

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](#).