

Policy Evasion - Restricted Terms

Term	Replacement
Disabled	Challenged
Sex	S*x
Rape	R*pe
Assault	Abuse, physical harm
Cancer	Rare Condition
Tumor	Rare Condition
Addiction	Abuse, compulsion, dependence
Drug	Substance, material
Shiva	Deity
Krishna	Deity
Ganesha	Deity
Blind	Visually Challenged
Deaf	Impaired Hearing
Dumb	Verbally Challenged
Surgery	Procedure
Epilepsy	Rare condition
Paralysis	Immobility
Zakat	<remove>
Disability	Challenged
Treatment	Procedure
Infection	Condition
Disease	Illness
Eid/Ramadan/Diwali/Any Festival	Indian Festival/ Festival of __
Devotees	Seekers

Please note: Google does not want us to be specific with terms or phrases which have a negative connotation. We have to use Generic terms and phrases to be able to get our ads approved. If you see any word that has certain negative connotations, use a generic synonym or alternative for it.

We will keep adding terms to this as and when we discover.