



## Transparency Report April 2024

### 1. Policies

Buying or selling alcohol products is prohibited on Facebook, Instagram and Whatsapp. You can see an outline of our Commerce Policies [here](#) and [here](#).

Meta's [Advertising Standards](#) prohibit ads about restricted topics — like alcohol, financial products and [weight loss products](#) and services — to be shown to people under 18 (and older in certain countries).

To post Branded Content or run Partnership Ads, advertisers & creators must comply with Meta's [Instagram & Facebook policies for restricted goods](#). Content can only be promoted with restrictions, such as restricting who can see the post based on age or geographical location.

We want to make sure that everyone who uses Facebook sees ads that are appropriate and useful to them. All ads on our platforms must follow our [Community Guidelines](#) and [Advertising Standards](#). Learn more [here](#) and [here](#).

### 2. Gating technology

The Legal Purchase Age (LPA) for alcohol varies from market to market across the globe. Across both Facebook and Instagram, we provide advertisers with self-serve tools that enable them to prevent people under LPA from accessing their pages/accounts in a specific country.

#### Page or Account level age-gating

##### Facebook

- The guidance for implementing age gating settings for a Facebook page can be found [here](#).
- The person that is responsible for updating these settings will need to have Facebook access with [full control](#) on the page.

##### Instagram

- The guidance for implementing age gating settings for an Instagram account can be found [here](#).
- The person that is responsible for updating these settings will need to have an admin role on the page.
- See [here](#) to manage restrictions for Branded content.

##### Threads

- Age limits set on Instagram accounts will carry over to Threads as will geo-gates on content.

##### Age assurance mechanisms

- Facebook and Instagram require you to be 13 and over to use the platforms, see [here](#) and [here](#).
- Information regarding Meta's approach to age-appropriate ads [here](#).
- See more about age-verification on IG [here](#) and Facebook Dating [here](#).

### 4. Parental controls

- We want teens to have safe, age-appropriate experiences on our apps. We've developed more than [30 tools and resources](#) to support teens and their parents, and we've spent over a decade developing policies and technology to address content that breaks our rules or could be seen as sensitive.

### 5. Anything alcohol specific



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- Ads that promote or reference alcohol must comply with all applicable local laws, required or established industry codes, guidelines, licenses and approvals, and include age and country targeting criteria consistent with Meta's targeting requirements and applicable local laws. Note that our policies prohibit ads promoting or referencing alcohol in some countries, based on local law. [Here](#) are our Alcohol advertising policies.
- Products sold on Facebook, Instagram and WhatsApp must abide by our commerce policies, this includes selling of Alcohol which is prohibited, see [here](#).
- With regards to your ad experience, you are able to manage your Ad Preferences [here](#), which means you are able to hide ads from a specific advertiser, or see fewer ads from a specific topic (e.g Alcohol).
- Information [here](#) regarding our Ad Review process (which applies to all categories).

### 6. Any third party verification of methodology

- We are supportive of the creation of industry standards or guidelines that will allow for a consistent approach to age assurance across platforms and services. There are a number of different mechanisms that can be leveraged to assure the age of users - each with different privacy & fairness considerations, and different levels of effectiveness based on implementation.
- An optimal outcome would be having standards or processes that allow platforms flexibility to choose the right age assurance process, but ensures consistency in the level of confidence in the outcome.

### 7. Appeals process and complaints

- [Appeals](#): Advertisers can request another review of your ad if you believe it was incorrectly rejected.
- [Reporting](#): You are able to report in app/web ads you do not want to see across both Facebook and Instagram.