

From: adwords-support@google.com

To: Sent: Wednesday, June 05, 2013 4:50 AM

Subject: RE: [1-9948000001099] Site Policy

Hi James,

Good morning. Hope you are well.

I have investigated your account and would like to share with you that the ad in the "Join HEMP Australia" ad group has been disapproved for containing the word **opium** in it, thus violating our policy on [Illegal Drugs & Psychoactive Substances](#).

James, we understand that as per the laws in Australia you may be permitted to promote/discuss opium or other products. However, Google Adwords policies are global and are implemented irrespective of claims of legality in any one country. As noted in the Adwords [terms and conditions](#), Google reserves the right to exercise editorial discretion regarding the kinds of advertising we accept in the AdWords program. Per our policy, we do not allow ads promoting or mentioning opium, among other drugs (herbal and non-herbal).

Also, please know that the decisions and policies we make concerning advertising do not affect the search results we deliver. Google strongly believes in freedom of expression and therefore offers broad access to content across the web without censoring search results.

This policy was developed and evaluated globally based on legal factors & User Safety. Our decisions are based on business considerations, and thus we've chosen to not accept such advertisements, regardless of legality. Thank you for understanding.

- **How to fix this?**

In order to get the ad approved, I request you to please edit the ad text and remove the term opium along with any references made to it. Once this is done, the ad will be submitted for re-review.

We are trying our best to review all ads within 24 hours. However, if it exceeds 24 hours, feel free to write in to me and I will get the ad reviewed at the earliest :-)

Hope this was of help. Please feel free to contact me if you have any further questions. I would be more than happy to look into it.

Heres hoping you have a wonderful week ahead!

Warm regards,

[name redacted]