Facebook ads compliance checklist

Menu names can change. Meta's own Help Center is the final word.

Tick a line once you have read the page it points to, or checked what it names.

> This checklist is not legal advice. It points to Meta's own Advertising Standards, which Meta changes. Read on 3 November 2026. Meta's page is the final word. If in doubt, ask a lawyer.

Before you publish

- [ ] Read the Unacceptable content section, which lists Discriminatory Practices and the pages beside it.
  Unacceptable content: transparency.meta.com/policies/ad-standards/#unacceptable-content
- [ ] Read Prohibited Commercial Practices.
  Prohibited Commercial Practices: transparency.meta.com/policies/ad-standards/deceptive-content/prohibited-commercial-practices/
- [ ] If you sell alcohol, health products, financial services, dating, crypto, gambling or other listed goods, read that page under Restricted goods and services.
  Alcohol: transparency.meta.com/policies/ad-standards/restricted-goods-services/alcohol/
  Health and Wellness: transparency.meta.com/policies/ad-standards/restricted-goods-services/health-wellness/
  Financial and Insurance Products and Services:
  transparency.meta.com/policies/ad-standards/restricted-goods-services/financial-services/
  Dating Ads: transparency.meta.com/policies/ad-standards/restricted-goods-services/dating-ads/
  Cryptocurrency Products and Services:
  transparency.meta.com/policies/ad-standards/restricted-goods-services/cryptocurrency-products-and-services/
  Online Gambling and Games: transparency.meta.com/policies/ad-standards/restricted-goods-services/gambling-games/
  The full list: transparency.meta.com/policies/ad-standards/#restricted-goods-and-services
- [ ] Check you hold the rights to what you use.
  Third-Party Intellectual Property Infringement:
  transparency.meta.com/policies/ad-standards/intellectual-property-infringement/third-party-infringement/
- [ ] If the ad touches a social issue, an election or politics, read that page.
  Ads about Social Issues, Elections or Politics: transparency.meta.com/policies/ad-standards/SIEP-advertising/SIEP/
- [ ] Check the Product and format-specific policies for your format: Video Ads, Lead Ads, Targeting, Relevance, Branded Content.
  Product and format-specific policies: transparency.meta.com/policies/ad-standards/#product-and-format-specific

Special ad categories

- [ ] Financial products and services, housing, or employment? Meta asks some advertisers to declare a Special Ad Category. Read Discriminatory Practices: it says which advertisers this applies to, by country.
  Discriminatory Practices: transparency.meta.com/policies/ad-standards/unacceptable-content/discriminatory-practices/
  Meta's help page on ads for housing, employment or financial products and services: facebook.com/business/help/399587795372584
  How to Choose a Special Ad Category: facebook.com/business/help/298000447747885
- [ ] Check your targeting still follows those rules after you declare it.

Landing page

- [ ] Meta's review can include the page your ad links to. Check it works, on a phone.
  The ad review process: transparency.meta.com/policies/ad-standards/#ad-review-process
- [ ] What the ad promotes is what the page offers (Relevance).
  Relevance: transparency.meta.com/policies/ad-standards/#product-and-format-specific
- [ ] The price and terms on the page match the ad.
- [ ] If you use a lead form, read the Lead Ads rules on which questions need Meta's written permission, and check the form links to your own privacy policy.
  Lead Ads: transparency.meta.com/policies/ad-standards/#product-and-format-specific

If an ad is rejected

- [ ] Read "What to do if your ad is rejected or if your business asset is restricted" on the main Advertising Standards page.
  If your ad is rejected: transparency.meta.com/policies/ad-standards/#ad-rejected
- [ ] Note the reason in your change log before you edit anything.