

Reference: 02134708

Information Requests
information.requests@ofcom.org.uk

13 February 2026

Freedom of Information request: Right to know request

Thank you for your request for information about a Martin Lewis pop up on YouTube.

We received this request on 19 January 2026 and we have considered your request under the Freedom of Information Act 2000.

Your request

Why do you allow Martin Lewis to suddenly appear when I am searching for a Spanish program I know that he was advertising a money scam and has complained several times So please under the FOI act explain why you are ignoring these scam

Our response

We believe you are referencing a pop-up advertisement on YouTube.

Under the Online Safety Act, some of the most widely used sites and apps (ones that fall within [Category 1 or Category 2A](#)) will be required to have systems and processes in place to tackle fraudulent advertisements. We are currently preparing to consult on our proposed measures to address fraudulent advertising.

Which services fit into these categories is determined by secondary legislation laid by Government and will be published in a Categorisation register. Ofcom will be carrying out a representations process in early 2026, which will give the services that we believe meet the threshold conditions an opportunity to comment on our provisional decisions before we finalise the register. Subject to the outcome of this process, we plan to publish the categorisation register and consult on the additional duties that apply to categorised services around July 2026. The additional duties include the fraudulent advertising duties.

For fraud not relating to fraudulent advertisement, the Illegal Harms duties and guidance are in force. These require search and user-to-user services to have proportionate systems and processes in place to make it harder for online fraud to take place. This includes user-to-user services removing fraudulent content quickly when they identify it and search services having to minimise the risk of users encountering it. We have also recommended services should establish a dedicated reporting channel for trusted flaggers such as law enforcement to report fraud. If a user comes across content they think might be a scam, they should report it to the platform in the first instance.

The implementation of the new Online Safety Act is an ongoing process. You can check the most up-to-date timeline for Online Safety implementation, more information on the categorisation process and any delays to consult on additional duties [here](#).

If you have further complaints regarding specific advertisements then you can contact the [Advertising Standards Authority](#), who regulate online behavioural advertising.

Yours sincerely,

Information Requests

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).