



YouTube Penalty Types & Their Consequences

| Penalty Type | What Happens? | Common Triggers | Impact on Your Channel |
|---|---|---|--|
| ● Age Restriction (18+) | Only 18+ viewers can watch. Video won't appear in search results or recommendations. No monetization. | Showing cannabis products, discussing effects, using explicit terms, depicting paraphernalia, or implying consumption. | Fewer views, lower engagement, no ads, no embedding on external sites. |
| ● Demonetization (Yellow \$ Sign 🚫💰) | Video stays public but loses all ad revenue. Advertisers won't place ads on it. | Cannabis-related words in titles, descriptions, and dialogue, discussing personal experiences, strain reviews, or consumption methods. | No ad revenue from YouTube, reduced recommendations, needs alternative monetization (sponsorships, affiliate marketing). |
| ● Takedown (Strike or Removal 🚫) | Video is removed completely. If it's a first offense, you get a warning. Repeat violations lead to strikes. | Encouraging or glorifying use, "how-to" tutorials on consumption or production, linking to cannabis sales, showing minors using cannabis. | 1st Strike: 1-week upload ban. 2nd Strike: 2-week ban. 3rd Strike: Channel deleted. |