

Hi Facebook!

Thank you for taking the time to review my appeal.

I am writing regarding the Ad Account [●] , Disabled for Policy Violation. The reason was Unacceptable Business Practices Policy, more specifically deceptive or misleading practices, including those meant to mislead or scam people out of money or personal information.

I believe the account got disabled because of an Ad I created on 07.03.2020 (campaign ID: [●] ). At that time, Facebook notified me that there was too much text on my ad's image, but I assumed that would only affect my ad's delivery. I did not realize what could trigger the disabling of the ad account, so I requested manual review, hoping that my ad could run again. Shortly after, I was informed that my Ad had been rejected and my Ad Account has been disabled. This made me realize that it might be another problem with the ad I created.

So, after reviewing the Blueprint course and consulting Facebook's Policies, I realized one of the problems in my ad might have been the \* marks at the end of my ad text. This may be considered misleading. My intention was not to hide essential information or to mislead the audience, but to prioritize information in order to keep the content relevant, without missing key information. The Blueprint course pointed out that Facebook does not allow special characters in ads because they might trigger misinterpretation.

Also, it might have seemed that my ad was addressed only to women, which would trigger a discriminatory alert. In fact, our mention was meant only to point out that we were about to celebrate International Women's Day, not to discriminate. For the future, we will however try to avoid unclear and ambiguous content, and make sure we eliminate any gender bias, encouraging all to interact with the ads.

Facebook Advertising is extremely important for me as an advertiser and to my customer alike. In the past few years, I spent a good amount of money each month on Facebook Ads. I am, on the other hand, still a beginner when it comes to advertising on Facebook, I have much more to learn from now on, and I am dedicated to follow Facebook's Policies - as Facebook advertising is very important to me and my profession.

In the future I shall dedicate more time to make sure my ads do not violate the Facebook Advertising Policies.

In conclusion, could you please be so kind and let me know what I could do to remove the penalty for the Ad Account [●] ? Thank you