

## GOOGLE CENSORSHIP ATTEMPT : from [www.Fair-Trading.com.au/reports/ready-flowers.html](http://www.Fair-Trading.com.au/reports/ready-flowers.html)

**From:** [adwords-au@google.com](mailto:adwords-au@google.com)  
**Subject:** Re: [#795167166] Disapproved Ad  
**Date:** 25 April 2011 8:04:27 PM  
**To:** [complaints@fair-trading.com.au](mailto:complaints@fair-trading.com.au)

Hello Gordon,

Thank you for writing in with your concern. I hope you're doing well. First off! Apologies for the delay in response. There has been a delay in replying back due to the weekend. This is Swathi and I'll be replying to your email today, since Mirinyo is out of office today.

I reviewed your account and noticed that your ads have been disapproved for violating our 'Anti' and Violence policy.

I understand that you are providing consumer awareness through your site. But consumer awareness is allowed only if the ad and website complies with the basic policy of 'Anti' and violence. Our guidelines prohibit ad text to advocate against individuals, or organizations even if it is for consumer awareness. Since your website is promoting such information it has been disapproved. Please be aware that we do permit ads which promote consumer awareness. However, such ads must adhere to all of the AdWords policies and guidelines.

Also I'm sorry the previous link provided by my colleague was not leading to the right page. I apologize for the inconvenience caused due to this. The link for the policy is <http://adwords.google.com/support/aw/bin/static.py?hl=en&topic=28436&guide=28435&page=guide.cs&answer=175902>

### WHAT TO DO THEN?

To be complaint with our policy you need to remove all the language from your ads and website that advocates against florists. After making the changes re-submit your ads.

They will automatically be re-reviewed and if they are complaint they will be approved as well.

I hope this email helped clear things up for you. Feel free to write in if you have further questions.

Have a great day.

Got more questions?

We're here to help you figure things out in these early days and get you on the road to success with AdWords. This AdWords Welcome service is available to you for the first 6 weeks of your AdWords account. Just email us your questions and we'll be happy to help!

Our online help resources can also provide you with the answers and tips you need (check out the links at the bottom of this email).

Sincerely,

Swathi  
The Google AdWords Welcome Team

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## RESPONSE TO GOOGLE :

**From:** [complaints@fair-trading.com.au](mailto:complaints@fair-trading.com.au)  
**Subject:** Re: [#795167166] Disapproved Ad  
**Date:** 25 April 2011 8:59:57 PM  
**To:** [adwords-au@google.com](mailto:adwords-au@google.com)

Dear Swathi,

Thank you for your prompt email.

I received a further email about excessive capitalisation, which I have remedied and re-submitted the Ads.

You say :

***"To be complaint with our policy you need to remove all the language from your ads and website that advocates against florists."***

This is a preposterous requirement in the circumstances of the wording of the Ads, and in consideration of Google 'Anti' and Violence policy.

Further, I consider it to be a blatant attempt to censor freedom of speech at [www.fair-trading.com/READY-FLOWERS.html](http://www.fair-trading.com/READY-FLOWERS.html) > <http://fair-trading.com/reports/ready-flowers.html>

**Please consult your legal department before you make any decision to disallow my Ads again, as any such conduct will be viewed by me as a breach of contract by Google, and the appropriate action will be taken.**

Yours faithfully,  
Gordon Craven

## REPLY FROM GOOGLE :

From: [adwords-au@google.com](mailto:adwords-au@google.com)  
 Subject: Re: [#795167166] Disapproved Ad  
 Date: 27 April 2011 1:13:14 PM  
 To: [Complaints@Fair-Trading.com.au](mailto:Complaints@Fair-Trading.com.au)

Hello Gordon,

Thank you for your awaited patience. I hope you're fine.

First off! I really appreciate your efforts to provide us with the documents. I've forwarded the documents to the specialists team and they reviewed your re-submitted ads as well.

After review the specialists have approved your ads and I'm happy to inform you that your ads are currently running in our network. You can verify this information by visiting the Campaigns tab of your AdWords account.

Your ads were disapproved incorrectly previously and I sincerely apologize for the inconvenience caused due to this. We value your business with AdWords and please be informed that we are trying our best to make sure we apply the advertising policies accurately to all the ads in our network.

Sincerely,

Swathi  
 The Google AdWords Welcome Team

## THE DISAPPROVED ADS IN ISSUE :

Ad	Campaign	Ad group	Status ?	% Served	Clicks ?	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.	
<a href="#">Tewantin Florist Review</a> Consumer Awareness Alert Commissions to 69% See Complaints <a href="http://fair-trading.com/READY-FLOWERS.html">fair-trading.com/READY-FLOWERS.html</a>	Fair Trading #1	TEWANTIN	Disapproved ?	0.04%	0	1	0.00%	AU\$0.00	AU\$0.00	6	
<a href="#">Hong Kong Florist Review</a> Consumer Awareness Alert Commissions to 69% See Complaints <a href="http://fair-trading.com/READY-FLOWERS.html">fair-trading.com/READY-FLOWERS.html</a>	HONG KONG	HONG KONG	Disapproved ?	15.62%	0	357	0.00%	AU\$0.00	AU\$0.00	6	
<a href="#">Noosa Florist Review</a> Consumer Awareness Alert Commissions to 69% See Complaints <a href="http://fair-trading.com/READY-FLOWERS.html">fair-trading.com/READY-FLOWERS.html</a>	Fair Trading #1	Ad Group #1	Disapproved ?	0.48%	0	11	0.00%	AU\$0.00	AU\$0.00	8	
Total - all deleted ads						16	1,916	0.84%	AU\$0.88	AU\$14.13	5.9
Total - Search ?						16	2,285	0.70%	AU\$0.88	AU\$14.13	6
Total - Display Network ?						0	0	0.00%	AU\$0.00	AU\$0.00	0
<b>Total - all ads</b>						<b>16</b>	<b>2,285</b>	<b>0.70%</b>	<b>AU\$0.88</b>	<b>AU\$14.13</b>	<b>6</b>

Show rows: 50 1 - 3 of 3

## NOW APPROVED :

Ad	Campaign	Ad group	Status ?
<a href="#">Tewantin Florist Review</a> Consumer Awareness Alert Commissions to 69% See Complaints <a href="http://fair-trading.com/ready-flowers.html">fair-trading.com/ready-flowers.html</a>	Fair Trading #1	TEWANTIN	Approved
<a href="#">Hong Kong Florist Review</a> Consumer Awareness Alert Commissions to 69% See Complaints <a href="http://fair-trading.com/ready-flowers.html">fair-trading.com/ready-flowers.html</a>	HONG KONG	HONG KONG	Approved
<a href="#">Noosa Florist Review</a> Consumer Awareness Alert Commissions to 69% See Complaints <a href="http://fair-trading.com/ready-flowers.html">fair-trading.com/ready-flowers.html</a>	Fair Trading #1	Ad Group #1	Approved

THE READY FLOWERS COMPLAINTS TO GOOGLE AND RESULTING ATTEMPT AT CENSORSHIP, HAS DEMONSTRATED A NEED FOR A **READY FLOWERS RIDDANCE FUND** TO CONTINUE THE ADWORDS FUNDING, SO HERE IT IS [www.RFRF.org](http://www.RFRF.org)