



## Keeping your Google Ads Secure

Keeping your data safe is a top priority. Google takes a lot of steps to keep your Google Ads account secure, from helping you prevent unauthorized access to reducing human error. See below for an overview of some security features you can utilize to keep your accounts secure.

### How we help you keep your account secure

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#### 1 Manager account security mandates

- + Allows admins of large manager accounts to enforce security settings such as 2SV and email domain policy across accounts.

**Status:** Available Globally.

#### 2 2 Step Verification

- + The Google 2-Step Verification settings requires users sign into their account using a password and a second verification step such as Call, Security Key or Authenticator App.

**Status:** Available Globally

#### 3 "Confirm it's you"

- + Security checks in the front end that aim to challenge users to verify their identity when attempting to complete certain sensitive actions.

**Status:** Rolling out more widely in 2022

#### Resources and guides:



[Security Mandates](#)



[2 Step Verification](#)



[Confirm it's you](#)



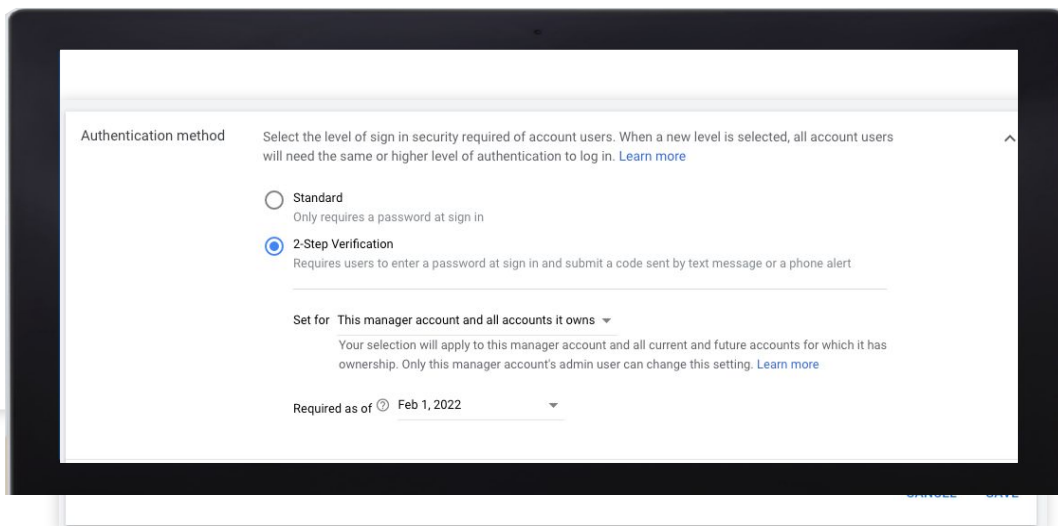
## What is a security mandate?

A security mandate is a setting at the MCC level that enforces security policies on all owned child accounts. This means that admins of large MCCs can easily:

1. Require all users accessing their accounts to have 2SV or [Advanced Protection](#)
2. Constrain the email domains of users invited to their accounts (eg: "only people with an @company.com email can be invited")

## How to use

1. An MCC admin can set security mandates in Tools & Settings > Access & Security > Security.
2. Mandates can be applied to the scoped account, or the MCC plus all child accounts.
3. When applying an MCC wide mandate, it will suggest an enforcement date 7 days in the future and an email will be sent to all impacted users informing them of actions they need to take.



## Additional Tips

+ Check for unauthorized activity such as changes to your ads or budget. [Report unauthorized access](#)

+ Remove inactive users who have left your company or no longer work with your Google Ads account. [Learn how](#)

+ Grand minimum access needed per user. [Learn about access levels](#)



# 2 Step Verification

Securing your account against password theft

## What is 2SV

The **Google 2-Step Verification** is a simple way to protect an account against password theft. When you set up 2-Step Verification, you'll sign into your account using a password and a second verification step.

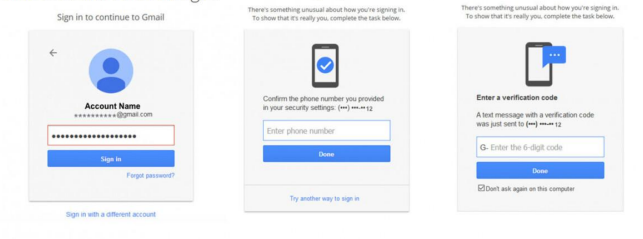
## Learn more about enabling 2SV

### Benefits of 2SV

Multi-Factor Authentication or **2 Step Verification** is designed to prevent account hijacking and unauthorized access.

2-Step Verification can help keep bad actors out, even if your password has been compromised.

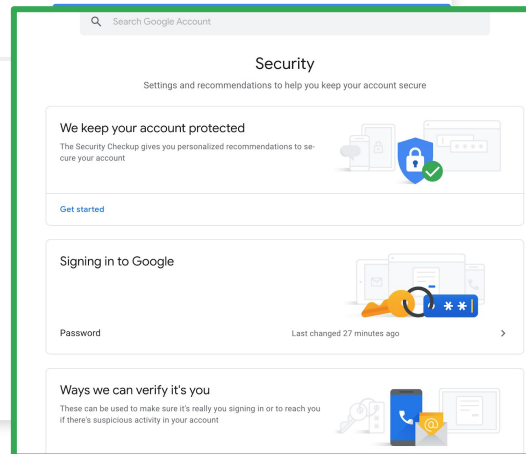
One account. All of Google.



## 2SV by Default

Because we care about the security of your account, Google Ads has started enrolling all customers into 2SV

- All users in an impacted account or client account will be given 28 days notice before this setting is enforced,
- Users will have the opportunity to opt-out of 2SV



### 2 Step Verification Options

- + Verification by phone call
- + [Authenticator App](#)
- + Verification by text
- + Prompt sent to your phone
- + Security Key
- + Print/Download backup codes

## Resources and guides:



[Fix common 2SV issues](#)



[Need to opt out of 2SV?](#)



[Learn more 2SV](#)

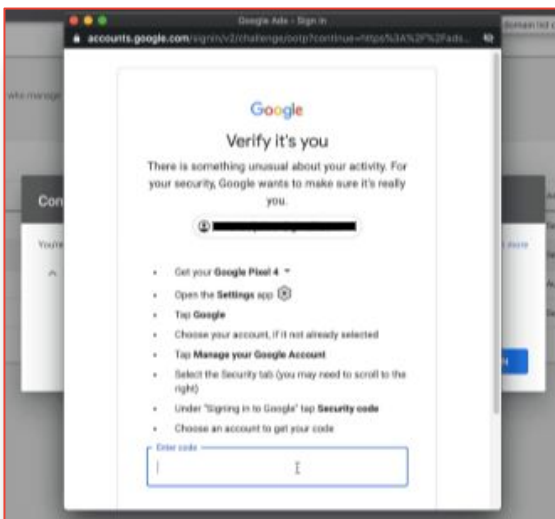


# “Confirm it’s you” Challenging risky actions

## What are ‘Confirm it’s you’ challenges?

These challenges are designed to help **protect your account when you try to complete sensitive actions**. Google Ads may prompt you once in 24 hours to confirm your identity by completing a challenge such as receiving a security code on your phone.

## Learn more about “Confirm it’s you”



### How it works!

When attempting the actions (listed below), you may be asked to confirm that it is really you by completing security challenges:

- Inviting Standard or Admin users
- Performing unusual budget or bulk changes.
- Creating Ads with URL domains not previously used in your account

### Need to Know

- Confirm it’s you challenges are mutually exclusive to your accounts mandates and 2SV settings.
- Disabling 2-Step Verification does not disable “Confirm it’s you” security challenges.
- Confirm it’s you challenges will roll out to all accounts in 2022.
- To opt out of these challenges, speak to your Google representative.

### Challenge Verification Options

- + Prompt sent to your phone
- + Security code on your Android device
- + Verification code by text
- + Screen lock or fingerprint on your Android device
- + Verification by phone call
- + Security key connected to your Google Account

### Resources and guides:



[Verify it’s you HC](#)



[Update your account recovery actions.](#)



[More about account security](#)