



June 2024

## 1. Policies

***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.***

- Certain types of alcohol-related ads are allowed if they meet our [alcohol policy](#), don't target individuals below the legal drinking age, and run only in countries where local laws and regulations allow alcohol ads
- Across [YouTube Kids](#), [made for kids](#) content, [supervised accounts](#), and [child](#) and [teen](#) Google accounts we have strict advertising guidelines that limit the types of products and services that can be promoted to minors, to ensure age-sensitive ads are not shown. [This includes prohibiting alcohol ads.](#)
- As part of our [Personalized Advertising Policies](#), we don't allow targeting users based on sensitive interest categories, which includes alcohol.
- Our systems use algorithms and machine learning, as well as human reviews, to enforce these policies
- [Advertisers must comply](#) with the local laws and regulations for all of the locations where their ads are showing, in addition to the standard Google Ads policies.

## 2. Gating technology

***We do not serve alcohol ads on content that's made for kids and families, or to users we know or have reason to believe are under 18. We also provide controls for advertisers, creators, and users to self-restrict alcohol ads.***

- On YouTube, we strive to provide an expansive suite of suitability controls to help advertisers maximize their opportunity on Youtube while utilizing the right suitability controls that best fit the needs of their brand.
  - As one example, advertisers are advised to proactively use demographic targeting tools to reach users at and above the legal drinking age.
  - Advertisers can also use the "content suitable for families" exclusion tool to exclude their ad placements from kids content (a.k.a. Made for Kids content).
  - In addition to these self-declaration tools, our systems also use algorithms and machine learning, as well as human reviews, to enforce our policies.
- We require creators and channels to declare whether or not their content is [made for kids](#) to help the ecosystem comply with the Children's Online Privacy Protection Act (COPPA) and/or other applicable laws
- We also offer an additional layer of thematic topic controls, which give alcohol advertisers the ability to exclude content that may not align well with the brand such as videos related to "vehicles & driver safety"

- Lastly, we offer tool, like [My Ads Center](#), to help users customize their ad experience across Google. This includes the ability to limit ads on sensitive topics like alcohol on their otherwise eligible adult account, and manage which information is used to personalize their ads.

### 3. Age assurance mechanisms

***We do not serve alcohol ads on content that's made for kids and families, or to users we know or have reason to believe are under 18.***

- Age assurance is a complex challenge that requires striking a delicate balance - respecting our users' privacy while at the same time utilizing methods to determine age that can require *more* data collection and use
- Nevertheless, Google is committed to keeping kids & teens safe around the world. We have strict content and privacy measures to protect our young users
- These protections include policies:
  - Prohibiting alcohol ads and other sensitive ad categories
  - Prohibiting [ads personalization](#) (i.e. advertisers cannot use advanced targeting via advertiser-curated audiences, Customer Match or other custom segments)
- These policies are enforced on users under 18.
- The above ads policies also are applicable on content self-declared by the publisher or creator, or identified by our systems, as Made for Kids content on YouTube. They also are applicable on all apps incorporated in the Google Play Families program, and where a developer or publisher flags their web properties or apps as child-directed pursuant to COPPA
- Finally, advertisers are responsible for abiding by the laws and regulations where their ads will serve, as well as all Google ad policies
  - This includes not targeting persons under the legal drinking age

### 4. Parental controls

***While Alcohol ads are always prohibited from serving on content that's made for kids and families, or to users we know or have reason to believe are under 18, we also offer a dedicated YouTube Kids app that is further customizable by parents.***

- We also offer a dedicated YouTube Kids app, creating a safer environment for kids to explore their interests, while giving parents the tools to further customize the experience for their families
  - Paid ads undergo review by YouTube's policy team prior to being eligible to serve in the YouTube Kids app. The strict [YTK ads policy](#) prohibits ads targeting and data collection, and a wide range of ad categories, including alcohol

### 5. Any third party verification of methodology

***We launched tools that provide greater transparency into where ads serve and by which advertisers, enabling third party researchers to verify our enforcement.***

- Last year, we launched additional updates to the [Ads Transparency Center](#) to provide users with the ability to quickly and easily learn more about the ads they see from Google, including Search, YouTube and Display
- The Ads Transparency Center serves as a searchable repository of our ads and advertisers
- To make our Ad ecosystem safer, a third party researcher is able to create a test account and verify our enforcement of age related alcohol restrictions in the Ads Transparency Center
- Furthermore, we will provide more transparency in the EEA by reporting the ads that were taken down due to alcohol policy restrictions and disclosing their reach prior to being removed

## 6. Appeals process and complaints

***If an advertiser or user believes we made a mistake in removing or not removing an ad, they can appeal or report the ad.***

- How advertisers can appeal an enforcement decision
  - If an advertiser believes we made a mistake in removing an ad for violating our policies, they can submit an appeal. (More info [here](#).)
  - Our team reviews all appeals and if we find that we initially made a mistake, we will reverse the decision and the ad will be reinstated.
- How users can report a “bad ad”
  - If a person sees an ad on our platform that they think might violate our policies or harm users, reporting the ad for review is a quick and easy step. By clicking the three dots that appear next to an ad, users will see a “report this ad” button. Following this link, they will be prompted to complete a [short form](#).
  - After completing this, our reviewers will take a look at the ad and remove it from our platform if it violates our policies.