



# How to Limit Gambling Advertisements Online

Online platforms and social media frequently display advertisements based on users' activities or interests. However, most platforms provide settings that allow users to restrict or reduce the display of specific categories of advertisements, such as those related to gambling. This guide presents simple steps that you can follow on Google, YouTube, Facebook and Instagram to reduce your exposure to such advertisements.

**Note:** These settings can significantly reduce the appearance of such advertisements, but they usually cannot eliminate them completely.

## Google & YouTube

Google services allow users to control advertisements through My Ad Center.

### Step 1: Open your mobile browser (e.g. Chrome) and go to:



[myadcenter.google.com](https://myadcenter.google.com)

Make sure you are **signed** in to your Google account.



Tap “**Customize Ads**”.

Under “**Customize the ads you see**”, select the “**Sensitive tab.**”

This option limits the use of your personal data for the creation of targeted advertisements.

### Step 2: Limit gambling advertisements

Find “**Gambling**” and **turn off the toggle**. Select the relevant setting to see fewer advertisements related to this topic. This setting does not block all advertisements but reduces the display of related content. The reduction mainly applies to **Google services** such as **Google Search, YouTube and Discover**. With this selection, Google will attempt to reduce the frequency of such advertisements across its services.

### Step 3: Hide a specific advertisement

**If you see an ad, that you do not wish to see:**

Click on the **AdChoices / Info** icon on the advertisement.



Select “**Stop seeing this ad**” or “**Block Ad**”.

With this selection, the specific advertisement or similar advertisements will appear less frequently in the future.

#### IMPORTANT

If you search for gambling-related content, ads may still appear even with the limit active. Settings only apply while you are signed in to your account.

## Facebook

Facebook provides tools to hide advertisements and to manage preferences through the Accounts Center.

### Step 1: Open the Facebook app and go to your profile.

Click on your profile picture icon at the bottom right

➔ **Settings & Privacy** ➔ **Settings**

👉 Tap **Accounts Center** 

### Step 2: Manage Ad Preferences

🔗 Tap **Ad Preferences** and then next to **Ad topics** tap **See all**

↓ Scroll down and tap **Special topics**

↓ Find **Gambling** and **turn off the option**.

Changes are saved **automatically** and apply to both Facebook and Instagram.

#### In this section you can:

- ➔ Remove interests related to gambling
- ➔ Restrict specific categories of advertisements

With this selection, Facebook will adjust advertisements to reduce the display of content related to gambling.

### Step 3: Hide a specific advertisement

⋮ Tap the **three dots (...)** on the ad.

☒ Select **Hide Ad**.

These options can reduce the appearance of relevant advertising content but cannot eliminate it completely.

#### IMPORTANT

If your Facebook and Instagram are linked in the same Accounts Center, changes apply to both platforms automatically. Available options may change as platforms update their services. For the most up-to-date information, you may consult the official help pages of the respective platforms.

## Instagram

Instagram uses a similar advertising system through the Accounts Center.


### Step 1: Open the Instagram app and go to your profile.

 Tap the **three lines** at the top right

 Tap **Accounts Center.**  Meta

### Step 2: Manage ad settings

 Tap **Ad Preferences** and then next to **Ad topics** tap **See all**

 Scroll down and tap **Special topics**

 Find **Gambling** and **turn off the option.**

Changes apply automatically across your linked Meta accounts.

#### From there you can:

- ➔ Remove interests related to gambling
- ➔ Restrict advertisement categories

Available topics may vary depending on the account, country or time.

#### Useful tips: For better results:

- ➔ Hide advertisements you do not wish to see
- ➔ Regularly review your ad settings
- ➔ Remove interests related to gambling
- ➔ Limit ad personalisation where available

### Step 3: Hide a specific advertisement

 Tap the **three dots (...)** on the ad.

 Select **Not Interested** or **Hide Ad.**

#### IMPORTANT

If your Facebook and Instagram are linked in the same Accounts Center, changes apply to both platforms automatically. Available options may change as platforms update their services. For the most up-to-date information, you may consult the official help pages of the respective platforms.

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