Must haves to participate in Shopping

Google is committed to creating a positive and safe user experience while showing accurate results. In order to participate in Shopping ads or Free listings, every new advertiser should review the policies below and meet these pre-existing conditions.

Site policies

Site policies help ensure safe consumer experiences on merchant sites. Meeting these key policies is vital to prevent your Merchant Center account from being suspended (in this case, your ads and Free listings may not run again until you resolve all issues).

⇄ Return and refund policy

🔗 Learn more

What is this policy?

To ensure a transparent shopping experience, you must clearly state how refunds and returns are handled on your website, including all requirements and timelines. If you do not allow returns or refunds, this must be clearly stated.

How can I meet this policy?

Make sure you can easily find the return and refund policy on your website before checkout with the below details

> ✅ **Tip:** Add this to the footer so it's readily available.

- Terms of return (i.e. number of days)
- State of return (e.g. unworn)
- Reason for return (e.g. damaged or wrong product, but also if a customer is dissatisfied)
- Process for return (i.e. how to initiate a return, how to contact customer service)
- Process of refund (i.e. terms of refund, duration, payment details)
- Contact details (two out of the following three contact methods must be provided: physical address, email address, phone number)

Insufficient contact information

What is this policy?

In case any issues arise with your shoppers,
you must provide clear contact information on your site.

How can I meet this policy?

Check that you can easily find both the contact details and Terms
& Conditions on your website (before checkout). Contact details must
have two out of the following three contact methods available: physical
address, email address, & phone number.

> **Tip:** Add this to the footer
> so it's readily available.

Insufficient payment info

What is this policy?

In order to provide necessary information for the shopper, you must state the methods
of payment accepted and the full expense that a user will bear before and after purchase.

How can I meet this policy?

Make sure that before checkout your site clearly lists all payment methods accepted
and the user's full expense before and after purchase. Also ensure at least one conventional
payment method is available (i.e. credit card, debit card, invoicing, and payment on delivery).

No online purchasing means or checkout incomplete

What is this policy?

To provide a relevant shopping experience, it must be possible for all users to complete a purchase
of a physical product and get the product shipped to a physical address. Generally, it is also not allowed
for merchants to require submitting personal information (such as passport) to purchase although
restrictions vary per country.

How can I meet this policy?

Confirm that users are able to complete a purchase of a physical product and get
the product shipped to a physical address by testing the checkout process (until payment).
Review to ensure none of these apply to you that could cause a violation:

- Using an unsupported business model (services, subscriptions, quotes only, B2B only)
- No functioning online payment method or technical issues (e.g. credit card, PayPal, etc)
- Missing purchase confirmation after completing the checkout process with an estimated date of delivery
- Requiring collection of personal information (passport, ID, documentation) in violation of country restrictions

Checkout unsecure

[Learn more]

What is this policy?

It's important to protect personal information from our users, so you must provide secure web pages (https://) where users are requested to provide any financial or personal user data. In practice, this means that any login page or any part of the checkout process must be secured with a SSL certificate.

How can I meet this policy?

Check that you can easily find both the contact details and Terms & Conditions on your website (before checkout). Contact details must have two out of the following three contact methods available: physical address, email address, & phone number.

Tip: add this to the footer so it's readily available

Make certain whether your web pages are secure by testing your checkout flow with one of the following methods:

- At the start of the URL bar, click on the information icon ⓘ
- [Google Developers]: Google Chrome has started marking
- non-secure pages containing password and credit card
- input fields as Not Secure in the URL bar.
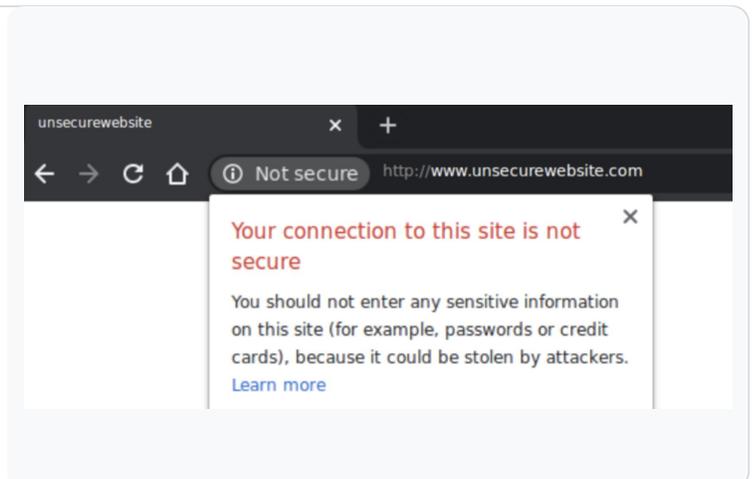
Login required or parked domain

[Learn more]

What is this policy?

For consistency and relevancy, landing pages must be viewable to all customers (regardless of user location). Your site must also provides users with unique and valuable content on the landing page domain (can't be a parked displaying only ads and links).

How can I meet this policy?

Verify that users do not need a password or additional program to view products on your site. Also make sure your website provides users with unique, valuable content and isn't full of just advertising listings and links.

🌐 Destination URL down

🔗 [Learn more](#)

⬤ What is this policy?

In order to provide a relevant shopping experience, all landing pages corresponding to products submitted to Shopping ads and Free listings must be accessible to anyone shopping in any location.

⬤ How can I meet this policy?

Use [Geopeeker](#) to check that a random sample of product landing pages can be seen everywhere. Your landing page should not lead to a website under construction or error page (i.e. 405 error).

If your [landing page is not working](#), pause your item until your site is fully functioning. Or, link your item to a different working part of your site. In general, make sure all pages are working correctly: use a true landing page (not a file or email), avoid design elements that may not properly work for mobile (such as Flash), and all tabs must correctly redirect to your domain.
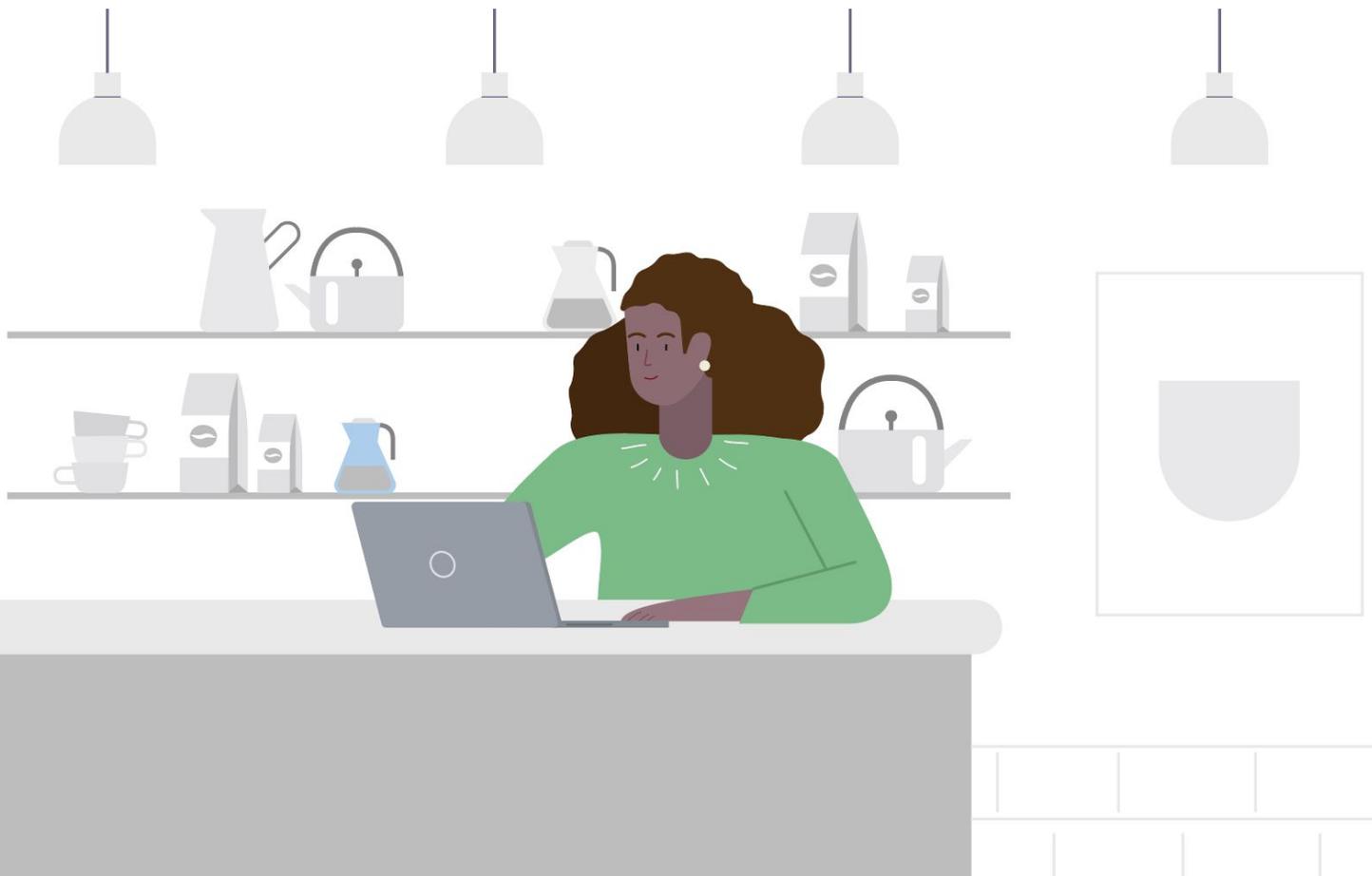
Content policies

Content policies help ensure **only safe and trustworthy products** surface on Google.
In order to avoid issues, do not promote any prohibited content and double check limitations for any restricted content.

🚫 Prohibited content

🔗 [Learn more](#)

⭘ What is this policy?

To keep Google safe for consumer browsing, the below content is prohibited, meaning **you are not allowed to promote** on Google. These policies are in place and standardized so all advertisers are clearly aware of scope on what they can sell. Prohibited products or language **must be removed** from the feed, ads, and website to be compliant.

Counterfeit goods:
Ex: non-authentic products with brand name labels

Dangerous products:
Ex: drugs; weapons; ammunition; fireworks; tobacco

Products enabling dishonest behavior:
Ex: hacking software; fake documents; academic cheating products

Inappropropriate content:
Ex: racial discrimination; hate group paraphernalia; graphic images; cruelty to animals; murder; self-harm; extortion

Unsupported Shopping ads content:
Cannot be optimized for user experience specifically on Shopping. Ex: ticket sales; vehicles; financial products; currency; prepaid gift cards; services; immovable property; recurring billing
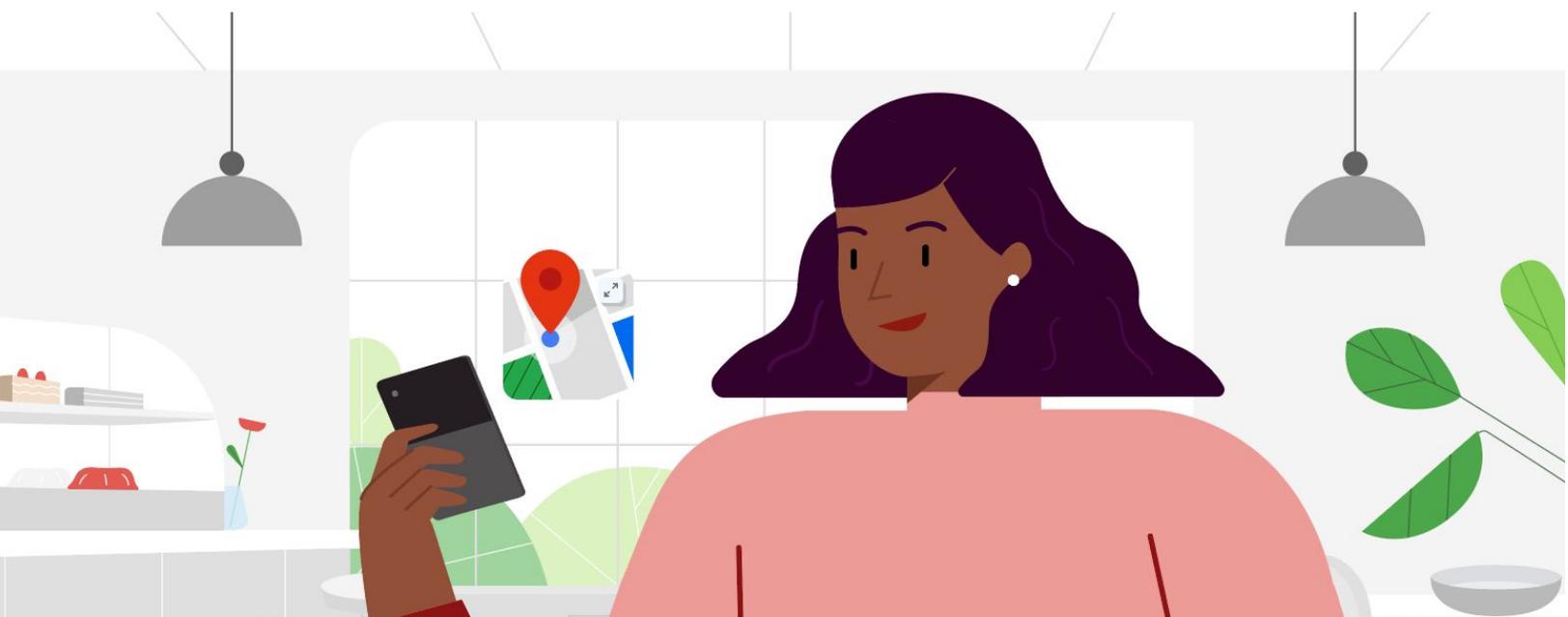
⚠ Restricted content

🔗 <u>Learn more</u>

⬤ What is this policy?

Some sensitive content is restricted, meaning you can advertise but with **limitations**. These promotions may not show to every user in every location, and you may need to meet additional requirements before ads or Free listings are eligible to run. Not all products, features, or networks are able to support this restricted content, and this may vary by country.

🔒

Adult-oriented: Adult merchandise, sexually suggestive content, and images with exposed skin are restricted (limited item serving). When promoting adult content, you may not target minors or promote sexually explicit content or services.

🍸

Alcoholic beverages: Promotion of alcoholic drinks are restricted. You may not target individuals below the legal drinking age in country advertised, imply drinking improves health, portray excessive drinking or drinking while operating machinery.

📋

Copyrighted: Copyrighted content is restricted, but if you believe you are legally authorized to promote, submit <u>this form</u>. If you want to report and remove copyrighted content from Google, use <u>this form</u>.

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Gambling-related: Gambling-related promotional products (vouchers, lottery scratch cards, etc) are restricted but gambling-related accessories (poker chips, DVDs, videos) are allowed.

❤

Healthcare-related: Restricted content includes over-the-counter medication, prescription drugs, fertility related products, and unapproved supplements. Depending on the countries your ads appear, you may also need to apply for preauthorization. Learn more <u>here</u>.

🚩

Political: When promoting political content, you must comply with applicable laws and industry standards for any location that you target and any election "silence periods".

🏷

Trademarks: You can use trademarks in title or descriptions of an ad when compatible with the trademarked product. If you are a trademark owner and have a complaint, use <u>this form</u>.
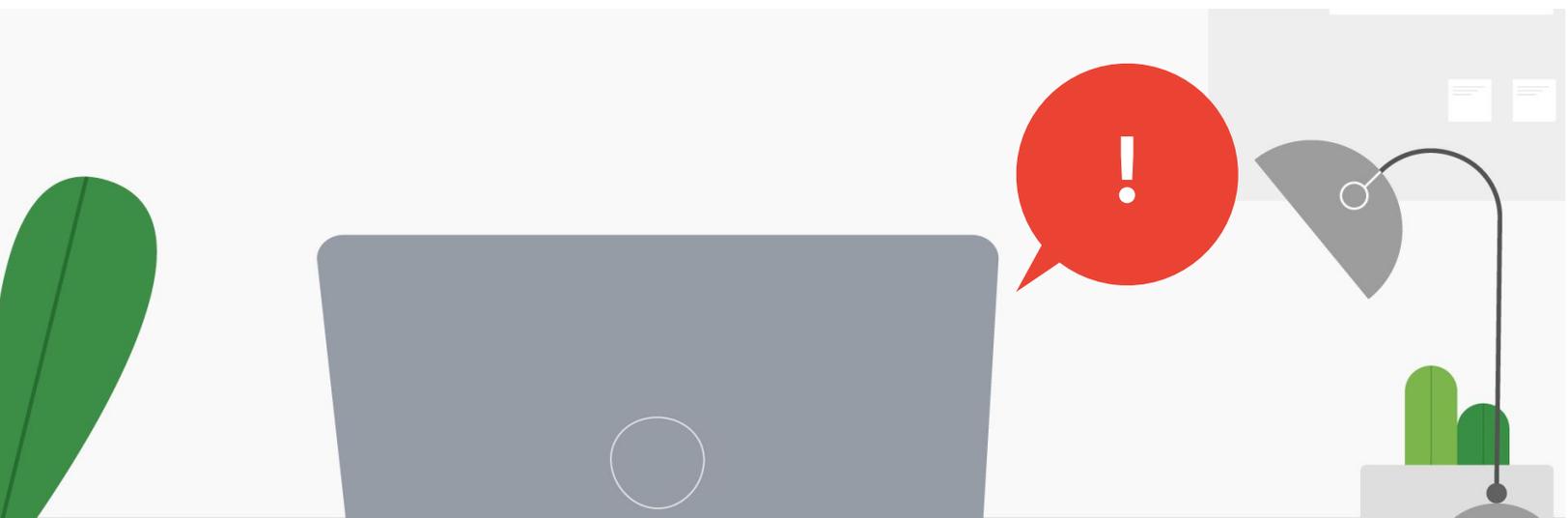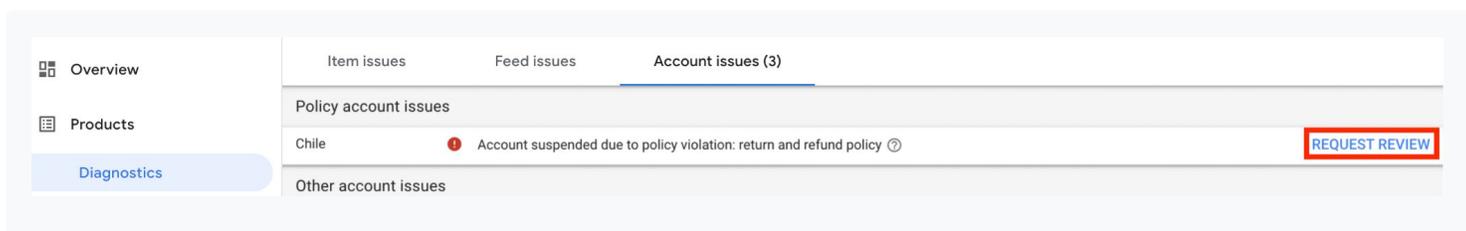
Shopping support paths

In the case that you are facing issues with a violation or suspension from any of these Shopping policies, please follow steps below to remedy.

Step 1: Try and resolve a violation

After fixing an issue at hand (i.e. after adding a Return & Refund policy to address a violation notice), you can request for a re-review of the account by requesting a review directly in your Merchant Center account under Account issues on the 'Products' > 'Diagnostics' tab.

⊞ Overview	Item issues	Feed issues	**Account issues (3)**	
▤ Products	Policy account issues			
Diagnostics	Chile	❗ Account suspended due to policy violation: return and refund policy ⑦		REQUEST REVIEW
	Other account issues			

Step 2: Reach support team

If you are still having issues in Merchant Center, you can contact our support team via phone, email, chat in the Merchant Center Help Center (or the Ads Help Center for Ads issues). You should expect a reference ID after submitting the contact form.

📞	✉	💬
Hours & Number	24/5 or 24/7	24/5 or 24/7

Note: channel availability may be different depending on markets

For convenience, you can also contact support directly through your **Merchant Center account** or **Ads account** with the following paths in the top-right hand corner:

Merchant Center:

⑦ **>** Help Center and Support **>** Contact Us

Ads:

⑦ **>** Get Help **>** Need More Help? **>** Contact Us

★ Important note:

Examples of what support team can help with:

- Merchant Center account / feed / item policy issues
- Merchant Center claiming issues
- Shopping Campaign serving, fluctuation, and troubleshooting

👤 For campaign optimization and implementation questions, please reach out to your Google POC or your CSS POC for those with campaigns or feeds targeting CSS countries (more info here)