

# Ad-serving protections for teens

Need help? Ask our AI agent for support

What types of ads are restricted from teens?

Why is ad personalization disabled for teens?

How does this policy affect advertisers?

AI can make mistakes. [Learn more.](#)

Google provides translated versions of the Advertising Policies Help Center, though they're not meant to change the content of the policies. The English version is the official language used to enforce Google Ads policies. To view this article in a different language, use the language dropdown at the bottom of the page.

Display & Video 360 users must comply with this Google Ads policy. Visit the [Display & Video 360 help center](#) for additional restrictions.

**In this article**

- [About the policy](#)
- [Restricted categories and prohibited content](#)
- [What does this mean for advertisers?](#)

It's important that the advertising experience on Google products is useful, informative, and above all, safe for all users. That's why we work to ensure that the advertising content shown on Google's products protects teens.

Google's Ad-serving Protections for Teens policy introduces additional safeguards for users under 18. On these [Google Accounts](#), we:

- Don't allow ads personalization
- Restrict sensitive ad categories

In addition to enforcing existing [Ads policies](#), Google may restrict ads in the following categories from serving to teens. These restrictions apply to YouTube, Google Display, and Search ad campaigns and may expand to more products over time.

Protections established in response to child-directed regulations, such as the Children's Online Privacy Protection Act (COPPA), the United Kingdom Age Appropriate Design Code (AADC), and the Australia Online Safety Act (AU OSA), continue to apply where they're relevant.

## Restricted categories and prohibited content

The following ad categories are restricted globally on Google Accounts, even if these ad categories are generally permissible on Google.

Category	Restricted ad content (non-exhaustive)
Adult and sexually suggestive content	Sexual and mature content that is intended for adult audiences
Adult media	Ads for movies, TV shows, and console games that are sensitive to show to users under age 18
<div><div>• Alcohol</div><div>• Tobacco</div></div>	<div><div>• Products such as alcohol, tobacco, and recreational drugs that are regulated or illegal to advertise to children. This also includes <a href="#">Prohibited Content</a> and <a href="#">Restricted Content</a>.</div><div>• Products that are strongly related to alcohol, tobacco, or recreational drugs are prohibited.</div></div>

Category	Restricted ad content (non-exhaustive)
• Recreational drugs	• <b>Examples (non-exhaustive):</b> Offers for vineyard tours, e-cigarettes, or drug paraphernalia
Body modification and weight loss	Ads for body-modification products or services such as cosmetic procedures, weight loss, tanning, piercings, and tattoos
Complex speculative financial products	Contracts for difference, rolling spot forex, financial spread betting, and synonymous products
Contests and sweepstakes	Contests or sweepstakes promotions, even if free to enter
Dangerous content	<p>Ads for products or services that are dangerous and inappropriate for users under 18 or that generally require adult supervision.</p> <p>• <b>Examples (non-exhaustive):</b> spray paint, glass-etching substances or graffiti products, fireworks, weapons or weapon accessories, or offers related to hunting</p>
Dating and relationships	Ads for dating services, matchmakers, relationship advice, or counseling.
Gambling and casino games	<ul style="list-style-type: none"> <li>• Ads for online or real-world gambling, lotteries, or betting</li> <li>• Entertainment hosted at casinos and lodging at casino hotels</li> <li>• Games strongly associated with casinos and betting, even if there isn't real money at stake, or guides on how to succeed at such games</li> </ul>
Pharmaceuticals and supplements	Ads for pharmaceuticals or medications, vitamins, and nutritional supplements
Shocking content	Violent, gruesome, graphic, obscene, profane, and other content that could shock or scare
Spying and arrest records	Offers for services that imply they will help spy on a partner, or find non-shared personal information about a third party. Also included are services that perform public records searches for arrest records.
Virtual worlds and chat rooms intended for adults	Offers for platforms or services intended for adults that primarily exist to allow users to connect and communicate with strangers

Google may update the types of ad content and formats restricted under its Ad-serving Protections for Teens policy as deemed appropriate or necessary.

## What does this mean for advertisers?

Google expects all advertisers to follow local legal [requirements](#) when using our products, including any regulations on advertising to users under age 18, as well as all Google Ads policies.

While you may notice an impact on ad campaign reach or performance, there's no action required on your part. If necessary, work with your legal advisors to determine how to comply with child-related regulations.

# Google Ads policies

Need help? Ask our AI agent for support



↪ How does Google enforce its ad policies?

↪ What types of content are prohibited?

↪ Why are some ads restricted?

AI can make mistakes. [Learn more.](#)

Google provides translated versions of the Advertising Policies Help Center, though they're not meant to change the content of the policies. The English version is the official language used to enforce Google Ads policies. To view this article in a different language, use the language dropdown at the bottom of the page.

Display & Video 360 users must comply with this Google Ads policy. Visit the [Display & Video 360 help center](#) for additional restrictions.

## Welcome to the Google Advertising Policies Center

Fix disapproved ads, keywords, or extensions in your account.

[Open Policy manager](#)

Check your account status and learn about next steps.

[Appeal a suspended account](#)

Let us know about ads that violate our policies.

[Report an ad](#)

## Overview of our policies and how we enforce them

We strive to support a healthy digital advertising ecosystem that's trustworthy and transparent for users, advertisers, and publishers. The purpose of this help center is to help you build Google Ads campaigns that align with our advertising policies listed below.

These policies are designed to ensure a safe and positive experience for our users and abide by applicable laws. This means that our policies prohibit content that is harmful to users and the overall advertising ecosystem.

Our advertising policies cover 4 broad areas:



[Prohibited content](#): Content you can't advertise on the Google Network



[Prohibited practices](#): Things you can't do if you want to advertise with us



[Restricted content and features](#): Content you can advertise, but with limitations



[Editorial and technical](#): Quality standards for your ads, websites, and apps

To learn more about which policies are included in these broad categories, click the links for the category names to review the content below. For additional details about each policy, click the header of the section to learn more.

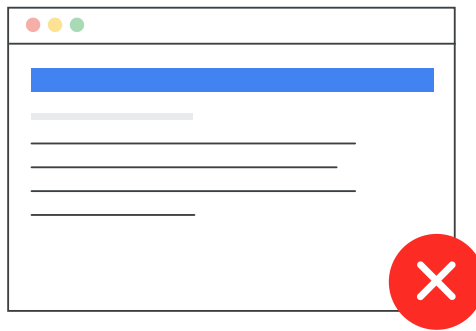
We use a combination of Google AI and human evaluation to ensure that ads comply with these policies. Our enforcement technologies use Google AI, modeled on human reviewers' decisions, to help protect our users and keep our ad platforms safe. More complex, nuanced or severe cases are often reviewed and evaluated by our specially-trained experts.

We take action on content that violates our policies. This may include disapproving violating ads so they don't serve, as well as suspending accounts for repeat or egregious violations. We take repeat violations of our policies seriously and continue to expand a strike system for repeat offenders.

We will provide you with information on our decision for any policy violation enforcement actions we take. If one of your ads is disapproved, you can [fix that ad or appeal the decision](#) . You can also [appeal an account suspension decision](#) . For these links to work, you'll need to be signed into your Google Ads account.

**Note:** For DV360 ad disapprovals, learn more about how to [Find and fix rejected creatives](#) . You can also [Appeal a DV360 account suspension](#) .

## Prohibited content



### Counterfeit goods

Google Ads prohibits the sale or promotion for sale of counterfeit goods. Counterfeit goods contain a trademark or logo that is identical to or substantially indistinguishable from the trademark of another. They mimic the brand features of the product in an attempt to pass themselves off as a genuine product of the brand owner. This policy applies to the content of your ad and your website or app.

### Dangerous products or services

We want to help keep people safe both online and offline, so we don't allow the promotion of some products or services that cause damage, harm, or injury.

**Examples of dangerous content (non-exhaustive):** Recreational drugs (chemical or herbal); psychoactive substances; equipment to facilitate drug use; weapons, ammunition, explosive materials and fireworks; instructions for making explosives or other harmful products; tobacco products

### Enabling dishonest behavior

Google Ads values honesty and fairness and doesn't allow the promotion of products or services that are designed to enable dishonest behavior. Below are some examples of what to avoid in your ads. Learn more about [What happens if you violate our policies](#).

**Examples of products or services that enable dishonest behavior (non-exhaustive):** Hacking software or instructions; services designed to artificially inflate ad or website traffic; fake documents; academic cheating services

### Inappropriate content

Google Ads values diversity and respect for others and strives to avoid offending users, so ads or destinations that display shocking content or promote hatred, intolerance, discrimination, or violence aren't allowed.

**Examples of inappropriate or offensive content (non-exhaustive):** bullying or intimidation of an individual or group, racial discrimination, content promoting hate groups or hate group paraphernalia, graphic crime scene or accident

images, cruelty to animals, murder, self-harm, extortion or blackmail, sale or trade of endangered species, ads using profane language, and content promoting the sexual exploitation of minors

## Prohibited practices



### Abusing the ad network

Ads across the Google Network should be useful, varied, relevant, and safe for users. Google Ads doesn't allow advertisers to attempt to trick or circumvent our ad review processes with their ads, content, or destinations.

Learn more about the [Abusing the ad network policy](#).

**Examples of abusing of the ad network (non-exhaustive):** promoting content that contains malware; "cloaking" or using other techniques to hide the true destination that users are directed to; "arbitrage" or promoting destinations for the sole or primary purpose of showing ads; promoting "bridge" or "gateway" destinations that are solely designed to send users elsewhere; advertising with the sole or primary intent of gaining public social network endorsements from the user; "gaming" or manipulating settings in an attempt to circumvent our policy review systems

### Data collection and use

We want users to trust that information about them will be respected and handled with appropriate care. As such, our advertising partners should not misuse this information, nor collect it for unclear purposes or without appropriate disclosures or security measures.

Note that additional policies apply when using [personalized advertising, which includes remarketing and custom audiences](#). If you use personalized advertising targeting features, be sure to review the [personalized ads data collection and use policies](#).

**Examples of user information that should be handled with care (non-exhaustive):** full name; email address; mailing address; phone number; national identity, pension, social security, tax ID, health care, or driver's license number; birth date or mother's maiden name in addition to any of the above information; financial status; political affiliation; sexual orientation; race or ethnicity; religion

**Examples of irresponsible data collection & use (non-exhaustive):** obtaining credit card information over a non-secure server, promotions that claim to know a user's sexual orientation or financial status, violations of our policies that apply to [interest-based advertising and remarketing](#)

### Misrepresentation

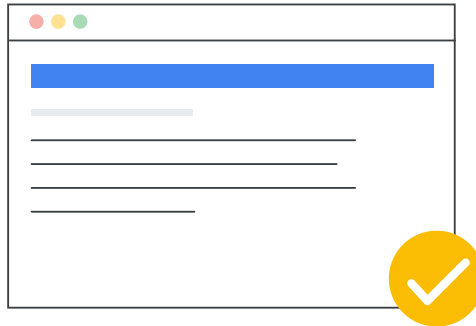
Ads or destinations that deceive users by excluding relevant product information or providing misleading information about products, services, and businesses can compromise user trust in the Google Ads platform. The Misrepresentation policy strives to ensure that ads are clear, honest, and provide information that users need to make informed decisions.

Below are some examples of what to avoid in your ads. If your ads or website violate these policies, you can learn more about [What happens if you violate our policies](#).

**Examples of misrepresentation (non-exhaustive):** omitting or obscuring billing details such as how, what, and when users will be charged; omitting or obscuring charges associated with financial services such as interest rates, fees, and penalties; failing to display tax or licence numbers, contact information, or physical address where relevant; making

offers that aren't actually available; making misleading or unrealistic claims regarding weight loss or financial gain; collecting donations under false pretenses; "phishing" or falsely purporting to be a reputable company in order to get users to part with valuable personal or financial information

## Restricted content and features



The policies below cover content that is sometimes legally or culturally sensitive. Online advertising can be a powerful way to reach customers, but in sensitive areas, we also work hard to avoid showing these ads when and where they might be inappropriate.

For that reason, we allow the promotion of the content below, but on a limited basis. These promotions may not show to every user in every location, and advertisers may need to meet additional requirements before their ads are eligible to run. Note that not all ad products, features, or networks are able to support this restricted content. Further details can be found in the [Policy Manager](#).

### Ad protections for children and teens

Our child and teen ads policies, along with other Google Ads policies (including but not limited to those for alcohol, gambling, and high fat, sugar, and salt food and beverages), work together to provide strong protections that include:

- Disabling ads personalization
- Restricting sensitive ad content and categories

We require all our advertisers to follow local legal requirements when using our products, including any regulations on advertising to users under age 18, as well as all Google Ads policies. Learn more about our [Ad protections for children and teens](#) and relevant ad policies, where they apply, and what they mean for advertisers.

### Sexual content

Ads should respect user preferences and comply with legal regulations, so we don't allow certain kinds of sexual content in ads and destinations. Some kinds of sexual content in ads and destinations are allowed only if they comply with the policies below and don't target minors, but they will only show in limited scenarios based on user search queries, user age, and local laws where the ad is being served.

Learn about [what happens if you violate our policies](#).

**Examples of restricted sexual content (non-exhaustive):** Visible genitalia and female breasts, hook-up dating, sex toys, strip clubs, sexually suggestive live chat, models in sexualized poses

### Alcohol

We abide by local alcohol laws and industry standards, so we don't allow certain kinds of alcohol-related advertising, both for alcohol and drinks that resemble alcohol. Some types of alcohol-related ads are allowed if they meet the policies below, don't target minors, and target only countries that are explicitly allowed to show alcohol ads.

**Examples of restricted alcoholic beverages (non-exhaustive):** beer, wine, sake, spirits or hard alcohol, Champagne, fortified wine, non-alcoholic beer, non-alcoholic wine, non-alcoholic distilled spirits

### Copyrights

We abide by local copyright laws and protect the rights of copyright holders, so we don't allow ads that are unauthorized to use copyrighted content. If you are legally authorized to use copyrighted content, [apply for certification](#) (or here for [DV360](#)) to advertise. If you see unauthorized content, [submit a copyright-related complaint](#).

**Examples of restricted copyrighted content (non-exhaustive):** sites or apps that facilitate unauthorized offline distribution of copyrighted content; unauthorized sites or software that capture, copy, or provide access to copyrighted content

## Gambling and games

We support responsible gambling advertising and abide by local gambling laws and industry standards, so we don't allow certain kinds of gambling-related advertising. Gambling-related ads are allowed if they comply with the policies below and the advertiser has received the proper Google Ads certification. Gambling ads must target approved countries, have a landing page that displays information about responsible gambling, and never target minors. Check local regulations for the areas you want to target.

**Examples of restricted gambling-related content (non-exhaustive):** physical casinos; sites where users can bet on poker, bingo, roulette, or sports events; national or private lotteries; sports odds aggregator sites; sites offering bonus codes or promotional offers for gambling sites; online educational materials for casino-based games; sites offering "poker-for-fun" games; non-casino-based cash game sites

## Healthcare and medicines

We're dedicated to following advertising regulations for healthcare and medicine, so we expect that ads and destinations follow appropriate laws and industry standards. Some healthcare-related content can't be advertised at all, while others can only be advertised if the advertiser is certified with Google and targets only approved locations. Check local regulations for the locations you want to target.

For most healthcare policies, if your ad campaign targets allowed locations and the domain is properly certified, your ad will be labeled "[Eligible \(limited\)](#)" and can run in allowed locations.

**Examples of restricted healthcare content (non-exhaustive):** clinical trial recruitment; HIV home tests; addiction services; prescription drug services

## Political content

We support responsible political advertising and expect all political ads and destinations to comply with local campaign and election laws for any areas they target. This policy includes legally mandated election "silence periods."

**Examples of political content (non-exhaustive):** promotion of political parties or candidates, political issue advocacy

## Financial products and services

We want users to have adequate information to make informed financial decisions. Our policies are designed to give users information to weigh the costs associated with financial products and services, and to protect users from harmful or deceitful practices. For the purposes of this policy, we consider financial products and services to be those related to the management or investment of money and [cryptocurrencies](#), including personalized advice.

When promoting financial products and services, you must comply with state and local regulations for any location that your ads target — for example, include specific disclosures required by local law. Advertisers are expected to do their own research on the local regulations for any location their ads target.

Below you can find policy requirements related to financial services, personal loans, and certain restricted financial products. As the online advertising and regulatory space continues to evolve, we'll update this policy with additional product-specific guidelines on an ongoing basis. Learn about [what happens if you violate our policies](#).

**Examples of restricted Financial products and services (non-exhaustive):** personal loans, loan modification, credit repair services

## Cryptocurrencies and related products

Due to the complex and evolving nature of regulations related to cryptocurrencies and related products and services, we allow certain categories of cryptocurrency-related products and services to be advertised with and without certification by Google in limited circumstances.

While most advertisers must be certified by Google, there may be limited circumstances where certification is not required.

**Examples of cryptocurrency businesses that may not require certification (non-exhaustive):** businesses accepting payment in cryptocurrency, cryptocurrency mining hardware, NFT games that allow players to purchase in-game items, like virtual apparel for a player's characters, consumed or used in a game to enhance a user's experience or aid users in advancing the game.

**Examples of cryptocurrency businesses that require certification (non-exhaustive):** cryptocurrency exchanges, cryptocurrency wallets, cryptocurrency coin trusts

When promoting cryptocurrencies and related products, you must comply with state and local regulations for any region or country that your ads target. Refer to our [non-exhaustive list of location-specific requirements](#) for more information but note that advertisers are expected to do their own research on the local regulations for any location their ads target.

## Trademarks

There are multiple factors that determine when trademarks can be used in ads. Along with the factors described in our Policy Center, these policies apply only when a trademark owner has submitted a valid complaint to Google.

## Legal requirements

You're always responsible for ensuring that you comply with all applicable laws and regulations, in addition to Google's advertising policies, for all of the locations where your ads are showing.

## Other restricted businesses

We restrict certain businesses from advertising to prevent user exploitation, even if they comply with other policies. Continuous reviews and feedback from users, regulators, and consumer protection authorities help us identify products or services that are prone to abuse. We may limit or stop ads from businesses that pose an unreasonable risk to user safety or experience.

## Restricted ad formats and features

There are multiple factors that determine access to advanced ad formats and features on Google Ads. Certain ad formats are not available for all advertisers until they meet our specific requirements or complete the certification process.

## Limited ad serving

To protect the integrity of our Google Ads ecosystem, we limit impressions of ads that have a higher potential of causing abuse or a poor experience for our users. In these specific instances, only qualified advertisers will be able to serve ads without impression limits. Learn more about when [limited ad serving](#) applies and who is a qualified advertiser.

---

## Editorial and technical requirements





We want to deliver ads that are engaging for users without being annoying or difficult to interact with, so we've developed editorial requirements to help keep your ads appealing to users. We've also specified technical requirements to help users and advertisers get the most out of the variety of ad formats we offer.

## Editorial

In order to provide a quality user experience, Google requires that all ads, assets, and destinations meet high professional and editorial standards. We only allow ads that are clear, professional in appearance, and that lead users to content that is relevant, useful, and easy to interact with.

**Examples of promotions that don't meet these editorial and professional requirements (non-exhaustive):** overly generic ads that contain vague phrases such as "Buy products here"; gimmicky use of words, numbers, letters, punctuation, or symbols such as FREE, f-r-e-e, and F€€€!!

## Destination requirements

We want consumers to have a good experience when they click on an ad, so ad destinations must offer unique value to users and be functional, useful, and easy to navigate.

**Examples of promotions that don't meet destination requirements (non-exhaustive):** Display URLs that don't accurately reflect the URL of the landing page, sites or apps that are under construction; sites that aren't viewable in commonly used browsers; sites that have disabled the browser's back button

## Technical requirements

In order to provide an engaging user experience, Google requires that all ads, assets, and destinations meet certain technical requirements to make sure your ads are useful and appealing. Ads must be clear, functional, and lead users to content that is relevant and easy to interact with.

**Examples of promotions that don't meet technical requirements (non-exhaustive):** exceeding account limits for ads and other content; ads or destination content in an unsupported targeting language; HTML5 ads that don't function properly or appear blank

## Ad format requirements

In order to help you provide a quality user experience and deliver attractive, professional-looking ads, we only allow ads that comply with specific requirements for each ad format. Review the requirements for all ad formats that you're using.

We don't allow Non-family safe ads in image ads, video ads, and other non-text ad formats. Learn more about our [Sexual content](#) policy.

Advertisers participating in beta programs of new ad formats should reach out to their Google Ads representatives or Google Ads customer support to learn about format-specific policy requirements.

**Examples of ad format requirements (non-exhaustive):** character limits for the ad headline or body, image size requirements, file size limits, video length limits, aspect ratios

---

## About our policies

Google Ads enables businesses of all sizes, from around the world, to promote a wide variety of products, services, applications, and websites on Google and across our network. We want to help you reach existing and potential customers and audiences. However, to help create a safe and positive experience for users, we listen to their feedback and concerns about the types of ads they see. We also regularly review changes in online trends and practices, industry norms, and regulations. And finally, in crafting our policies, we also think about our values and culture as a company, as well as operational, technical, and business considerations. As a result, we have created a set of policies that apply to all promotions on the Google Network.

Google requires that advertisers comply with all [applicable laws and regulations](#) and the Google policies described above. It's important that you familiarize yourself with and keep up to date on these requirements for the places where your business operates, as well as any other places your ads are showing. When we find content that violates these requirements, we may block it from appearing, and in cases of repeated or egregious violations, we may stop you from advertising with us.

Advertisers have a responsibility not to promote content or engage in behavior that risks harm to our users, employees, or the Ads ecosystem. If we see such content or behavior, we may take action, including but not limited to restricting or blocking your ads or suspending your account.

## Need help?

If you have questions about our policies, review the policy guidelines and examples provided or [contact Google Ads Support](#).

Rate how helpful this page is and share your feedback with us below:

List of ad policies > Advertising policies > Legal requirements

# Legal requirements

Need help? Ask our AI agent for support



↪ What are the main policy categories?

↪ How are policy violations enforced?

↪ Where can I find more resources?

AI can make mistakes. [Learn more.](#)

Google provides translated versions of the Advertising Policies Help Center, though they're not meant to change the content of the policies. The English version is the official language used to enforce Google Ads policies. To view this article in a different language, use the language dropdown at the bottom of the page.

Display & Video 360 users must comply with this Google Ads policy. Visit the [Display & Video 360 help center](#) for additional restrictions.

You're required to comply with the local laws and regulations of any area your ads target, in addition to Google Ads policies. You're expected to familiarize yourself with the local laws and regulations for any location your ads target.

Certain locations, industries, and trade associations have their own codes for advertising and marketing. You can refer to this [List of advertising codes](#) for some of the codes that may apply.

This isn't an exhaustive explanation of local legal requirements in each location. You're still responsible for researching and complying with local laws where your business operates, and in any location your ads target.

In some limited circumstances, violations of local law may be considered egregious and result in [account suspension](#). If this happens, all ads in the suspended account will stop running, and you may not be able to advertise using Google Ads again. Any related accounts may also be permanently suspended and your new accounts may be automatically suspended at setup. Learn more about [What happens if you violate our policies](#).

---

## In this article

- [Trade sanctions violation](#)
- [Audiovisual Media Services Directive](#)
- [Reports of illegal content to Google](#)

---

## Trade sanctions violation

You're required to comply with applicable sanctions and export regulations, including sanctions administered by the [Office of Foreign Assets Control](#) (OFAC), and agree to not cause Google to violate these regulations.

- ✗ Using Google Ads for or on behalf of restricted entities or individuals is not allowed.
- ✗ Using Google Ads for or on behalf of entities or individuals located in sanctioned countries or regions is not allowed.

Google Ads isn't available to any entities or individuals that are restricted under applicable trade sanctions and export compliance laws. It's also not available to entities or individuals owned by, controlled by or acting for or on behalf of restricted entities or individuals.

- ✗ Ad campaigns that geographically target embargoed countries or territories are not allowed.

✗ Ad campaigns that are run on behalf of businesses that are located in embargoed countries or regions are not allowed, even if the account owner is not located in an embargoed location.

✗ Ad campaigns that are run by or on behalf of entities or individuals that are restricted under applicable trade sanctions and regulations are not allowed.

Google must comply with sanctions imposed by OFAC. Entities and individuals who are restricted cannot create or use a Google Ads account or have Google Ads used on their behalf. People who are located in or ordinarily reside in [embargoed countries or territories](#) cannot create or use a Google Ads account. Currently, there are embargoes on Crimea, Cuba, so-called Donetsk People's Republic (DNR) and Luhansk People's Republic (LNR), Iran, and North Korea.

Learn how to [fix a suspended account](#).

## Audiovisual Media Services Directive

If your ads target the European Union and the United Kingdom, you may need to comply with the requirements of the Audiovisual Media Services Directive (AVMSD) as it applies to the location you're targeting. Refer to Article 9 of the Directive below for more information.

### Article 9

*1. Member States shall ensure that audiovisual commercial communications provided by media service providers under their jurisdiction comply with the following requirements:*

*(a) audiovisual commercial communications shall be readily recognisable as such; surreptitious audiovisual commercial communication shall be prohibited;*

*(b) audiovisual commercial communications shall not use subliminal techniques;*

*(c) audiovisual commercial communications shall not:*

*(i) prejudice respect for human dignity;*

*(ii) include or promote any discrimination based on sex, racial or ethnic origin, nationality, religion or belief, disability, age or sexual orientation;*

*(iii) encourage behaviour prejudicial to health or safety;*

*(iv) encourage behaviour grossly prejudicial to the protection of the environment;*

*(d) all forms of audiovisual commercial communications for cigarettes and other tobacco products, as well as for electronic cigarettes and refill containers shall be prohibited;*

*(e) audiovisual commercial communications for alcoholic beverages shall not be aimed specifically at minors and shall not encourage immoderate consumption of such beverages;*

*(f) audiovisual commercial communications for medicinal products and medical treatment available only on prescription in the Member State within whose jurisdiction the media service provider falls shall be prohibited;*

*(g) audiovisual commercial communications shall not cause physical, mental or moral detriment to minors; therefore, they shall not directly exhort minors to buy or hire a product or service by exploiting their inexperience or credulity, directly encourage them to persuade their parents or others to purchase the goods or services being advertised, exploit the special trust minors place in parents, teachers or other persons, or unreasonably show minors in dangerous situations.*

## Reports of illegal content to Google

If you believe that content on any Google product violates the law or your rights, you can submit a request to have it removed. Learn more about how to [Report Content for Legal Reasons](#).

If your ads are disapproved as a result of this process, you can submit an appeal through the legal appeal form sent to you by email or in-product notification.

As part of Google's transparency efforts, a copy of each legal request we receive may be sent to [Lumen](#) for publication. You can find information on complaints made against your ads on [Lumen](#) by searching the relevant Ads URL.

As an advertiser, you can reach out to [Google Ads Support](#) if you have other questions about legal removal requests. Advertisers are encouraged to resolve this matter directly with the claimant who submitted the legal notice.

Access Google's [Transparency Report](#) to learn more about the requests to remove content that we receive from copyright owners and governments.

## Related links

- [Google Transparency Report](#)
- [List of advertising codes](#)
- [Understanding Google Ads country restrictions](#)

## Need help?

If you have questions about our policies, review the policy guidelines and examples provided or [contact Google Ads Support](#).