

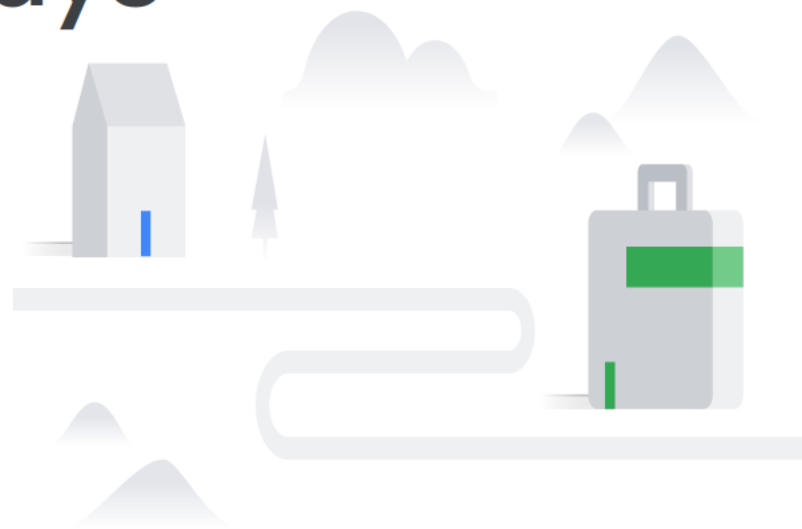


Google & YouTube Election Escalation Pathways

2022/2023



Government Affairs and Public Policy
Google Australia





Legal Issues

- To report a legal concern:
 - [CONFIDENTIAL] Government entities can use the s47G(1(b)) webform.
 - General public or other legal issues can be lodged at g.co/legal.
 - You can also email the Google Australia legal team s47G(1(b)) and/or the Government Affairs Team s47G(1(b)) if you would like us to follow up with our colleagues at Google LLC and/or YouTube in the US.
- If urgent or out of hours you can also ring or text s47F from the Government Affairs team on s47F at any time.



Content Issues

- Google also has content guidelines over and above local laws which govern acceptable content on Search, YouTube and Ads.
- We have reporting tools for each type of content which we ask you to use in addition to advising us directly so we can closely track issues for you given the time sensitive campaign environment.
- To report a content issue:
 - Use the relevant tool (see slide 5 and 6)
 - You can also email the Google Australia Government Affairs and team **s47F** if you would like us to follow up with our colleagues at Google LLC and/or YouTube in the US.



YouTube Content Guidelines

[YouTube Community Guidelines](#) form its content policies including:

- [General misinformation](#)
- [Election misinformation policy](#)
- [COVID-19 misinformation](#)
- [Impersonation policy](#)

If content on YouTube is found to be violative, action is taken according to its longstanding [strikes system](#).

Google Ad policies ([full list](#)) include:

- [Political Content](#)
- [Misrepresentation](#)
- [Enabling dishonest behaviour](#)
- [Climate change misinformation](#)



YouTube

- [Report YouTube content](#) including:
 - [Report a video](#)
 - [Report a playlist](#)
 - [Report a thumbnail](#)
 - [Report a link](#)
 - [Report a comment](#)
 - [Report a live chat](#)
 - [Report a channel](#)
 - [Report an ad](#)
 - [Report a privacy issue](#)
 - [Report moment or death or critical injury content](#)

How to report content effectively

Take screenshots, save the URL, record timestamps for video segments, plus any other info about where you saw the content.

For ads, save the click string ([how to find an ad's click string](#)). The more information you can provide, the better.

Google Ads

- [Report an ad](#) (on Search, YouTube, or display advertising)



Google Search

- [Remove non-consensual explicit or intimate personal images from Google](#)
- [Remove involuntary fake pornography from Google](#)
- [Remove content about me on sites with exploitative removal practices from Google](#)
- [Remove select financial, medical & national ID information from Google Search](#)
- [Remove my contact information due to “doxxing” from Google Search](#)
- [Remove images of minors from Google search results](#)

Important: Google Search shows information gathered from websites across the web. Google will only delist URLs from the Search index if they violate Australian law. Even where Google removes content from Google Search, it may still exist on the web. This means someone might still find the content on the page that hosts it, through social media, on other search engines, or other ways. This is why you may wish to contact the site’s webmaster and ask them to remove the content. [Learn how to contact a webmaster.](#)



Google Ads

Google Search Ads Support

- *These guides are designed to get you up to speed quickly, so you can create successful ads and turn your advertising investment into revenue. Just pick the path that's right for you to begin.*
[Click here](#)

Ad Disapprovals

- When you get an ad disapproved, the first thing to do is to appeal the disapproval within your Google Ads Account via [Policy Manager](#). Steps can be found [here](#) if needed.
- If the issue is not resolved within 2-3 days please reach out to your Google Account Manager.

Contact Support via [Link](#) or this [Form](#)

- This is a 24 hour support function.
- This can be accessed via a form, or for smaller queries, via Chat.
- This allows priority query escalation and to talk directly to a support specialist to troubleshoot in real time and will be unlocked in January.
- **For DV360 Support please use this [link](#).**