

January 21, 2026

The Honorable Jim Jordan
Chairman
House Committee on the Judiciary
2056 Rayburn H.O.B.
Washington, D.C. 20515

Re: Systematic Censorship of Christian Content for Children by Google and TikTok

Dear Chairman Jordan:

We write on behalf of our client, TruPlay Games—a Christian digital media company that provides faith-based gaming content for children—to bring to your attention the ongoing and systematic discrimination this Christian content creator has endured from Google and TikTok, among other dominant digital platforms. This discrimination appears to be part of a broader pattern of viewpoint-based censorship that warrants immediate congressional review. Google and TikTok’s treatment of family-friendly Christian content raises serious questions about religious discrimination in the digital public square.

TruPlay Games creates and distributes Bible-based video games and entertainment content specifically designed for children and families.¹ Their products include educational games teaching Bible stories, character development through faith-based narratives, and wholesome entertainment alternatives to secular gaming content. The content is explicitly family-friendly with no violent, sexual, or otherwise objectionable material. The content is designed to give parents a trusted platform for their children’s screen time. TruPlay’s mission is straightforward: transform screen time into opportunities for children to engage with their faith in an age-appropriate, entertaining format. Their business model relies on digital advertising to reach parents seeking faith-based content for their children.

¹ *Faith-Based Games Kids Love*, TRUPLAY, <https://www.truplaygames.com/> (last visited Jan. 19, 2026).

Since TruPlay began advertising in 2023 and continuing through to the present, Google has systematically rejected TruPlay’s advertising campaigns under a policy labeled “Religious belief in personalized advertising.” This pattern of rejection has occurred with remarkable consistency as applied to TruPlay, with dozens of its advertisements rejected under this policy. TruPlay has attempted to work within Google’s systems, filing appeals and modifying ad content repeatedly, yet continues to receive identical rejection notices regardless of changes made to its ads.

Google’s advertising policies publicly prohibit advertisers from “selecting an audience based on sensitive information, such as health information or religious beliefs.” The clear implication is that the restriction applies to audience targeting—i.e., you cannot show ads specifically to people Google has identified as having certain religious beliefs. This policy, as written, would permit advertising of religious content (books, games, churches, religious education) to general audiences, so long as the advertiser does not specifically target the audience based on the audience’s religious status.

In practice, however, Google applies its “Religious belief in personalized advertising” policy to reject advertisements because they contain religious content, regardless of how the audience is targeted. TruPlay’s ads do not target audiences based on religious belief—they advertise Christian gaming content to general audiences interested in family entertainment, children’s education, and mobile gaming. The rejected advertisements include messaging such as:

- “Turn Game Time Into God Time”
- “Christian Games for Kids”
- “Safe Bible Games for Kids”

These ads target general demographics (parents, families with children, mobile game users) and geographic regions—not audiences selected based on religious belief. Yet, Google has continued to reject them under the religious belief policy. TruPlay’s campaigns do not use religious status as a targeting criterion. This suggests Google interprets “personalized advertising” so broadly that virtually any advertising for “religious products or topics” is prohibited, regardless of whether religious groups are targeted at all. If this interpretation is correct, then Google’s policy effectively bars practically all advertising for religious content, while the policy language suggests only audience-religion-based targeting is restricted.

TikTok has similarly rejected TruPlay’s advertisements, as demonstrated in the attached document. TikTok permanently suspended TruPlay’s advertising account on the grounds that the company allegedly failed to comply with TikTok’s advertising policies and committed “repeated violations.” TikTok’s enforcement actions were not tied to unsafe content or any objectionable material. Rather, they stemmed from the religious nature of TruPlay’s content and the language used to describe it.

TruPlay’s ads on TikTok promote the same family-friendly, age-appropriate Christian gaming content they sought to advertise on Google. These ads were directed to general audiences interested in parenting, children’s entertainment, and mobile gaming—not to users selected based on religious belief. Nevertheless, TikTok flagged and rejected TruPlay’s advertisements based on the presence of religious terms and themes. **In at least one instance, TikTok rejected an advertisement because it included the keyword “church.”** TikTok treated this religious reference as a policy violation, even though the content itself was non-commercially exploitative, non-political, and entirely appropriate for children and families. In another instance, TikTok even refused to allow TruPlay to run ads if TruPlay included a cartoon image of Jesus on the cross as one of the Apple App Store preview pictures, regardless of the content of any particular advertisement. Simply having a picture of Jesus was enough to ban advertisements.

After multiple ad rejections, TikTok escalated its enforcement by permanently suspending TruPlay’s advertising account, citing alleged “repeated violations” of its advertising policies. This escalation occurred despite TruPlay’s efforts to modify ad language, remove flagged terms, and comply with platform guidance. The permanent suspension effectively bars TruPlay from advertising on one of the largest digital platforms used by parents and families, solely because TruPlay’s content is openly Christian.

TikTok’s actions mirror Google’s in both substance and effect. Although TikTok’s policies, like Google’s, purport to regulate advertising practices neutrally, they are enforced in a manner that treats religious content itself as disfavored. The result is a de facto ban on advertising Christian children’s content, even when advertisers comply with neutral targeting requirements and offer content that is safe, lawful, and family-friendly.

Importantly, Google and TikTok required TruPlay to pay for these advertising campaigns in advance, yet when TruPlay’s advertisements were rejected, the company received no refund and no advertising value in return. The rejected ads did not run and reached no users, despite TruPlay having paid for placement on Google and TikTok’s platforms. As a result, TruPlay incurred direct financial losses while being denied any opportunity to reach potential customers. This practice compounds the discriminatory effect of Google and TikTok’s policies by imposing economic penalties on religious advertisers whose content is categorically barred.

Such an approach creates a profound double standard. Secular children’s content can advertise freely on Google and TikTok’s platforms without content-based restrictions, while Christian children’s content is systematically blocked, even when the targeting methodology is identical. The practical effect is that parents searching for family-friendly content for their children are shown secular options but systematically denied access to Christian alternatives, not because Christians are prohibited from using the platform, but because Christian content itself triggers automatic rejection.

This treatment is not unique. As early as 2022, one advertising agency highlighted the issue with Google’s current ad policy, noting that while “the intention is to protect people from predatory targeting, the result is institutions are being flagged for simply expressing their faith-based affiliation on their website.”²

Likewise, the chair of the Federal Communication Commission sent a letter to Google regarding YouTube TV, a Google-owned streaming service, and its removal of Great American Family (GAF) from its channel lineup, eliminating subscriber access to the faith-based family entertainment network.³ Chair Carr demanded answers from YouTube TV, questioning whether the removal constituted viewpoint discrimination and calling for transparency about YouTube TV’s content curation decisions.⁴ Chair Carr’s intervention highlights the regulatory concern that Google’s platforms may be systematically disadvantaging faith-based content across multiple services—from advertising restrictions to content distribution decisions.

The issue reaches beyond a mere commercial dispute between advertisers and platforms. At stake is whether American families will have meaningful access to religious content in an increasingly digital world. When children’s entertainment moves online, and when digital advertising becomes the primary discovery mechanism for content, restrictions on religious content advertising functionally limit what families can find and access.

Research indicates that many children in the United States are exposed to sexually explicit material at an early age; a nationwide survey found the **average age of first exposure to online pornography is 12 years old**, with a notable share seeing such content even younger.⁵ At the same time, parents and caregivers are confronting rising mental-health challenges among youth. According to the Annie E. Casey Foundation, substantial percentages of adolescents experience anxiety, depression, or other mental, emotional, developmental, or behavioral conditions, underscoring a broader youth mental-health crisis.⁶ Organizations like Child Evangelism Fellowship also emphasize how parental engagement, community support, and spiritually uplifting content can be critical to children’s emotional and mental well-being.⁷ Against this backdrop, restricting access to positive, family-friendly, and faith-affirming digital content while sexually

² *Google’s Religious Policy Changes—What it Means for Enrollment Marketers*, CARNEGIEHIGHERED.COM <https://www.carnegiehighered.com/events/googles-religious-policy-changes/> (last visited Jan. 15, 2026).

³ Brendan Carr, X (Mar. 7, 2025, 2:07 PM), <https://x.com/BrendanCarrFCC/status/1898088195675283501/photo/2>.

⁴ *Id.*

⁵ Paula Tutman & Brandon Carr, *Common Sense Media Survey Finds Average Age Kids Were Exposed to Pornography Was 12 Years Old*, CLICKON DETROIT (January 10, 2023, 4:46 PM), <https://www.clickondetroit.com/news/local/2023/01/10/common-sense-media-survey-finds-average-age-kids-were-exposed-to-pornography-was-12-years-old/>.

⁶ *Youth Mental Health Statistics*, ANNIE E. CASEY FOUNDATION (July 25, 2025), <https://www.aecf.org/blog/youth-mental-health-statistics>.

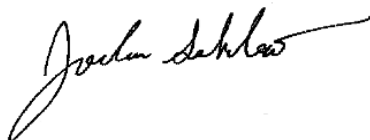
⁷ *CEF Equips Parents to Powerfully Affect Their Children’s Mental Health and Well-Being*, CEFONLINE.COM (May 6, 2024), <https://www.cefonline.com/press/cef-equips-parents-to-powerfully-affect-their-childrens-mental-health-and-well-being/>.

explicit or harmful content remains readily accessible amplifies the challenges parents face in safeguarding their children's mental health and digital experiences.

We respectfully urge the Committee to investigate Google and TikTok's religious content advertising policies and their application. We also suggest that the Committee promptly hold hearings regarding these restrictions so that solutions can be found to ensure that the digital marketplace remains open to those with religious beliefs and viewpoints. The systematic suppression of Christian content—particularly family-friendly content designed for children—represents a serious threat to religious liberty in the digital age. American families deserve a level playing field where faith-based and secular content compete on merit, not platform bias. Attached are representative examples of ad rejections experienced by our client, and should the Committee wish to pursue this matter further, we would be pleased to provide additional supporting evidence and documentation.

We commend the Committee's ongoing work exposing censorship and urge continued vigilance in protecting the rights of religious Americans to participate fully in the digital public square. The cumulative effect of policies that systematically disadvantage religious expression—whether through ad restrictions, content moderation, or algorithmic suppression—creates barriers to religious exercise in the digital public square. When religious organizations cannot reach their audiences through the dominant communication channels of modern society, religious liberty suffers.

Respectfully submitted,



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