

Statement from a Facebook spokesperson:

“We do not allow these scams on our services and we take swift action to remove them as soon as we become aware. These scammers are well resourced and use sophisticated cloaking technology to mask content so that it shows different versions to our ad review systems than it does to people. This is a clear violation of our policies as ads must not use tactics intended to circumvent our ad review process or other enforcement systems.

This is an adversarial issue, and not unique to Facebook, however we’re making significant investments in scaled detection technology to prevent these scams. The damage and cost to our business far outweighs any ad spend or benefit as this kind of misleading content has a negative impact on people’s experiences and our platform overall.

We devote significant resources to ensure the integrity of our site, this means not just suspending and deleting accounts, Pages, and ads, but considering taking further legal action in certain instances against those responsible for violating our rules. We previously took action against certain domains and entities we believe to have been associated with Voluum, for circumvention of our advertising policies.

We now have more than 35,000 people working on security, and our security budget today is greater than the entire revenue of our company at the time of our IPO. We’ve also built additional detection models, specifically for celeb-bait, that automatically incorporate what we have learned about the changing tactics used in ads to help us improve.

When people report an ad, that information helps us improve our automated detection systems to counter cloaking tactics and make us better. We’re exploring how to gather input from people through our external misleading and scam [ads reporting form](#), which is currently being tested in the U.K., Australia and New Zealand to help our community to report ads they believe are misleading.”