

# Google Ads Policies and Restrictions

This document is to help you prepare for any required certifications or restrictions that

Google has on their specific areas of business. Please consult the [general advertising policies of Google](#), consult the links in each specific section for more detail, or reach out to our team if you have any additional questions.

Certifications	
<b>Advertiser Verification (formerly ID Verification)</b>  <i>Required*</i>	<p>At some point, all campaigns will have to go through the identity verification process. Campaigns are selected at random by Google, so there's no way to tell when a campaign will be flagged. Clients are unable to start this process until they are given notice by Google.</p> <p><a href="#">More information</a></p>
<b>Advanced Verification Policies</b>  <i>May be required*</i>	<p>The Advanced Verification process combines a review of:</p> <ul style="list-style-type: none"><li>● Google Ads account (if applicable)</li><li>● Publicly available data such as state registrations and professional licenses</li><li>● Video interviews conducted by Google</li></ul> <p>For the business owner and company level, the check includes inquiries into</p> <ul style="list-style-type: none"><li>● Professional license validity (where applicable)</li><li>● Business registration validity</li><li>● Evidence of fraudulent or misleading business practices</li><li>● Professional license validity (where applicable)</li></ul> <p><i>This verification is done randomly by Google and you may or may not be requested for this information.</i></p> <p><a href="#">More information</a></p>
<b>Business Operations Verification</b>  <i>May be required*</i>	<p>As part of the Advertiser verification program, we may ask advertisers to verify details about their business operations (if applicable) along with supporting documentation, such as their:</p> <ul style="list-style-type: none"><li>● Business model</li><li>● Business registration information</li><li>● Types of services offered</li><li>● Business practices</li></ul>

# Google Ads Policies and Restrictions

	<ul style="list-style-type: none"> <li>• Relationships with advertised brands, products or third parties (if applicable)</li> </ul> <p>In these instances, we will provide a form outlining the needed information for us to complete this process with Google.</p> <p><i>This verification is done randomly by Google and you may or may not be requested for this information.</i></p> <p><a href="#">More information</a></p>
<p><b>Health Insurance Policy</b></p> <p><b><i>Required for health insurance companies in the US*</i></b></p>	<p>In the United States, advertisers will need to be certified by <a href="#">G2</a> as a provider of health insurance before they can advertise on Google. This update will require health insurance advertisers to:</p> <ol style="list-style-type: none"> <li>1. Identify themselves to G2 as a health insurance provider.</li> <li>2. Certify to G2 that they are permitted under state and/or local laws to lawfully promote and sell health insurance.</li> <li>3. Identify whether or not they are registered with the U.S. government to promote and sell Affordable Care Act-compliant health plans.</li> </ol> <p>This process cannot be done in advance as the campaign must be first built. This can be very lengthy and there are varying fees from G2.</p> <ul style="list-style-type: none"> <li>• <a href="#">More information from Google</a></li> <li>• <a href="#">Apply for healthcare-related advertising form</a></li> <li>• <a href="#">G2 website</a></li> </ul>
<p><b>Healthcare and Medicines</b></p> <p><b><i>Required for healthcare and medical companies looking to sell specific products/services in the US, Canada, Mexico and Australia*</i></b></p>	<p>Advertisers falling under health care and medicines are required to be certified through Google and LegitScript to advertise (including but not limited to):</p> <ul style="list-style-type: none"> <li>• Prescription drug sale</li> <li>• Restricted drug terms</li> <li>• Unapproved substances</li> <li>• Addiction services</li> <li>• Clinical trial recruitment (Mexico only)</li> </ul>

# Google Ads Policies and Restrictions

	<p>This process cannot be done in advance as the campaign must be first built. This can be very lengthy and there are varying fees from LegitScript.</p> <ul style="list-style-type: none"><li>• <a href="#">More information from Google</a></li><li>• <a href="#">More information from LegitScript</a></li></ul>
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<b>Restrictions</b>	
<b>Speculative and experimental medical treatment, cell therapies, and gene therapies</b>	<p>These specific medical products/services ad campaigns cannot run at full capacity or may be blocked completely. The following concerned areas are:</p> <p><b>Promotion of speculative and/or experimental medical treatments.</b></p> <p>Examples (non-exhaustive):</p> <ul style="list-style-type: none"><li>• Biohacking</li><li>• Do-it-yourself (DIY) genetic engineering products</li><li>• Gene therapy kits</li></ul> <p><b>Promotion of cell or gene therapies, regardless of regulatory approval status.</b></p> <p>Examples (non-exhaustive):</p> <ul style="list-style-type: none"><li>• Stem cell therapy</li><li>• Cellular (non-stem) therapy</li><li>• Gene therapy and similar forms of regenerative medicine</li><li>• Platelet-rich plasma</li></ul> <ul style="list-style-type: none"><li>• <a href="#">More information from Google</a></li><li>• <a href="#">Google's policy on speculative and experimental medical treatments</a></li></ul>
<b>Dangerous products or services</b>	<p>These dangerous products/services ad campaigns cannot run at full capacity or may be blocked completely. We recommend avoiding these in your ads or destinations.</p>

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Below are some examples of products and services that are considered to be dangerous.

- Explosives
- Guns, gun parts, & related products
- Other weapons
- Recreational drugs
- Tobacco

[More information](#)