

Google review rules, one page

What Google's content policy removes from reviews, in plain words, with a line from Google's own pages. A business reports a review from its Business Profile, Google decides, and there is one appeal. Each rule is explained at removeonestar.com/google-review-guidelines.

Spam and fake content

Google's fake engagement policy covers content not based on a real experience, paid reviews, and content posted from multiple accounts by one person.

“Contributions to Google Maps should reflect a genuine experience at a place or business. Fake engagement is not allowed and will be removed.”

Source: support.google.com/contributionpolicy/answer/7400114 · Last verified 2026-09-22

Conflict of interest

Google removes content based on a conflict of interest. Its examples are current or former employment, a contractual or consulting relationship, competitors and family.

“A conflict of interest may include current or former employment, a contractual or consultary relationship, or other professional or personal affiliations”

Source: support.google.com/contributionpolicy/answer/7400114 · Last verified 2026-09-22

Off-topic

Google asks for content based on an experience at a specific location, and does not allow general, political or social commentary or personal rants.

“We don't allow content which contains general, political, or social commentary or personal rants.”

Source: support.google.com/contributionpolicy/answer/7400114 · Last verified 2026-09-22

Personal information

Google bars posting another person's personal information without consent, such as a full name or last name, their face in a photo or video, and financial, medical or identification details. It allows the names of doctors and other professionals who do business under their name.

“Do not distribute or post personal information without consent.”

Source: support.google.com/contributionpolicy/answer/7400114 · Last verified 2026-09-22

Offensive content

Google removes specific threats of harm, doxxing, hate speech, attacks on individuals or groups, and profanity or obscenity used to offend or to emphasize criticism.

“Content using profanity or obscenity to offend other users or emphasize criticism.”

Source: support.google.com/contributionpolicy/answer/7400114 · Last verified 2026-09-22

Advertising and solicitation

Google bars promotional or commercial content in reviews, and bars email addresses, phone numbers, social media links and links to other websites.

“Posting email addresses, phone numbers, social media links, or links to other websites in your reviews”

Source: support.google.com/contributionpolicy/answer/7400114 · Last verified 2026-09-22

Restricted content

Google bars calls to action and offers for the sale of regulated goods, including regulated pharmaceuticals and health and medical devices. That covers purchase links, contact details for buying, and deals or prices for them.

“Email address and/or phone numbers to contact for the purchase of restricted goods.”

Source: support.google.com/contributionpolicy/answer/7400114 · Last verified 2026-09-22

Impersonation

Google bars content that seeks to impersonate any person, group or organization, and content that pretends to be a verified authoritative source.

“Content posted or shared seeking to impersonate any person, group, or organization.”

Source: support.google.com/contributionpolicy/answer/7400114 · Last verified 2026-09-22

Dangerous content

Google bars content that facilitates or encourages serious physical harm to health, safety, property, animals or the environment, and instructional content for making dangerous items.

“Content that promotes dangerous activities that could result in serious physical harm to the person committing the act, those around them, or animals.”

Source: support.google.com/contributionpolicy/answer/7400114 · Last verified 2026-09-22

Illegal content

Google's content policies apply worldwide. In addition, anyone can report content they believe breaks local law, through Google's legal removal forms.

“In addition, users can report content they believe is in violation of local law.”

Source: support.google.com/contributionpolicy/answer/16426540 · Last verified 2026-09-22

Sexually explicit content

Google does not allow sexually explicit content, and its harassment policy covers unwanted sexualization of a person, including claims about a person's sexual activities.

“Google Maps is a place for safe exploration of the world around us. For that reason, we don't allow sexually explicit content.”

Source: support.google.com/contributionpolicy/answer/7400114 · Last verified 2026-09-22

Terrorist content

Google Maps prohibits terrorist content, including content that incites violence, promotes terrorist acts or celebrates terrorist attacks.

“Google Maps prohibits terrorist content and the use of this service by terrorist organizations for any purpose, including recruitment.”

Source: support.google.com/contributionpolicy/answer/7400114 · Last verified 2026-09-22