

EXPOSCALE · PHASE 15

Meta Ads &E-Commerce Compliance

One policy violation = ad account banned. One false claim = legal action. Check everything *BEFORE* spending money.

High-Risk Areas for Fashion/Jewelry

 COMMON VIOLATIONS THAT GET ACCOUNTS BANNED

- ✗ Before/After claims: Implies product changes appearance. Meta may flag as health claim.
- ✗ Misleading product images: AI photos that don't match actual product shipped.
- ✗ Unrealistic claims: "This necklace will change your life" or "guaranteed compliments."
- ✗ Testimonial requirements: Experiences shown must be typical, not exceptional.
- ✗ Landing page mismatch: Ad shows Product A, page shows Product B = policy violation.
- ✗ Price inaccuracy: Ad price must match landing page price exactly.
- ✗ Personal attributes: "Are you struggling with..." violates Meta's personal attributes policy.

Claims You Can and Cannot Make

YOU CAN SAY	YOU CANNOT SAY	WHY
"18k gold-plated"	"Real gold jewelry"	Unless solid gold, this is misrepresentation
"Water-resistant"	"100% waterproof guaranteed forever"	Absolute guarantees = risk
"Designed for coastal lifestyle"	"Handcrafted by artisans in Italy"	You're dropshipping. This is a lie.
"Tarnish-resistant coating"	"Will never tarnish"	Absolute claims about physical properties
"Join 500+ happy customers"	"Best jewelry brand in the world"	Superlatives need substantiation
"Free shipping on orders over €40"	"Free shipping" (with hidden conditions)	Conditions must be stated clearly

Store Compliance Checklist

 **REQUIRED BEFORE GOING LIVE**

Privacy Policy linked in footer (GDPR/CCPA)
Terms of Service linked in footer
Refund/Return Policy with clear timelines
Shipping Policy with realistic delivery estimates
Cookie consent banner for EU visitors
Contact information visible (email minimum, contact form preferred)
Impressum page if targeting DACH/EU (legally required Germany/Austria)
Business address must be real (P.O. box acceptable in most jurisdictions)

Account Safety

✓ PREVENTING BANS

Never mass-edit ads while running — rapid changes trigger automated review
Never create multiple accounts to circumvent bans — permanent ban
If ad rejected: READ the specific policy cited. Fix the issue. Don't resubmit unchanged.
Keep refund/chargeback rates below 1%
Start spending gradually: €0 to €500/day overnight = flagged
Use Business Manager with verified business information
Monitor customer feedback score in Commerce Manager