will also no longer allow ads for loans where repayment is due within 60 days of the date of the loan. In the U.S., Google is also banning ads for loans with an APR of 36% or higher. The ad ban, which was adopted in response to pressure from consumer advocates, will go beyond traditional payday loans and impact other short-term lenders and lenders that offer installment loans that exceed 36% per year.

[Google Statement](#)

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