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Facebook Creates a Process of Review for Previously-Banned Cryptocurrency Ads



Facebook has implemented a new policy regarding ads related to cryptocurrency.

While Facebook previously banned all such ads, under the revised policy effective June 26, advertisers of cryptocurrency content may apply online for approval of their advertisement. "Cryptocurrency content" is considered by Facebook to include "any advertisements or content in any way related to cryptocurrency". In the application, advertisers are asked about their relevant licenses, whether their company is traded on a public stock exchange, and other public background information regarding their company. Facebook clarified in its press release that its ban on products such as binary options and initial coin offerings (ICOs) remains intact. Facebook's policy comes at a time when other companies are implementing broad bans against cryptocurrency related content. See Facebook's [press release](#) and [application page](#) for further information.

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