

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.

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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 (AADDC), 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 Prohibited Content and Restricted Content.</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	• Examples (non-exhaustive): 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>• Examples (non-exhaustive): 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"> • Ads for online or real-world gambling, lotteries, or betting • Entertainment hosted at casinos and lodging at casino hotels • 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
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.