



## California AB 587 Social Media Companies Terms of Service Report

*For the period: January 1 to June 30, 2024  
Submitted to Office of the Attorney General for California: October 1, 2024*

This Terms of Service Report has been prepared by TikTok Inc., on behalf of itself and its affiliates, (**TikTok**) and submitted to the California Office of the Attorney General in accordance with the requirements of California Assembly Bill No. 587, Social media companies: terms of service (**AB 587**).<sup>1</sup>

At TikTok, our mission is to inspire creativity and bring joy. The safety and well-being of our community is our priority, and we have more than 40,000 trust and safety professionals globally working to protect our users. TikTok has a strong track record in proactive transparency reporting; we have been publishing [transparency reports](#) since 2019. Building on our transparency efforts and in line with our obligations under AB 587, we are publishing our Terms of Service Report covering TikTok's activity for the first and second quarters (**Q1 and Q2**) of 2024.

We have a number of measures designed to keep users safe across priority areas, including from content that violates our Terms of Service and Community Guidelines. TikTok takes the vast majority of action proactively against violative content—through the use of automated moderation technology as well as human moderators—compared to following a report from users.

Providing transparency to our community about how we keep them safe is an ongoing commitment that has no finish line. We are pleased to have built upon the efforts of our first two Terms of Service Reports, and will continue striving to improve on issues of transparency and safety.

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<sup>1</sup> TikTok reserves all rights to challenge the reporting requirements of AB 578, which are currently subject to challenge in the United States District Court for the Eastern District of California, *see X Corp. v. Bonta*, Docket No. 2:23-cv-01939 (E.D. Cal. Sep 08, 2023), and portions of which have been found by the Ninth Circuit to presumptively facially violate the First Amendment. *See X Corp. v. Bonta*, No. 24-271 (9th Cir. Sept. 4, 2024), Dkt. No. 85-1. By submitting this report, TikTok does not waive any of its rights to abide by or seek to intervene with regards to the lower court's preliminary injunction enjoining some or all of AB 587.

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## Section 1. TikTok’s Terms of Service (§ 22677(a)(1))

TikTok’s current [Terms of Service \(Terms\)](#), attached as **Annex A**, are available on our website and in our application. Our Terms contain a link to our [Community Guidelines](#) (together, our **Policies**), attached as **Annex B**, which provide additional details to users and the public regarding our safety and content moderation efforts.

TikTok’s Community Guidelines were updated on April 17, 2024, and became effective on May 17, 2024. A redline showing the changes from the previous version are attached as **Annex C**. Our Terms have not been updated since the previous AB 587 report.

## Section 2. Definitions of Specified Content Categories (§ 22677(a)(3))

TikTok’s Community Guidelines and Terms define several categories of content that align with the categories listed in AB 587 section 22677(a)(3). In particular, we identify and define the following categories of content:

- **[Hate Speech and Hateful Behaviors](#)**: We define this category of speech to include explicit or implicit content that attacks protected groups. “Protected groups” means “individuals or communities that share protected attributes.” “Protected attributes” mean “personal characteristics that you are either born with, are immutable, or it would cause severe psychological harm if you were forced to change them or were attacked because of them.” Protected attributes include: “caste, ethnicity, national origin, race, religion, tribe, immigration status, gender, gender identity, sex, sexual orientation, disability, [or] serious disease.” Similarly, we define “hateful ideologies” as “systems of beliefs that exclude, oppress, or otherwise discriminate against individuals based on their protected attributes.” We also may consider other protected attributes, including for example age, when we have additional context, such as specific regional information provided to us by a local non-governmental organization (NGO). The meaning of protected attributes are informed by the [Universal Declaration of Human Rights](#) and international conventions. Our Terms do not allow users to share “any material which is defamatory of any person, obscene, offensive, pornographic, hateful or inflammatory . . . racist or discriminatory, including discrimination on the basis of someone’s race, religion, age, gender, disability or sexuality.”
- **Extremism or Radicalization**: As we set out in our policy addressing [violent behaviors and criminal activities](#), we prohibit “any violent threats, incitement to violence, or promotion of criminal activities that may harm people, animals, or property.” Our Terms prohibit users from posting “any material that contains a threat of any kind, including threats of physical violence.” We differentiate between different forms of extremism, including “violent extremists, violent criminal organizations, violent political organizations, hateful organizations, and individual perpetrators of mass violence.”
  - Violent extremists are defined as “non-state groups, including those [designated by the United Nations](#), that threaten or use violence against civilians for political, religious, ethnic, or ideological reasons.”
  - Criminal organizations are defined as “transnational, national, or local groups that commit serious crimes, including violence, trafficking, and kidnapping.”

- Violent political organizations are defined as “non-state actors that commit violent acts primarily against state actors (such as a national military) rather than civilians, as part of ongoing political disputes (such as territorial claims).”
- Hateful organizations are defined as “groups who target people on the basis of protected attributes, including inciting hate, dehumanizing individuals or groups, and promoting hateful ideologies.”
- **Misinformation:** The Integrity and Authenticity section of TikTok’s Community Guidelines, in particular the sub-sections headed [Misinformation](#) and [Civic and Election Integrity](#), address disinformation or misinformation as follows:
  - Misinformation is defined as “false or misleading content.” Misinformation that may cause significant harm to individuals or society, regardless of intent, is not allowed on TikTok. Significant harm “means severe forms of physical harm (including life-threatening injury or death), psychological harm (including trauma), large-scale property damage, and societal harm (including undermining fundamental social processes or institutions).” We rely on [independent fact-checking partners](#), guidance from public health authorities, and our database of previously fact-checked claims to help assess the accuracy of content.
  - We likewise do not allow misinformation about civic and electoral processes, regardless of intent. This includes misinformation about how, when, and where to vote or register to vote; eligibility requirements of voters to participate in an election, and the qualifications for candidates to run for office; laws, processes, and procedures that govern the organization and implementation of elections and other civic processes, such as referendums, ballot propositions, or censuses; and final results or outcome of an election.
- **Harassment and Bullying:** We define this category to include “harassing, degrading, or bullying statements or behavior” which includes “responding to such acts with retaliatory harassment.” Our Terms do not allow users to “intimidate or harass another, or promote sexually explicit material, violence or discrimination based on race, sex, religion, nationality, disability, sexual orientation or age,” or to share “any material that is deliberately designed to provoke or antagonize people, especially trolling and bullying, or is intended to harass, harm, hurt, scare, distress, embarrass or upset people.” Specific forms of harassment and/or bullying that are prohibited, include:
  - Degrading an individual who has experienced physical distress, or on the basis of their personal appearance, intelligence, or personal circumstances (such as hygiene, or health or medical history);
  - Showing someone being physically bullied by another person or group;
  - Degrading or re-victimizing people who have experienced a tragedy, such as claiming that they deserved it or belittling or denying their experience;
  - Undermining an individual's physical safety, by threatening them, or expressing a desire for them to die, get a serious disease, or experience some other severe physical harm;
  - Doxxing or expressing a desire for someone to experience serious physical harm;
  - Threatening or inciting others to dox or blackmail someone, or to share or hack account information; and

- Inciting others to harass a person, or promoting coordinated harassment, such as advocating for people to post comments with abusive language, or to maliciously report an account.

We also disallow [Adult Sexual and Physical Abuse](#) forms of harassment, which include content about “non-consensual sexual acts,” “image-based sexual abuse,” “sextortion,” and all other “sexual harassment,” which is “unwanted sexual communication and behavior directed at a person.” While TikTok allows some critical comments of public figures, understanding that they are in a position of public attention and have ways to counter negative speech, and that the critique may be in the [public interest](#) to view, we still remove content that violates other policies (such as threats, hate speech, and sexual exploitation), as well as serious forms of harassment (such as doxxing and expressing a desire for someone to experience serious physical harm).

- **Foreign Political Interference:** The term “foreign political interference” is not explicitly defined in our Terms or Community Guidelines; however, this type of conduct would be prohibited under these Policies and actioned accordingly. For example, in our [Community Guidelines](#) we explain that “account behavior that may spam or mislead our community” are prohibited, which include “conducting covert influence operations” and “operating spam or impersonation accounts.” This includes coordinated, inauthentic behaviors where networks of accounts work together to mislead people or our systems and try to strategically influence public discussion; registering and operating networks of inauthentic accounts, coordinating content or engagement activity to artificially promote certain narratives or trends; trying to manipulate our recommendation system by using methods that make it hard to determine the actual location of accounts; and attempting to avoid an account ban, such as spreading content violations across multiple accounts. Additionally, we classify relevant political TikTok accounts as a [Government, Politician, and Political Party Account \(GPPPA\)](#) and apply a number of policies that help prevent misuse of certain features, including prohibiting GPPPA accounts from advertising, taking part in any incentive or monetization program, or soliciting campaign contributions.
- **Controlled Substance Distribution:** The term “controlled substance distribution” is not explicitly defined in our Terms or Community Guidelines; however, [we do not allow](#) showing or promoting recreational drug use, or the trade of alcohol, tobacco products, and drugs. Similarly, we prohibit facilitating the trade of regulated, prohibited, or high-risk goods and services, such as alcohol, tobacco products, regulated substances, firearms and other dangerous weapons, sexual services, animals, or counterfeit goods. We define “regulated substances” to include prescription drugs, over-the-counter drugs, compressed air canisters (whippets), and nitrite poppers. We define “tobacco products” to include vaping products, smokeless or combustible tobacco products, synthetic nicotine products, E-cigarettes, and other Electronic Nicotine Delivery Systems.

### **Section 3. Content Moderation Practices (§ 22677(a)(4))**

TikTok strives to foster an open and inclusive environment where people can create, find community, and be entertained. To maintain that environment, we take action upon content and accounts that violate our Terms and Community Guidelines. We are committed to being transparent with our community about the moderation actions we take.

Our Policies are the starting point when it comes to how we form and operate our content moderation strategies and practices, and they contain provisions that prohibit various forms of illegal and otherwise harmful content. We use a combination of automation and human moderation to identify, review, and action content that violates our Policies.

### **Key Principles**

We operate our content moderation processes using automation and human moderation in accordance with the following four pillars, which provide that we will:

1. Remove violative content from the platform that breaks our rules (noting that we do not allow several types of mature content themes, including gory, gruesome, disturbing, or extremely violent content);
2. Age-restrict mature content (that does not violate our Community Guidelines but which contains mature themes) so it is only viewed by adults (18 years and older);
3. Maintain For You feed (FYF) eligibility standards to help ensure any content that may be promoted by the recommendation system is appropriate for a broad audience; and
4. Empower our community with information, tools, and resources.

### **Policies Addressing Specified Categories of Content (§ 22677(a)(4)(A))**

We employ a variety of policies to address the categories of content enumerated under AB 587 § 226677(a)(3). The action we take in response to violative content depends on the specific category a given piece of content falls under and is informed by the particular circumstances of each case. Below is an overview of the policies and processes we follow to respond to each category of content:

- **Hate Speech or Racism**: Our Community Guidelines make clear that “[w]e do not allow any hate speech, hateful behavior, or promotion of hateful ideologies. This includes explicit or implicit content that attacks a protected group that shares protected attributes, including:
  - Caste
  - Ethnicity
  - National Origin
  - Race
  - Religion
  - Tribe
  - Immigration Status
  - Gender
  - Gender Identity
  - Sex
  - Sexual Orientation
  - Disability
  - Serious Disease.

We do not allow the presence of hateful organizations or individuals on our platform. If we become aware that any such actor may be on our platform, we conduct a thorough review, including off-platform behavior, which may result in an account ban. Often the ideas of these bad actors are amplified by others. We do not allow anyone to promote or materially support violent or hateful actors. Content that may appear neutral, such as

referencing a quote from a hateful organization, must make clear that there is no intent to promote it. We make limited exceptions for discussions about violent political organizations.

Among the types of content we prohibit under this category are:

- Promoting violence, segregation, discrimination, and other harms on the basis of a protected attribute;
- Promoting any hateful ideology, including claiming supremacy over a group of people on the basis of protected attributes;
- Dehumanizing someone on the basis of their protected attributes by saying or implying they are physically, mentally, or morally inferior, or calling them degrading terms, such as saying they are criminals, animals, or comparing them to inanimate objects;
- Using a hateful slur associated with a protected attribute;
- Denying, or minimizing the scale of, well-documented historical events that harmed groups, such as denying the existence of the Holocaust or the genocide against the Tutsi in Rwanda;
- Accusing a protected group of being responsible for bad acts caused by one person with that protected attribute, such as using one example of harmful behavior caused by an immigrant to suggest all immigrants are dangerous;
- Content that dehumanizes or denies the existence of people because of their protected attributes, such as saying people have a mental illness if they identify as transgender;
- Deadnaming or misgendering someone by using their former name or gender rather than their chosen identity, or by promoting conversion therapy programs that attempt to change a person's sexual orientation or gender identity.

As detailed in [our commitments to combating hate and violent extremism](#), to enforce our rules against violent extremism and hateful behavior, we use a combination of technology, safety experts and security professionals, alongside threat-detection partners.

- We use computer vision models to help detect visual signals, emblems, and logos that are known to be associated with extremist and hate groups, so that we can remove such content.
- We use text-based technologies, including keyword lists and natural language processing (NLP), to detect language used to promote extremist ideologies or hate groups. This enables us to find near or exact matches of terms such as slurs (or even emoji combinations) and to remove them from comments, video captions, and profile descriptions.
- Where we have previously detected content that violates our policies on hate or extremism, we use de-duplication and hashing technologies that enable us to recognize copies or near copies of such content. We work with external groups, such as [Tech Against Terrorism](#), who help us to more quickly detect and remove hate or violent extremist content that has already been identified off the platform.
- We also take measures to disrupt the discoverability of such content on the platform. One way that we do this is by blocking searches for terms related to hateful keywords, or names and organizations associated with hate and violent extremism.

- In limited emergency situations, we will disclose user information without legal process when we have reason to believe, in good faith, that the disclosure of information is necessary to prevent the imminent risk of death or serious physical injury to any person. For more on our policies and practices, please see our [Law Enforcement Data Request Guidelines](#).

We also understand that violent extremism and hateful behavior are complex and ever-evolving online harms, which is why we continually look for how we can improve our policies and strengthen our enforcement. This includes regularly training our content moderation teams to better detect evolving hateful behavior, symbols, terms, and offensive stereotypes. We also consult academics and experts from across the globe to keep abreast of evolving trends and to help us regularly evaluate our practices. We take into account publicly available information from organizations, including the United Nations Security Council, to designate dangerous or hateful individuals and organizations.

We also recognize the importance of supporting marginalized and vulnerable people online and adopting an international human rights and equity-based approach to mitigate against bias and discrimination. To support this approach, we have a dedicated team who champions fairness considerations across our products and policies to help ensure representation and inclusion across different communities. This cross-disciplinary team is staffed with policy and program leads focused on specific communities (such as LGBTQ+, BIPOC, Persons with Disabilities, and more) as well those working holistically on embedding human rights frameworks. We work with organizations like the World Jewish Congress, GLAAD and others to develop educational resources which celebrate the diversity of the TikTok community and help people build an understanding of each other.

- **Extremism or Radicalization:** We [do not allow](#) the presence of violent organizations or individuals on our platform, including violent extremists, violent criminal organizations, violent political organizations, and individuals who cause serial or mass violence. When we become aware that any such actor may be on our platform, we conduct a thorough review, including off-platform behavior, which may result in an account ban. We also do not allow anyone to promote or materially support violent actors, [nor do we allow](#) any violent threats, promotion of violence, incitement to violence, or promotion of criminal activities that may harm people, animals, or property. Among the types of content we prohibit are:
  - Accounts operated by organizations or individuals that promote violence or hateful ideologies on or off-platform;
  - Providing material support to violent political organizations or promoting violence caused by them;
  - Promoting (including any praise, celebration, or sharing of manifestos) or providing material support to hateful organizations, individuals who cause serial or mass violence, or promote hateful ideologies, violent criminal organizations, or violent extremists;
  - Threatening or expressing a desire to cause physical injury to a person or a group;
  - Promoting or inciting violence, such as encouraging an attack or others to attack, praising a violent act, or recommending people bring weapons to a location to intimidate others;
  - Promoting theft, or the destruction of property or the natural environment; and



- Providing instructions on how to commit criminal activities that may harm people, animals, or property.

We use computer vision models to detect visual signals, emblems, and logos known to be associated with extremist groups and remove such content. We also use text-based technologies to detect language used to promote violent extremist ideologies and remove such terms from comments, video captions, and profile descriptions. In addition, we work with external groups, such as Tech Against Terrorist, to detect and remove extremist content. We block searches related to keywords and organizations associated with violent extremism. If there is a specific, credible, and imminent threat to human life or serious physical injury, we report it to relevant law enforcement authorities.

- **Disinformation or Misinformation**: We counter misinformation and disinformation, and tackle deceptive behavior that may harm individuals, communities, or society at large by removing content and accounts that violate our Policy, by investing in media literacy and connecting our community to authoritative information, and by partnering with experts. We rely on [independent fact-checking partners](#), guidance from public health authorities, and our database of previously fact-checked claims to help assess the accuracy of content. Additionally, we may apply warning labels to content that has been assessed by our fact-checking partners and cannot be verified as accurate. We may also send prompts to reconsider sharing such content. Content is ineligible for the FYF if it contains misinformation that may cause moderate harm, such as certain health content, conspiracy theories, repurposed media, or misrepresented authoritative sources. To be cautious, unverified information about emergencies and content temporarily under review by fact-checkers is also ineligible for the FYF. We will also [prompt people to reconsider sharing videos](#) that have been found to contain unverified content. As detailed in [our commitments to combating misinformation](#), we also regularly engage with our regional Safety Advisory Councils, including our US Content Advisory Council, researchers, civil society organizations, and media literacy experts. Not only does this collaboration help strengthen our policies and overall knowledge of trends and issues, it also enables us to elevate reliable and authoritative sources in our app.

Among the types of content we prohibit under this category are:

- Misinformation that poses a risk to public safety or may induce panic about a crisis event or emergency, including using historical footage of a previous attack as if it were current, or incorrectly claiming a basic necessity (such as food or water) is no longer available in a particular location;
- Health misinformation, such as misleading statements about vaccines, inaccurate medical advice that discourages people from getting appropriate medical care for a life-threatening disease, and other misinformation which may cause negative health effects on an individual's life;
- Climate change misinformation that undermines well-established scientific consensus, such as denying the existence of climate change or the factors that contribute to it;
- Conspiracy theories that name and attack individual people; and
- Conspiracy theories that are violent or hateful, such as making a violent call to action, having links to previous violence, denying well-documented violent events, or causing prejudice towards a group with a protected attribute.

In addition, the following types of content are ineligible for the FYF:

- Conspiracy theories that are unfounded and claim that certain events or situations are carried out by covert or powerful groups, such as “the government” or a “secret society”;
- Moderate harm health misinformation, such as an unproven recommendation for how to treat a minor illness;
- Repurposed media, such as showing a crowd at a music concert and suggesting it is a political protest;
- Misrepresenting authoritative sources, such as selectively referencing certain scientific data to support a conclusion that is counter to the findings of the study;
- Unverified claims related to an emergency or unfolding event; and
- Potential high-harm misinformation while it is undergoing a fact-checking review.

As detailed in the [Civic and Election Integrity](#) policy in our Community Guidelines, elections are important events and are often the subject of intense discussion and analysis. We try to balance enabling topical discussions while also being a place that brings us together and does not cause division. We do not allow paid political promotion, political advertising, or fundraising by politicians and political parties (for themselves or others). Our [political advertising policy](#) includes both traditional paid advertisements and creators receiving compensation to support or oppose a candidate for office. We want to enable the informed exchange of civic ideas in a way that fosters productive dialogue. We do not allow misinformation about civic and electoral processes that may result in voter interference, disrupt the peaceful transfer of power, or lead to off-platform violence. Content may be ineligible for the FYF if it contains misinformation that can hinder the ability of a voter to make an informed decision. To be cautious, unverified claims about an election and content temporarily under review by fact-checkers may also be ineligible for the FYF.

- **Harassment:** We do not allow harassing, degrading, or bullying statements or behavior. We offer support resources and tools to help limit harmful interactions, including restricting options for comments, duet, stitch, and messaging. Among the types of content we prohibit under this category are:
  - Degrading an individual who has experienced physical distress, or on the basis of their personal appearance, intelligence, or personal circumstances (such as hygiene, or health or medical history);
  - Showing someone being physically bullied by another person or group;
  - Degrading or re-victimizing people who have experienced a tragedy, such as claiming that they deserved it or belittling or denying their experience;
  - Undermining an individual's physical safety, by threatening them, or expressing a desire for them to die, get a serious disease, or experience some other severe physical harm;
  - Threatening or inciting others to dox or blackmail someone, or to share or hack account information; and
  - Inciting others to harass a person, or promoting coordinated harassment, such as advocating for people to post comments with abusive language, or to maliciously report an account.
  
- **Foreign Political Interference:** We [do not allow](#) coordinated attempts to influence or sway public opinion by investigating and removing operations intended to mislead individuals, our community, or our systems about an account's identity, approximate

location, relationships, popularity, or purpose. When we investigate and remove these operations, we focus on behavior and assessing linkages between accounts and techniques to determine if actors are engaging in a coordinated effort to mislead TikTok's systems or our community. In each case, we believe that the people behind these activities coordinate with one another to misrepresent who they are and what they are doing. We use several types of information (open-source and proprietary) to assess covert influence operations. We leverage a standard framework of confidence assessment to help ensure we're making consistent and accurate determinations, which includes:

1. Evidence of coordination, such as evidence that accounts are working in coordination to spread specific narratives, or are operated by the same person.
2. Evidence of misleading our systems or users, such as techniques that obfuscate the actual location of an account, or that use fake personas to present themselves as someone they are not.
3. Evidence of attempts to manipulate or corrupt public debate to affect decision making, beliefs and opinions of our community.

We know that covert influence operations will continue to evolve and actors may attempt to reestablish a presence on our platform. Therefore, we continually seek to strengthen policies and enforcement actions in order to protect our community against new types of harmful misinformation and inauthentic behaviors.

Additionally, as detailed above, we take efforts to remove misinformation related to elections, regardless of intent, and prohibit political advertising, including by foreign actors. We further [label](#) the accounts and videos of media entities that we know to be subject to editorial control or influence by state institutions. This work is conducted in close collaboration with global media researchers. In an effort to combat covert influence operations, State-affiliated media accounts are ineligible for the "For You" feed and are prohibited from advertising to markets outside of their home countries.

- **[Controlled Substance Distribution](#)**: Our policies prohibit showing, possessing, or using drugs. We also do not allow the trade of drugs. Among the types of content we prohibit under this category are:
  - Facilitating the trade of drugs or other regulated substances;
  - Marketing drugs or other regulated substances;
  - Providing instructions on how to make homemade drugs or other regulated substances;
  - Showing, possessing, or using drugs or other regulated substances recreationally, including signs of being under the influence;
  - Showing young people possessing or using drugs or other regulated substances; and
  - Showing the misuse of common household items or over-the-counter products to get intoxicated, such as antihistamines, nutmeg, nitrous oxide canisters, and sniffing glue.

We also recognize that regulated goods and services often play an important and essential role. And it is important to understand that these items are regulated for a reason. TikTok is not a place for illegal traffic or trade, or an unofficial market (Black or Gray markets). We do not allow the trade or marketing of regulated, prohibited, or

high-risk goods and services, such regulated substances and instructions on how to manufacture regulated substances.

At TikTok, we are committed to cultivating a supportive environment where our community feels safe expressing themselves. This includes the growing communities of people who are embracing the opportunity TikTok presents to connect, support, and learn from dedicated organizations and peers who have been affected by substance use (including drugs, alcohol, and tobacco). We offer information about substance abuse on our [substance support page](#) to keep our community safe and support users in making safer choices. We've partnered with people who are experts on these issues to help us make this resource, which includes answers to common questions about substance abuse, information about how to engage with the RecoveryTok community on TikTok, country/region specific resources and crisis lines, and information about how to report concerning content.

In addition to prohibiting showing or promoting illegal drug use, we prohibit showing, promoting, or facilitating the trade of alcohol or tobacco products, and we do not allow showing or promoting young people possessing or consuming alcohol or tobacco products. Content is age-restricted and ineligible for the FYF if it shows adults consuming excessive amounts of alcohol or tobacco products.

### **Automated Content Moderation Systems (§ 22677(a)(4)(B))**

We place considerable emphasis on proactive detection to remove violative content. Videos uploaded to TikTok are initially reviewed by our automated moderation technology, which aims to identify content that violates our Community Guidelines. These systems look at a variety of signals across content, including keywords, images, titles, descriptions, and audio. If no violation is identified, the content will be available to view on the platform. If a potential violation is found, the automated moderation system will either pass it on to our safety teams for further review or remove it automatically if there is a high degree of confidence that the content violates our Community Guidelines. This automated removal is applied when violations are most clear-cut, such as nudity or youth safety.

We use a variety of automated tools, including:

- Computer vision models, which help to detect objects (for example, visual signals, emblems, logos known to be associated with extremist and hate groups) to determine whether the content likely contains material which violates our Policies.
- Keyword lists and models are used to review text and audio content to detect material in violation of our Policies. We work with various external experts, like our [fact-checking partners](#), to inform our keyword lists.
- Where we have previously detected content that violates our Policies, we use de-duplication and hashing technologies that enable recognition of copies or near copies of such content. These technologies prevent further re-distribution of violative content on the platform. We work with external groups, such as [Tech Against Terrorism](#), on hate or violent extremist content, to detect and remove violative content that has already been identified off the platform more quickly.

We continue to invest in improving the precision of our automated moderation systems to remove violative content at scale and reduce the number of incorrect removals. If users believe we have made a mistake, they can [appeal](#) the removal of their content.

To ensure fair and consistent review of potentially violative content, moderators work alongside our automated moderation systems. Moderators take into account additional context and nuance not always detected by technology. We moderate content in more than 70 languages with specialized moderation teams for complex issues, such as misinformation.

### **Human Review (§ 22677(a)(4)(B))**

Human moderation also helps improve our automated moderation systems by providing feedback for the underlying machine learning models to strengthen our ongoing detection capabilities. This continuous improvement helps reduce the volume of potentially distressing videos that moderators view and enables moderators to focus on content that requires a greater understanding of context and nuance (such as misinformation, hate speech and harassment).

The responsibilities of content moderators include:

- **Reviewing content flagged by technology:** When our automated moderation systems identify potentially problematic content but cannot make an automated decision to remove it, they send the content to our moderation teams for further review. To support this work, we have developed technology that can identify potentially violative items – for example, emblems associated with extremist groups – in video frames, so that content moderators can carefully review the video and the context in which it appears. This technology improves the efficiency of moderators by helping them more adeptly identify violative images or objects, quickly recognize violations, and make decisions accordingly.
- **Reviewing reports from our community:** We offer our community easy-to-use in-app and [online reporting tools](#) so they can flag any content or account they feel is in violation of our Community Guidelines. While these reports are important, the vast majority of removed content is identified proactively before it receives any views or is reported to us.
- **Reviewing popular content:** Harmful content has the potential to rapidly gain popularity and pose a threat to our community. In order to reduce this risk, our automated moderation systems may send videos with a high number of views to our content moderators for further review against our Community Guidelines.
- **Assessing appeals:** If someone disagrees with our decision to restrict or remove their content or an account, they can file an [appeal](#) for reconsideration. These appeals will be sent to content moderators to decide if the content should be allowed back onto the platform or the account reinstated.

For example, in an effort to reduce the spread of misinformation, we understand that assessing harmful misinformation requires additional context and assessment by our specialized misinformation moderators who have enhanced training, expertise and tools to identify such content, including our global repository of previously fact-checked claims from the International Fact Checking Network accredited fact-checking partners and direct access to our fact-checking partners where appropriate.

### **Response to User Reports of Violations of the Terms of Service (§ 22677(a)(4)(C))**

As explained in TikTok’s online [Safety Center](#), TikTok takes a proactive approach to keeping our community safe. While TikTok is able to remove the majority of this content before it’s reported to us, we encourage everyone in our community to play an active part in keeping TikTok a safe

and welcoming place by reporting content they feel violates our Community Guidelines. If a user decides to report, they can feel safe knowing that TikTok will not disclose their identity to the person whose content or account they're reporting.

Our Policies apply to all accounts and content on the platform. While we primarily enforce our Policies at our own initiative through automated and human moderation, users can also use the reporting functions to alert TikTok to content they believe violates our Policies.

We offer our community easily accessible in-app and [online reporting tools](#) so they can flag any content or account they feel is in violation of our Policies. These reports are an important component of our content moderation process; however, the vast majority of removed content is identified proactively before it is reported to us.

If it is determined that content violates our Community Guidelines, TikTok may take action that includes:

- Removing the violative content from the platform;
- Banning the account; and/or
- Reporting incidents of youth sexual exploitation and abuse to the [National Center for Missing and Exploited Children \(NCMEC\)](#). We also report to relevant law enforcement authorities when there is a specific, credible, and imminent threat to human life or serious physical injury. For example, we forward suspected illicit drug activity content to law enforcement authorities when it poses specific, credible and imminent threats to users or the community.

While the spontaneity of the FYF is what makes TikTok unique, it is intended for a broad audience that includes everyone from teenagers to great-grandparents. There are times when we make certain content [ineligible for the For You feed](#) if it may be inappropriate for a broad audience. This includes content related to:

- Behavioral health
- Sensitive and mature themes
- Integrity and authenticity
- Regulated goods

We may also make some of this content harder to find in Search. Users can learn more about content violations and FYF ineligibility in our Help Center under [content violations and bans](#).

Types of notifications that go out after a report is made:

- After a report is made, we may update users on the status and progress of their report in their inbox, or the report outcome can be viewed in a user's report history under Settings and Privacy > Support > Safety Center > Report Records.
- If we remove content, [we notify](#) the user's account in the app along with the violation reason.
- If the person's account has been banned because of a violation, they will receive a banner notification when they next open the app, informing them about this change in account status.

## **Removal of Content, Users, or Groups That Violate the Policies (§ 22677(a)(4)(D))**

As set out in the Community Guidelines, TikTok removes individual pieces of content that are found to violate the Community Guidelines and users are notified when this occurs.

**Repeat Infringers:** As explained in the [Content violations and bans](#) section of our online Help Center, our moderation system counts the number of times an account has violated our Community Guidelines, and for each of those violations, the user will receive a strike on their account. We count strikes by policy area as listed in our Community Guidelines (for example, safety and civility) or by feature (for example, comments or direct messages) and the account will receive a strike based on the severity of the policy violation. We'll count the strikes until the account reaches the threshold for a permanent account ban. We'll notify the user if they're on the verge of being banned.

**Account Bans:** We may also suspend or permanently ban accounts where we identify violations of our Policies, including where:

- the user does not meet the minimum age or other requirements as indicated in our Terms of Service;
- the account impersonates another person or entity in a deceptive manner;
- a user has a severe violation on their account (such as promoting or threatening violence);
- an account reaches the strike threshold for multiple violations within a policy or feature; or
- multiple violations of our Intellectual Property Policy.

We provide notifications to users who have violated our Policies. If content is posted that we do not allow or we suspend or ban an account because of a violation, users will be notified in the app. Anyone can appeal these decisions once they receive the notification of a content violation or account ban or suspension. These appeals may be sent to moderators to decide if the content should be reinstated on the platform or the account reinstated.

**Law Enforcement:** If there is a specific, credible, and imminent threat to human life or serious physical injury, we report it to relevant law enforcement authorities. This includes suspected illicit drug activity content when it poses specific, credible and imminent threats to users or the community. In addition, we report incidents of youth sexual exploitation and abuse to the National Center for Missing and Exploited Children ([NCMEC](#)).

## **Languages in Which Terms of Services are not Available (§ 22677(a)(4)(E))**

TikTok's U.S. Terms of Service are offered in ten languages in addition to English, including Arabic, Chinese, Hindi, Japanese, Korean, Russian, Spanish, Thai, Ukrainian, and Vietnamese. TikTok is in the process of posting a Tagalog translation of the U.S. Terms of Service. This reflects all Medi-Cal threshold languages, as published by the California Department of Health Care Services, in which TikTok offers product features, such as menus and prompts. Additionally, the TikTok platform is offered to users in numerous countries and terms of service specific to those jurisdictions' legal requirements are published in various additional languages. Our Community Guidelines are published in 42 different languages, including English, Dutch, Portuguese, Polish, Indonesian Bahasa, German, Spanish, French, Arabic, Russian, Japanese, Korean, Bengali, Urdu, Italian, Traditional Chinese, Malay Bahasa, Khmer, Burmese, Swedish,

Vietnamese, Thai, Turkish, Greek, Hungarian, Finnish, Czech, Romanian, Croatian, Tagalog, Danish, LATAM Spanish, Ukrainian, Latvian, Estonian, Bulgarian, Lao, Uzbek, Lithuanian, Norwegian, Slovakian, Kazakh, and Hindi. We additionally offer certain product features in Albanian, Catalan, Cebuano, Filipino, Hebrew, Icelandic, Irish, Javanese, and Slovenian.

## Section 4. Content Moderation Metrics (§ 22677(a)(5))<sup>2</sup>

### 1. Videos

Category of content	Items flagged by users and civil society partners	Actioned items resulting in removal	Source of action		Appeals of actioned content	Reversals of actions on appeal
			Automated Moderation	Human Moderation		
Hate Speech	2,774,601	587,550	105,759	486,062	140,051	83,752
Extremism or radicalization	497,403 <sup>3</sup>	206,418	37,009	170,763	41,566	23,434
Disinformation or Misinformation	2,914,936	1,236,758	998,706	242,280	126,405	66,010
Harassment	2,976,758	703,931	192,769	515,445	188,573	117,198
Controlled Substance Distribution	262,586	3,199,904	2,335,216	879,921	189,894	102,368

<sup>2</sup> The information provided in this section of the report pertains to Q1 and Q2 2024 and applies to users and content in the United States. The metrics are best estimates available in TikTok’s systems at the time of this report, and may be impacted by, for example, account or content deletion, or downtime or errors in TikTok’s systems that may impact data recording. Certain data may also vary over time. These metrics are prepared for the purposes of Cal. Bus. & Prof. Code Section 22677 and may not be suitable for other purposes.

<sup>3</sup> Users may report items of content such as videos, comments, or livestreams containing “extremism or radicalization” under the reporting category “Physical violence and violent threats.” The metrics for this category of user reports includes all items flagged as containing “physical violence and violent threats.” There are therefore likely many items included in this category that were not flagged for containing content related to “extremism or radicalization.”



## 2. Comments

Category of content	Items flagged by users and civil society partners	Actioned items resulting in removal <sup>4</sup>	Appeals of actioned content <sup>5</sup>	Reversals of actions on appeal
Hate Speech	2,364,557	12,224,876	119,836	73,463
Extremism or radicalization	259,007 <sup>6</sup>	51,377	8,195	4,637
Disinformation or Misinformation	469,433	16,340	3,068	2,383
Harassment	2,911,806	60,016,395	1,131,270	838,779
Controlled Substance Distribution	4,662	12,028	2,063	679

## 3. Livestreams

Category of content	Actioned items resulting in the suspension of a livestream
Hate Speech	416,731
Extremism or radicalization	3,134 <sup>7</sup>
Disinformation or Misinformation	17,781
Harassment	133,712
Controlled Substance Distribution	191,926

## 4. Users and groups

Items resulting in action against user <sup>8</sup>	Appeals of user actions	Reversals of user actions on appeal
11,047,509	989,439	392,622

<sup>4</sup> Unlike in prior reports, we are able to report the metrics for comments removed by automated, as well as by human, moderators resulting in an increase in reported removals for the covered time period.

<sup>5</sup> Due to technical issues, metrics for appeals and reversals of removed comments were only available for Q2 2024.

<sup>6</sup> See Footnote 3 above.

<sup>7</sup> See Footnote 3 above.

<sup>8</sup> The information provided in this chart pertains to actions against users in the U.S. for all content types, including categories of content beyond what is identified in Section 22677(a)(3).

**Annex A:**  
**TikTok Terms of Service**

*Last updated: November 2023*

(If you are a user having your usual residence in the US)

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## 1. Your Relationship With Us

Welcome to TikTok (the “Platform”), which is provided by TikTok Inc. in the United States (collectively such entities will be referred to as “TikTok”, “we” or “us”).

You are reading the terms of service (the “Terms”), which govern the relationship and serve as an agreement between you and us and set forth the terms and conditions by which you may access and use the Platform and our related websites, services, applications, products and content (collectively, the “Services”). Access to certain Services or features of the Services (such as, by way of example and not limitation, the ability to submit or share User Content (defined below)) may be subject to age restrictions and not available to all users of the Services. Our Services are provided for private, non-commercial use. For purposes of these Terms, “you” and “your” means you as the user of the Services.

The Terms form a legally binding agreement between you and us. Please take the time to read them carefully. If you are under age 18, you may only use the Services with the consent of your parent or legal guardian. Please be sure your parent or legal guardian has reviewed and discussed these Terms with you.

## 2. Accepting the Terms

By accessing or using our Services, you confirm that you can form a binding contract with TikTok, that you accept these Terms and that you agree to comply with them. Your access to and use of our Services is also subject to our [Privacy Policy](#) and [Community Guidelines](#), the terms of which can be found directly on the Platform, or where the Platform is made available for download, on your mobile device’s applicable app store, and are incorporated herein by reference. By using the Services, you consent to the terms of the [Privacy Policy](#).

If you are accessing or using the Services on behalf of a business or entity, then (a) “you” and “your” includes you and that business or entity, (b) you represent and warrant that you are an authorized representative of the business or entity with the authority to bind the entity to these Terms, and that you agree to these Terms on the entity’s behalf, and (c) your business or entity is legally and financially responsible for your access or use of the Services as well as for the access or use of your account by others affiliated with your entity, including any employees, agents or contractors.

You can accept the Terms by accessing or using our Services. You understand and agree that we will treat your access or use of the Services as acceptance of the Terms from that point onwards.

You should print off or save a local copy of the Terms for your records.

## 3. Changes to the Terms

We amend these Terms from time to time, for instance when we update the functionality of our Services, when we combine multiple apps or services operated by us or our affiliates into a single combined service or app, or when there are regulatory changes. We will use commercially reasonable efforts to generally notify all users of any material changes to these Terms, such as through a notice on our Platform, however, you should look at the Terms regularly to check for such changes. We will also update the “Last Updated” date at the top of these Terms, which reflect the effective date of such Terms. Your continued access or use of the Services after the date

of the new Terms constitutes your acceptance of the new Terms. If you do not agree to the new Terms, you must stop accessing or using the Services.

## 4. Your Account with Us

To access or use some of our Services, you must create an account with us. When you create this account, you must provide accurate and up-to-date information. It is important that you maintain and promptly update your details and any other information you provide to us, to keep such information current and complete.

It is important that you keep your account password confidential and that you do not disclose it to any third party. If you know or suspect that any third party knows your password or has accessed your account, you must notify us immediately at: <https://www.tiktok.com/legal/report/feedback>.

You agree that you are solely responsible (to us and to others) for the activity that occurs under your account.

We reserve the right to disable your user account at any time, including if you have failed to comply with any of the provisions of these Terms, or if activities occur on your account which, in our sole discretion, would or might cause damage to or impair the Services or infringe or violate any third party rights, or violate any applicable laws or regulations.

If you no longer want to use our Services again, and would like your account deleted, contact us at: <https://www.tiktok.com/legal/report/feedback>. We will provide you with further assistance and guide you through the process. Once you choose to delete your account, you will not be able to reactivate your account or retrieve any of the content or information you have added.

## 5. Your Access to and Use of Our Services

Your access to and use of the Services is subject to these Terms and all applicable laws and regulations. You may not:

- access or use the Services if you are not fully able and legally competent to agree to these Terms or are authorized to use the Services by your parent or legal guardian;
- make unauthorised copies, modify, adapt, translate, reverse engineer, disassemble, decompile or create any derivative works of the Services or any content included therein, including any files, tables or documentation (or any portion thereof) or determine or attempt to determine any source code, algorithms, methods or techniques embodied by the Services or any derivative works thereof
- distribute, license, transfer, or sell, in whole or in part, any of the Services or any derivative works thereof
- market, rent or lease the Services for a fee or charge, or use the Services to advertise or perform any commercial solicitation;
- use the Services, without our express written consent, for any commercial or unauthorized purpose, including communicating or facilitating any commercial advertisement or solicitation or spamming;
- interfere with or attempt to interfere with the proper working of the Services, disrupt our website or any networks connected to the Services, or bypass any measures we may use to prevent or restrict access to the Services;
- incorporate the Services or any portion thereof into any other program or product. In such case, we reserve the right to refuse service, terminate accounts or limit access to the Services in our sole discretion;
- use automated scripts to collect information from or otherwise interact with the Services;
- impersonate any person or entity, or falsely state or otherwise misrepresent you or your affiliation with any person or entity, including giving the impression that any content you upload, post, transmit, distribute or otherwise make available emanates from the Services;
- intimidate or harass another, or promote sexually explicit material, violence or discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;

- use or attempt to use another’s account, service or system without authorisation from TikTok, or create a false identity on the Services;
- use the Services in a manner that may create a conflict of interest or undermine the purposes of the Services, such as trading reviews with other users or writing or soliciting fake reviews;
- use the Services to upload, transmit, distribute, store or otherwise make available in any way: files that contain viruses, trojans, worms, logic bombs or other material that is malicious or technologically harmful;
- any unsolicited or unauthorised advertising, solicitations, promotional materials, “junk mail,” “spam,” “chain letters,” “pyramid schemes,” or any other prohibited form of solicitation;
- any private information of any third party, including addresses, phone numbers, email addresses, number and feature in the personal identity document (e.g., National Insurance numbers, passport numbers) or credit card numbers;
- any material which does or may infringe any copyright, trademark or other intellectual property or privacy rights of any other person;
- any material which is defamatory of any person, obscene, offensive, pornographic, hateful or inflammatory;
- any material that would constitute, encourage or provide instructions for a criminal offence, dangerous activities or self-harm;
- any material that is deliberately designed to provoke or antagonise people, especially trolling and bullying, or is intended to harass, harm, hurt, scare, distress, embarrass or upset people;
- any material that contains a threat of any kind, including threats of physical violence;
- any material that is racist or discriminatory, including discrimination on the basis of someone’s race, religion, age, gender, disability or sexuality;
- any answers, responses, comments, opinions, analysis or recommendations that you are not properly licensed or otherwise qualified to provide; or
- material that, in the sole judgment of TikTok, is objectionable or which restricts or inhibits any other person from using the Services, or which may expose TikTok, the Services or its users to any harm or liability of any type.

In addition to the above, your access to and use of the Services must, at all times, be compliant with our [Community Guidelines](#).

We reserve the right, at any time and without prior notice, to remove or disable access to content at our discretion for any reason or no reason. Some of the reasons we may remove or disable access to content may include finding the content objectionable, in violation of these Terms or our Community Policy, or otherwise harmful to the Services or our users. Our automated systems analyze your content (including emails) to provide you personally relevant product features, such as customized search results, tailored advertising, and spam and malware detection. This analysis occurs as the content is sent, received, and when it is stored.

## 6. Intellectual Property Rights

We respect intellectual property rights and ask you to do the same. As a condition of your access to and use of the Services, you agree to the terms of the [Copyright Policy](#).

## 7. Content

### TikTok Content

As between you and TikTok, all content, software, images, text, graphics, illustrations, logos, patents, trademarks, service marks, copyrights, photographs, audio, videos, music on and “look and feel” of the Services, and all intellectual property rights related thereto (the “TikTok Content”), are either owned or licensed by TikTok, it being understood that you or your licensors will own any User Content (as defined below) you upload or transmit through the Services. Use of the TikTok Content or materials on the Services for any purpose not expressly permitted by these Terms is strictly prohibited. Such content may not be downloaded, copied,

reproduced, distributed, transmitted, broadcast, displayed, sold, licensed or otherwise exploited for any purpose whatsoever without our or, where applicable, our licensors' prior written consent. We and our licensors reserve all rights not expressly granted in and to their content.

You acknowledge and agree that we may generate revenues, increase goodwill or otherwise increase our value from your use of the Services, including, by way of example and not limitation, through the sale of advertising, sponsorships, promotions, usage data and Gifts (defined below), and except as specifically permitted by us in these Terms or in another agreement you enter into with us, you will have no right to share in any such revenue, goodwill or value whatsoever. You further acknowledge that, except as specifically permitted by us in these Terms or in another agreement you enter into with us, you (i) have no right to receive any income or other consideration from any User Content (defined below) or your use of any musical works, sound recordings or audiovisual clips made available to you on or through the Services, including in any User Content created by you, and (ii) are prohibited from exercising any rights to monetize or obtain consideration from any User Content within the Services or on any third party service ( e.g. , you cannot claim User Content that has been uploaded to a social media platform such as YouTube for monetization).

Subject to the terms and conditions of the Terms, you are hereby granted a non-exclusive, limited, non-transferable, non-sublicensable, revocable, worldwide license to access and use the Services, including to download the Platform on a permitted device, and to access the TikTok Content solely for your personal, non-commercial use through your use of the Services and solely in compliance with these Terms. TikTok reserves all rights not expressly granted herein in the Services and the TikTok Content. You acknowledge and agree that TikTok may terminate this license at any time for any reason or no reason.

**NO RIGHTS ARE LICENSED WITH RESPECT TO SOUND RECORDINGS AND THE MUSICAL WORKS EMBODIED THEREIN THAT ARE MADE AVAILABLE FROM OR THROUGH THE SERVICE.**

You acknowledge and agree that when you view content provided by others on the Services, you are doing so at your own risk. The content on our Services is provided for general information only. It is not intended to amount to advice on which you should rely. You must obtain professional or specialist advice before taking, or refraining from, any action on the basis of the content on our Services.

We make no representations, warranties or guarantees, whether express or implied, that any TikTok Content (including User Content) is accurate, complete or up to date. Where our Services contain links to other sites and resources provided by third parties, these links are provided for your information only. We have no control over the contents of those sites or resources. Such links should not be interpreted as approval by us of those linked websites or information you may obtain from them. You acknowledge that we have no obligation to pre-screen, monitor, review, or edit any content posted by you and other users on the Services (including User Content).

## **User-Generated Content**

Users of the Services may be permitted to upload, post or transmit (such as via a stream) or otherwise make available content through the Services including, without limitation, any text, photographs, user videos, sound recordings and the musical works embodied therein, including videos that incorporate locally stored sound recordings from your personal music library and ambient noise (“User Content”). Users of the Services may also extract all or any portion of User Content created by another user to produce additional User Content, including collaborative User Content with other users, that combine and intersperse User Content generated by more than one user. Users of the Services may also overlay music, graphics, stickers, Virtual Items (as defined and further explained [Virtual Items Policy](#)) and other elements provided by TikTok (“TikTok Elements”) onto this User Content and transmit this User Content through the Services. The information and materials in the User Content, including User Content that includes TikTok Elements, have not been verified or approved by us. The views expressed by other users on the Services (including through use of the virtual gifts) do not represent our views or values.

Whenever you access or use a feature that allows you to upload or transmit User Content through the Services (including via certain third party social media platforms such as Instagram, Facebook, YouTube, Twitter), or to make contact with other users of the Services, you must comply with the standards set out at “Your Access to and Use of Our Services” above. You may also choose to upload or transmit your User Content, including User Content that includes TikTok Elements, on sites or platforms hosted by third parties. If you decide to do this, you must comply with their content guidelines as well as with the standards set out at “Your Access to and Use of Our Services” above. As noted above, these features may not be available to all users of the Services, and we have no liability to you for limiting your right to certain features of the Services.

You warrant that any such contribution does comply with those standards, and you will be liable to us and indemnify us for any breach of that warranty. This means you will be responsible for any loss or damage we suffer as a result of your breach of warranty.

Any User Content will be considered non-confidential and non-proprietary. You must not post any User Content on or through the Services or transmit to us any User Content that you consider to be confidential or proprietary. When you submit User Content through the Services, you agree and represent that you own that User Content, or you have received all necessary permissions, clearances from, or are authorised by, the owner of any part of the content to submit it to the Services, to transmit it from the Services to other third party platforms, and/or adopt any third party content.

If you only own the rights in and to a sound recording, but not to the underlying musical works embodied in such sound recordings, then you must not post such sound recordings to the Services unless you have all permissions, clearances from, or are authorised by, the owner of any part of the content to submit it to the Services

You or the owner of your User Content still own the copyright in User Content sent to us, but by submitting User Content via the Services, you hereby grant us an unconditional irrevocable, non-exclusive, royalty-free, fully transferable, perpetual worldwide licence to use, modify, adapt, reproduce, make derivative works of, publish and/or transmit, and/or distribute and to authorise other users of the Services and other third-parties to view, access, use, download, modify, adapt, reproduce, make derivative works of, publish and/or transmit your User Content in any format and on any platform, either now known or hereinafter invented.

You further grant us a royalty-free license to use your user name, image, voice, and likeness to identify you as the source of any of your User Content; provided, however, that your ability to provide an image, voice, and likeness may be subject to limitations due to age restrictions.

For the avoidance of doubt, the rights granted in the preceding paragraphs of this Section include, but are not limited to, the right to reproduce sound recordings (and make mechanical reproductions of the musical works embodied in such sound recordings), and publicly perform and communicate to the public sound recordings (and the musical works embodied therein), all on a royalty-free basis. This means that you are granting us the right to use your User Content without the obligation to pay royalties to any third party, including, but not limited to, a sound recording copyright owner (e.g., a record label), a musical work copyright owner (e.g., a music publisher), a performing rights organization (e.g., ASCAP, BMI, SESAC, etc.) (a “PRO”), a sound recording PRO (e.g., SoundExchange), any unions or guilds, and engineers, producers or other royalty participants involved in the creation of User Content.

**Specific Rules for Musical Works and for Recording Artists.** If you are a composer or author of a musical work and are affiliated with a PRO, then you must notify your PRO of the royalty-free license you grant through these Terms in your User Content to us. You are solely responsible for ensuring your compliance with the relevant PRO’s reporting obligations. If you have assigned your rights to a music publisher, then you must obtain the consent of such music publisher to grant the royalty-free license(s) set forth in these Terms in your User Content or have such music publisher enter into these Terms with us. Just because you authored a musical work (e.g., wrote a song) does not mean you have the right to grant us the licenses in these Terms. If you are a recording artist under contract with a record label, then you are solely responsible for ensuring that your use of

the Services is in compliance with any contractual obligations you may have to your record label, including if you create any new recordings through the Services that may be claimed by your label.

**Through-To-The-Audience Rights.** All of the rights you grant in your User Content in these Terms are provided on a through-to-the-audience basis, meaning the owners or operators of third party services will not have any separate liability to you or any other third party for User Content posted or used on such third party service via the Services.

**Waiver of Rights to User Content.** By posting User Content to or through the Services, you waive any rights to prior inspection or approval of any marketing or promotional materials related to such User Content. You also waive any and all rights of privacy, publicity, or any other rights of a similar nature in connection with your User Content, or any portion thereof. To the extent any moral rights are not transferable or assignable, you hereby waive and agree never to assert any and all moral rights, or to support, maintain or permit any action based on any moral rights that you may have in or with respect to any User Content you Post to or through the Services.

We also have the right to disclose your identity to any third party who is claiming that any User Content posted or uploaded by you to our Services constitutes a violation of their intellectual property rights, or of their right to privacy.

We, or authorised third parties, reserve the right to cut, crop, edit or refuse to publish, your content at our or their sole discretion. We have the right to remove, disallow, block or delete any posting you make on our Services if, in our opinion, your post does not comply with the content standards set out at “Your Access to and Use of Our Services” above. In addition, we have the right – but not the obligation – in our sole discretion to remove, disallow, block or delete any User Content (i) that we consider to violate these Terms, or (ii) in response to complaints from other users or third parties, with or without notice and without any liability to you. As a result, we recommend that you save copies of any User Content that you post to the Services on your personal device(s) in the event that you want to ensure that you have permanent access to copies of such User Content. We do not guarantee the accuracy, integrity, appropriateness or quality of any User Content, and under no circumstances will we be liable in any way for any User Content.

You control whether your User Content is made publicly available on the Services to all other users of the Services or only available to people you approve. To restrict access to your User Content, you should select the privacy setting available within the Platform.

We accept no liability in respect of any content submitted by users and published by us or by authorised third parties.

If you wish to file a complaint about information or materials uploaded by other users, contact us at: <https://www.tiktok.com/legal/report/feedback>.

TikTok takes reasonable measures to expeditiously remove from our Services any infringing material that we become aware of. It is TikTok’s policy, in appropriate circumstances and at its discretion, to disable or terminate the accounts of users of the Services who repeatedly infringe copyrights or intellectual property rights of others.

While our own staff is continually working to develop and evaluate our own product ideas and features, we pride ourselves on paying close attention to the interests, feedback, comments, and suggestions we receive from the user community. If you choose to contribute by sending us or our employees any ideas for products, services, features, modifications, enhancements, content, refinements, technologies, content offerings (such as audio, visual, games, or other types of content), promotions, strategies, or product/feature names, or any related documentation, artwork, computer code, diagrams, or other materials (collectively “Feedback”), then regardless of what your accompanying communication may say, the following terms will apply, so that future misunderstandings can be avoided. Accordingly, by sending Feedback to us, you agree that:

TikTok has no obligation to review, consider, or implement your Feedback, or to return to you all or part of any Feedback for any reason;



Feedback is provided on a non-confidential basis, and we are not under any obligation to keep any Feedback you send confidential or to refrain from using or disclosing it in any way; and

You irrevocably grant us perpetual and unlimited permission to reproduce, distribute, create derivative works of, modify, publicly perform (including on a through-to-the-audience basis), communicate to the public, make available, publicly display, and otherwise use and exploit the Feedback and derivatives thereof for any purpose and without restriction, free of charge and without attribution of any kind, including by making, using, selling, offering for sale, importing, and promoting commercial products and services that incorporate or embody Feedback, whether in whole or in part, and whether as provided or as modified.

## **8. Indemnity**

You agree to defend, indemnify, and hold harmless TikTok, its parents, subsidiaries, and affiliates, and each of their respective officers, directors, employees, agents and advisors from any and all claims, liabilities, costs, and expenses, including, but not limited to, attorneys' fees and expenses, arising out of a breach by you or any user of your account of these Terms or arising out of a breach of your obligations, representation and warranties under these Terms.

## **9. EXCLUSION OF WARRANTIES**

NOTHING IN THESE TERMS SHALL AFFECT ANY STATUTORY RIGHTS THAT YOU CANNOT CONTRACTUALLY AGREE TO ALTER OR WAIVE AND ARE LEGALLY ALWAYS ENTITLED TO AS A CONSUMER.

THE SERVICES ARE PROVIDED "AS IS" AND WE MAKE NO WARRANTY OR REPRESENTATION TO YOU WITH RESPECT TO THEM. IN PARTICULAR WE DO NOT REPRESENT OR WARRANT TO YOU THAT:

- YOUR USE OF THE SERVICES WILL MEET YOUR REQUIREMENTS;
- YOUR USE OF THE SERVICES WILL BE UNINTERRUPTED, TIMELY, SECURE OR FREE FROM ERROR;
- ANY INFORMATION OBTAINED BY YOU AS A RESULT OF YOUR USE OF THE SERVICES WILL BE ACCURATE OR RELIABLE; AND
- DEFECTS IN THE OPERATION OR FUNCTIONALITY OF ANY SOFTWARE PROVIDED TO YOU AS PART OF THE SERVICES WILL BE CORRECTED.

NO CONDITIONS, WARRANTIES OR OTHER TERMS (INCLUDING ANY IMPLIED TERMS AS TO SATISFACTORY QUALITY, FITNESS FOR PURPOSE OR CONFORMANCE WITH DESCRIPTION) APPLY TO THE SERVICES EXCEPT TO THE EXTENT THAT THEY ARE EXPRESSLY SET OUT IN THE TERMS. WE MAY CHANGE, SUSPEND, WITHDRAW OR RESTRICT THE AVAILABILITY OF ALL OR ANY PART OF OUR PLATFORM FOR BUSINESS AND OPERATIONAL REASONS AT ANY TIME WITHOUT NOTICE

## **10. LIMITATION OF LIABILITY**

NOTHING IN THESE TERMS SHALL EXCLUDE OR LIMIT OUR LIABILITY FOR LOSSES WHICH MAY NOT BE LAWFULLY EXCLUDED OR LIMITED BY APPLICABLE LAW. THIS INCLUDES LIABILITY FOR DEATH OR PERSONAL INJURY CAUSED BY OUR NEGLIGENCE OR THE NEGLIGENCE OF OUR EMPLOYEES, AGENTS OR SUBCONTRACTORS AND FOR FRAUD OR FRAUDULENT MISREPRESENTATION.

SUBJECT TO THE PARAGRAPH ABOVE, WE SHALL NOT BE LIABLE TO YOU FOR:

- (I) ANY LOSS OF PROFIT (WHETHER INCURRED DIRECTLY OR INDIRECTLY);
- (II) ANY LOSS OF GOODWILL;
- (III) ANY LOSS OF OPPORTUNITY;
- (IV) ANY LOSS OF DATA SUFFERED BY YOU; OR
- (V) ANY INDIRECT OR CONSEQUENTIAL LOSSES WHICH MAY BE INCURRED BY YOU. ANY OTHER LOSS WILL BE LIMITED TO THE AMOUNT PAID BY YOU TO TIKTOK WITHIN THE LAST 12 MONTHS.

ANY LOSS OR DAMAGE WHICH MAY BE INCURRED BY YOU AS A RESULT OF:

- ANY RELIANCE PLACED BY YOU ON THE COMPLETENESS, ACCURACY OR EXISTENCE OF ANY ADVERTISING, OR AS A RESULT OF ANY RELATIONSHIP OR TRANSACTION BETWEEN YOU AND ANY ADVERTISER OR SPONSOR WHOSE ADVERTISING APPEARS ON THE SERVICE;
- ANY CHANGES WHICH WE MAY MAKE TO THE SERVICES, OR FOR ANY PERMANENT OR TEMPORARY CESSATION IN THE PROVISION OF THE SERVICES (OR ANY FEATURES WITHIN THE SERVICES);
- THE DELETION OF, CORRUPTION OF, OR FAILURE TO STORE, ANY CONTENT AND OTHER COMMUNICATIONS DATA MAINTAINED OR TRANSMITTED BY OR THROUGH YOUR USE OF THE SERVICES;
- YOUR FAILURE TO PROVIDE US WITH ACCURATE ACCOUNT INFORMATION; OR
- YOUR FAILURE TO KEEP YOUR PASSWORD OR ACCOUNT DETAILS SECURE AND CONFIDENTIAL.

PLEASE NOTE THAT WE ONLY PROVIDE OUR PLATFORM FOR DOMESTIC AND PRIVATE USE. YOU AGREE NOT TO USE OUR PLATFORM FOR ANY COMMERCIAL OR BUSINESS PURPOSES, AND WE HAVE NO LIABILITY TO YOU FOR ANY LOSS OF PROFIT, LOSS OF BUSINESS, LOSS OF GOODWILL OR BUSINESS REPUTATION, BUSINESS INTERRUPTION, OR LOSS OF BUSINESS OPPORTUNITY.

IF DEFECTIVE DIGITAL CONTENT THAT WE HAVE SUPPLIED DAMAGES A DEVICE OR DIGITAL CONTENT BELONGING TO YOU AND THIS IS CAUSED BY OUR FAILURE TO USE REASONABLE CARE AND SKILL, WE WILL EITHER REPAIR THE DAMAGE OR PAY YOU COMPENSATION. HOWEVER, WE WILL NOT BE LIABLE FOR DAMAGE THAT YOU COULD HAVE AVOIDED BY FOLLOWING OUR ADVICE TO APPLY AN UPDATE OFFERED TO YOU FREE OF CHARGE OR FOR DAMAGE THAT WAS CAUSED BY YOU FAILING TO CORRECTLY FOLLOW INSTALLATION INSTRUCTIONS OR TO HAVE IN PLACE THE MINIMUM SYSTEM REQUIREMENTS ADVISED BY US.

THESE LIMITATIONS ON OUR LIABILITY TO YOU SHALL APPLY WHETHER OR NOT WE HAVE BEEN ADVISED OF OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF ANY SUCH LOSSES ARISING.

YOU ARE RESPONSIBLE FOR ANY MOBILE CHARGES THAT MAY APPLY TO YOUR USE OF OUR SERVICE, INCLUDING TEXT-MESSAGING AND DATA CHARGES. IF YOU'RE UNSURE WHAT THOSE CHARGES MAY BE, YOU SHOULD ASK YOUR SERVICE PROVIDER BEFORE USING THE SERVICE.

TO THE FULLEST EXTENT PERMITTED BY LAW, ANY DISPUTE YOU HAVE WITH ANY THIRD PARTY ARISING OUT OF YOUR USE OF THE SERVICES, INCLUDING, BY WAY OF EXAMPLE AND NOT LIMITATION, ANY CARRIER, COPYRIGHT OWNER OR OTHER USER, IS DIRECTLY BETWEEN YOU AND SUCH THIRD PARTY, AND YOU IRREVOCABLY RELEASE US AND OUR AFFILIATES FROM ANY AND ALL CLAIMS, DEMANDS AND DAMAGES (ACTUAL AND CONSEQUENTIAL) OF EVERY KIND AND NATURE, KNOWN AND UNKNOWN, ARISING OUT OF OR IN ANY WAY CONNECTED WITH SUCH DISPUTES.

## 11. Other Terms

**Open Source.** The Platform contains certain open source software. Each item of open source software is subject to its own applicable license terms, which can be found at [Open Source Policy](#).

**Entire Agreement.** These Terms constitute the whole legal agreement between you and TikTok and govern your use of the Services and completely replace any prior agreements between you and TikTok in relation to the Services.

**Links.** You may link to our home page, provided you do so in a way that is fair and legal and does not damage our reputation or take advantage of it. You must not establish a link in such a way as to suggest any form of association, approval or endorsement on our part where none exists. You must not establish a link to our Services in any website that is not owned by you. The website in which you are linking must comply in all respects with the content standards set out at “Your Access to and Use of Our Services” above. We reserve the right to withdraw linking permission without notice.

**No Waiver.** Our failure to insist upon or enforce any provision of these Terms shall not be construed as a waiver of any provision or right.

**Security.** We do not guarantee that our Services will be secure or free from bugs or viruses. You are responsible for configuring your information technology, computer programmes and platform to access our Services. You should use your own virus protection software.

**Severability.** If any court of law, having jurisdiction to decide on this matter, rules that any provision of these Terms is invalid, then that provision will be removed from the Terms without affecting the rest of the Terms, and the remaining provisions of the Terms will continue to be valid and enforceable.

**Counter-notice.** If a counter-notice is received by TikTok’s Copyright Agent, we may send a copy of the counter-notice to the original complaining party informing that person that we may replace the removed content or cease disabling it. Unless the original complaining party files an action seeking a court order against the Content Provider, member or user, the removed content may be replaced, or access to it restored, in ten business days or more after receipt of the counter-notice, at TikTok’s sole discretion.

Please understand that filing a counter-notification may lead to legal proceedings between you and the complaining party to determine ownership. Be aware that there may be adverse legal consequences in your country if you make a false or bad faith allegation by using this process.

**California Consumer Rights Notice.** Under California Civil Code Section 1789.3, California users of the Services receive the following specific consumer rights notice: The Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs may be contacted in writing at the contact information set forth at [https://www.dca.ca.gov/about\\_us/contactus.shtml](https://www.dca.ca.gov/about_us/contactus.shtml).

Users of the Services who are California residents and are under 18 years of age may request and obtain removal of User Content they posted by contacting us at: <https://www.tiktok.com/legal/report/feedback>. All requests must be labeled "California Removal Request" on the email subject line. All requests must provide a description of the User Content you want removed and information reasonably sufficient to permit us to locate that User Content. We do not accept California Removal Requests via postal mail, telephone or facsimile. We are not responsible for notices that are not labeled or sent properly, and we may not be able to respond if you do not provide adequate information.

**Exports.** You agree that you will not export or re-export, directly or indirectly the Services and/or other information or materials provided by TikTok hereunder, to any country for which the United States or any other relevant jurisdiction requires any export license or other governmental approval at the time of export without first obtaining such license or approval. In particular, but without limitation, the Services may not be exported or re-exported (a) into any U.S. embargoed countries or any country that has been designated by the U.S.

Government as a “terrorist supporting” country, or (b) to anyone listed on any U.S. Government list of prohibited or restricted parties, including the U.S. Treasury Department's list of Specially Designated Nationals or the U.S. Department of Commerce Denied Person's List or Entity List.

**U.S. Government Restricted Rights.** The Services and related documentation are "Commercial Items", as that term is defined at 48 C.F.R. §2.101, consisting of "Commercial Computer Software" and "Commercial Computer Software Documentation", as such terms are used in 48 C.F.R. §12.212 or 48 C.F.R. §227.7202, as applicable. Consistent with 48 C.F.R. §12.212 or 48 C.F.R. §227.7202-1 through 227.7202-4, as applicable, the Commercial Computer Software and Commercial Computer Software Documentation are being licensed to U.S. Government end users (a) only as Commercial Items and (b) with only those rights as are granted to all other end users pursuant to the terms and conditions herein.

## **12. Dispute Resolution**

### **A. Informal resolution process first.**

If we have a dispute with you relating to or arising out of these Terms, we will first try and resolve it with you amicably. You agree to do the same for us. To be clear, when we use the terms “TikTok,” “we,” or “us” in this Section 12.A, we mean TikTok Inc. and all of our affiliated companies and individuals.

The party raising a dispute will initiate this process by notifying the other. Whichever party receives the notice will have 60 days to respond. If the dispute has not been resolved after the response time has expired, or within 30 days after a response has been issued, whichever is earlier, either party may file legal action against the other. Engaging in this informal dispute resolution process is a requirement that must be completed before filing any legal action. You and TikTok agree that you both will make a good faith effort to resolve the dispute amicably before either you or TikTok files any legal action against the other, and that the statute of limitations and any filing fee deadlines shall be tolled while the parties engage in the informal dispute resolution process.

### **B. Exclusive venue.**

These Terms and any claims, causes of action, of any kind or character, or demand arising out of or relating to the Terms will be governed by the laws of the State of California. Any claim, cause of action or dispute, arising out of or relating to these Terms shall also be resolved exclusively in the U.S. District Court for the Central District of California or the Superior Court of the State of California, County of Los Angeles. You also agree to submit to the personal jurisdiction of either of these courts for the purpose of litigating any such claim.

### **C. One year limitation period / limitation on legal action.**

YOU AND TIKTOK AGREE THAT YOU MUST INITIATE ANY PROCEEDING OR ACTION WITHIN ONE (1) YEAR OF THE DATE OF THE OCCURRENCE OF THE EVENT OR FACTS GIVING RISE TO A DISPUTE THAT IS ARISING OUT OF OR RELATED TO THESE TERMS. OTHERWISE, YOU FOREVER WAIVE THE RIGHT TO PURSUE ANY CLAIM OR CAUSE OF ACTION, OF ANY KIND OR CHARACTER, BASED ON SUCH EVENTS OR FACTS, AND SUCH CLAIM(S) OR CAUSE(S) OF ACTION ARE PERMANENTLY BARRED.

## **13. App Stores**

To the extent permitted by applicable law, the following supplemental terms shall apply when accessing the Platform through specific devices:

### **Notice regarding Apple.**

By downloading the Platform from a device made by Apple, Inc. (“Apple”) or from Apple’s App Store, you specifically acknowledge and agree that:

- These Terms between TikTok and you; Apple is not a party to these Terms.
- The license granted to you hereunder is limited to a personal, limited, non-exclusive, non-transferable right to install the Platform on the Apple device(s) authorised by Apple that you own or control for personal, non-commercial use, subject to the Usage Rules set forth in Apple’s App Store Terms of Services.
- Apple is not responsible for the Platform or the content thereof and has no obligation whatsoever to furnish any maintenance or support services with respect to the Platform.
- In the event of any failure of the Platform to conform to any applicable warranty, you may notify Apple, and Apple will refund the purchase price for the Platform, if any, to you. To the maximum extent permitted by applicable law, Apple will have no other warranty obligation whatsoever with respect to the Platform.
- Apple is not responsible for addressing any claims by you or a third party relating to the Platform or your possession or use of the Platform, including without limitation (a) product liability claims; (b) any claim that the Platform fails to conform to any applicable legal or regulatory requirement; and (c) claims arising under consumer protection or similar legislation.
- In the event of any third party claim that the Platform or your possession and use of the Platform infringes such third party’s intellectual property rights, Apple is not responsible for the investigation, defence, settlement or discharge of such intellectual property infringement claim.
- You represent and warrant that (a) you are not located in a country that is subject to a U.S. Government embargo, or that has been designated by the U.S. Government as a “terrorist supporting” country; and (b) you are not listed on any U.S. Government list of prohibited or restricted parties.
- Apple and its subsidiaries are third party beneficiaries of these Terms and upon your acceptance of the terms and conditions of these Terms, Apple will have the right (and will be deemed to have accepted the right) to enforce these Terms against you as a third party beneficiary hereof.
- TikTok expressly authorises use of the Platform by multiple users through the Family Sharing or any similar functionality provided by Apple.

## **Windows Phone Store.**

By downloading the Platform from the Windows Phone Store (or its successors) operated by Microsoft, Inc. or its affiliates, you specifically acknowledge and agree that:

- You may install and use one copy of the Platform on up to five (5) Windows Phone enabled devices that are affiliated with the Microsoft account you use to access the Windows Phone Store. Beyond that, we reserve the right to apply additional conditions or charge additional fees.
- You acknowledge that Microsoft Corporation, your phone manufacturer and network operator have no obligation whatsoever to furnish any maintenance and support services with respect to the Platform.

## **Amazon Appstore.**

By downloading the Platform from the Amazon Appstore (or its successors) operated by Amazon Digital Services, Inc. or affiliates (“Amazon”), you specifically acknowledge and agree that:

- to the extent of any conflict between (a) the Amazon Appstore Terms of Use or such other terms which Amazon designates as default end user license terms for the Amazon Appstore (“Amazon Appstore EULA Terms”), and (b) the other terms and conditions in these Terms, the Amazon Appstore EULA Terms shall apply with respect to your use of the Platform that you download from the Amazon Appstore, and
- Amazon does not have any responsibility or liability related to compliance or non-compliance by TikTok or you (or any other user) under these Terms or the Amazon Appstore EULA Terms.

## **Google Play.**

By downloading the Platform from Google Play (or its successors) operated by Google, Inc. or one of its affiliates (“Google”), you specifically acknowledge and agree that:

- to the extent of any conflict between (a) the Google Play Terms of Services and the Google Play Business and Program Policies or such other terms which Google designates as default end user license terms for Google Play (all of which together are referred to as the “Google Play Terms”), and (b) the other terms and conditions in these Terms, the Google Play Terms shall apply with respect to your use of the Platform that you download from Google Play, and
- you hereby acknowledge that Google does not have any responsibility or liability related to compliance or non-compliance by TikTok or you (or any other user) under these Terms or the Google Play Terms.

## **14. Contact Us**

You can reach us at: <https://www.tiktok.com/legal/report/feedback> or write us at TikTok Inc.: 5800 Bristol Parkway, Suite 100, Culver City, CA 90230, USA

**Annex B:**  
**TikTok Community Guidelines**

# TikTok Community Guidelines

## Community Guidelines

Released April 17, 2024

Effective May 17, 2024

### Overview

TikTok is a source of entertainment and enrichment where you can discover, create, and connect with others across the world. Our mission is to inspire creativity and bring joy.

We have Community Guidelines to create a welcoming, safe, and entertaining experience. The guidelines apply to everyone and everything on our platform. They include **rules** for what is allowed on TikTok, as well as **standards** for what is eligible for the For You feed (FYF). To address new risks and harms, the guidelines are updated on an ongoing basis.

To help you read through the guidelines, we organize them by topic area, and highlight each rule in bold. Under each section you can click **More information** for definitions, examples, and clarifications to common questions. The examples do not cover everything (we are telling you this now so that you do not have to repeatedly read the phrase "including, but not limited to"). If you are ever in doubt about what to share, please remember to be kind and treat others the way that you would want to be treated.

Thank you for helping to keep TikTok a welcoming space for everyone!

### Content Moderation

Keeping our platform safe, trustworthy, and vibrant requires balancing creative expression and preventing harm. We use a combination of safety approaches to strike the right balance:

#### **Remove content that we do not allow**

Everyone who joins TikTok has the ability to freely share content on the platform. However, we remove content--whether posted publicly or privately--when we find that it violates our rules.

#### **Restrict content that is not suitable for youth**

We allow a range of content on our platform, but also recognize that not all of it may be suitable for younger audiences. We restrict content that may not be suitable so that it is



only viewed by adults (18 years and older). A summary of restricted content categories can be found [here](#).

### **Make ineligible for the FYF content that does not meet our recommendation standards**

The FYF is an opportunity to discover new content and reach new audiences, but it is not guaranteed that all content will be recommended. Content that does not meet our standards will be ineligible for the FYF. A summary of these standards can be found [here](#).

### **Empower our community with information, tools, and resources**

We want to make sure you have the right information to help you manage your experience on TikTok. We may add labels, "opt-in" screens, or warnings to provide more context. Our [safety toolkit](#) can help you to filter out content with specific hashtags or comments that you are not comfortable seeing, and we also offer [account controls](#) and in-app features with [safety resources](#).

## Community Principles

TikTok has eight guiding community principles that are grounded in safety and our commitment to respecting [human rights](#). Our principles shape our day-to-day work and guide how we approach difficult enforcement decisions. They are centered on these themes:

- Balancing harm prevention and expression
- Embracing human dignity
- Ensuring our actions are fair

We recognize that sometimes these principles will be in tension with each other, and we carefully consider when we weigh one over another. These considerations are informed by international legal frameworks and industry best practices, including the [UN Guiding Principles on Business and Human Rights](#), the [International Bill of Human Rights](#), the [Convention on the Rights of Children](#), and the [Santa Clara Principles](#). We also seek input from our community, safety and public health experts, and our [Advisory Councils](#).

- 1. Prevent harm:** Our primary focus is keeping TikTok safe and a place for joy. We consider the many ways that content or behavior may impact our diverse community. This includes individual physical, psychological, financial, and privacy harms, as well as societal harms. To strike the right balance with free expression, we restrict content only when necessary and in a way that seeks to minimize the impact on speech.
- 2. Enable free expression:** The creativity unlocked by expression is what powers our vibrant community. We honor this principle by providing the opportunity to share freely on our platform while also proactively addressing behavior that can inhibit speech of others. However, free expression is not an absolute right – it is always considered in proportion to its potential harm, and does not extend to having your content recommended in the For You feed.
- 3. Foster civility:** Civility creates respect between people and helps communities thrive. The way we engage with each other online can sometimes threaten positive interactions with others, so being civil on TikTok is critical to fulfilling our mission. This means acknowledging everyone’s inherent dignity and conducting ourselves as if we were face-to-face. To ensure space for expression, we do allow more latitude for social critique of [public figures](#).
- 4. Respect local context:** TikTok brings together over a billion people across 150+ countries in one shared digital space. We work with regional experts and local communities to help ensure that our global approach considers the way harms are experienced across regions, and that we allow for regional applications of our guidelines, while maintaining a baseline of internationally recognized human rights.
- 5. Champion inclusion:** We want people from around the world to feel welcome on our platform. We value and celebrate different cultures, identities, appearances, viewpoints, interests, and experiences. We know some communities historically have been afforded fewer opportunities for engagement, so we are committed to the principle of equality and mitigating harms that disproportionately affect marginalized groups.
- 6. Protect individual privacy:** We are committed to protecting and respecting the privacy of our community and of individuals who are shown or discussed in content on the platform. We seek to ensure that content shared on the platform does not expose anyone’s personal information or invade their intimate privacy.
- 7. Provide transparency and consistency:** We want everyone to know what our rules and standards are and how we apply them. We seek to provide clear notice of our policies and practices, to apply them consistently and equitably, and to share our enforcement efforts in our [Transparency Center](#). We will be clear throughout the guidelines when we need to prioritize another principle over consistency, such as local context or inclusion.

8. **Be fair and just:** Moderating millions of pieces of content each day is a complex effort, and developing a trusted process to do so is foundational. We are committed to being impartial and evidence-based, producing fair outcomes, giving notice of enforcement actions, and providing an opportunity to appeal.

## Youth Safety and Well-Being

We are deeply committed to TikTok being a safe and positive experience for people under the age of 18 (we refer to them as "youth" or "young people"). This starts by being old enough to use TikTok. **You must be 13 years and older to have an account.** There are additional age limitations based on local law in some regions.

In the United States, there is a separate [under-13 TikTok experience](#) that offers additional safeguards, including restricting interactive features, content suitability assessments from [Common Sense Networks](#), and a dedicated [Privacy Policy](#). If you create a new account in the United States with a birthdate that shows you are under the age of 13, you will automatically enter into this experience.

If we learn someone is below the minimum age to have an account on TikTok, we will ban that account. If you believe you were incorrectly banned, you can [appeal](#) the decision. Anyone can report accounts that they suspect are under the minimum age, either [in-app](#) or [online](#).

We do not allow content that may put young people at risk of psychological, physical, or developmental harm. If we become aware an account holder has a [severe violation](#) or has committed a sexual offense against a young person, we will ban the account, as well as any other accounts belonging to that person. We report incidents of youth sexual abuse and exploitation to the National Center for Missing and Exploited Children ([NCMEC](#)). We also report to relevant law enforcement authorities when there is a specific, credible, and imminent threat to human life or serious physical injury.

To provide young people with an experience that is developmentally suitable and a safe space for self-exploration, we take several steps including:

- Setting minimum age requirements for access to [certain product features](#), including being 16 years and older to have your content be eligible for the FYF
- Using restrictive [default privacy settings](#)
- Developing content levels to restrict content that may not be suitable for people under the age of 18, and providing you with content filtering options

You can learn more about TikTok's tools, controls, and educational content on our [Youth Portal](#) and in our [Guardian's Guide](#).

We allow a range of content on our platform, but some of it is only made available to adults. Here is a consolidated "quick guide" of content restricted from younger audiences.

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## **!** **RESTRICTED (18 years and older)**

### **Disordered Eating and Body Image**

- Showing, describing, promoting, or offering or requesting coaching for potentially harmful weight management behaviors including:
  - Restrictive low-calorie diets, such as extended intermittent fasting
  - Using medication or supplements for weight loss or muscle gain, such as anabolic steroid use
  - Exercises designed for rapid and significant weight loss, such as cardio routines that promise to help you lose a waist size in a week
- Promoting weight loss or muscle gain products, such as sharing a before-and-after transformation
- Promoting body types as ideal or perfect, when associated with potentially harmful weight management behaviors
- Showing or promoting cosmetic surgery that does not include risk warnings, including before-and-after images, videos of surgical procedures, and messages discussing elective cosmetic surgery

### **Dangerous Activity and Challenges**

- Showing activity that involves visible or imminent moderate physical harm, or promoting activity that is likely to lead to moderate physical harm
- Showing activity that is likely to be imitated and may lead to any physical harm

### **Nudity and Body Exposure**

- Showing semi-nudity of adults, such as wearing only nipple covers or underwear that does not cover the majority of the buttocks

### **Sexually Suggestive Content**

- Showing adults engaging in intimate kissing, sexualized framing, or sexualized behavior
- Showing sex products

### **Shocking and Graphic Content**

- Showing human or animal blood
- Showing extreme physical fighting
- Showing graphic or potentially distressing footage of events that are in the public interest to view, such as clashes with law enforcement or the aftermath of a bombing or natural disaster

## Gambling

- Showing or glamorizing gambling or gambling-like activities, such as filming someone gambling or making any general positive statements about gambling

## Alcohol, Tobacco, and Drugs

- Discussing drugs or other regulated substances (as long as the substances are not being used or shown)
- Showing the consumption of excessive amounts of alcohol by adults
- Promoting tobacco products
- Showing the consumption of tobacco products by adults
- Promoting alcohol products

**Potentially harmful weight management** means diets, medication, or exercise used for rapid or drastic weight loss or muscle gain that may create a long-term health or well-being risk.

**Moderate physical harm** is harm that is unlikely to require professional medical treatment and does not pose a risk of disability or disfigurement. This includes small cuts with minimal blood loss and minor bruising on the body.

**Semi-nudity** means being mostly unclothed and close to (but not actually) nude, such as implied nudity or wearing clothes that minimally cover intimate body parts.

**Intimate body parts** means genitalia, buttocks, and breasts (including nipple and areola).

**Intimate kissing** means kissing that may indicate sexual arousal or the beginning of a sexual interaction.

**Sexualized framing** means content that intentionally emphasizes clothed intimate body parts through techniques, such as filming, editing, or positioning of the body in front of the camera.

**Sexualized behavior** means behavior that is intended to be sexually arousing, including performances or repetitive body movements emphasizing intimate body parts, and imitating sexual acts.

**Sex product** means an object or device that is designed to be used for sexual pleasure, such as a sex toy.

**Gambling** is betting money (including digital currencies, such as bitcoin) or something of monetary value on an event with an uncertain outcome, for a financial gain.

**Gambling-like activities** means activities that do not rise to the level of gambling, but are similar in behavior and carry similar risks, such as social casinos and gambling-related software.

**Tobacco products** include vaping products, smokeless or combustible tobacco products, synthetic nicotine products, E-cigarettes, and other Electronic Nicotine Delivery Systems.

**Regulated substances** include prescription drugs, over-the-counter drugs, compressed air canisters (whippets), and nitrite poppers.

## Safety and Civility

Physical and psychological safety form the foundation of individual well-being, and civility is key to a thriving community. Being civil does not mean you must always agree, but rather it is about recognizing everyone's inherent dignity and being respectful in action, words, and tone when engaging others.

### 1. Violent and Criminal Behavior

We are committed to bringing people together in a way that does not lead to physical conflict. We recognize that online content related to violence can cause real-world harm. **We do not allow any violent threats, promotion of violence, incitement to violence, or promotion of criminal activities that may harm people, animals, or property.**

If there is a specific, credible, and imminent threat to human life or serious physical injury, we report it to relevant law enforcement authorities.

For details on how we approach content that contains images of violence but does not promote violence, see [Shocking and Graphic Content](#).

#### More information

##### NOT ALLOWED

- Threatening or expressing a desire to cause physical injury to a person or a group
- Promoting or inciting violence, such as encouraging an attack or others to attack, praising a violent act, or recommending people bring weapons to a location to intimidate others
- Promoting theft, or the destruction of property or the natural environment
- Providing instructions on how to commit criminal activities that may harm people, animals, or property

##### ALLOWED

- Threats of violence in fictional settings

## 2. Hate Speech and Hateful Behavior

TikTok is enriched by the diversity of our community. Our differences should be embraced, rather than a cause for division. **We do not allow any hate speech, hateful behavior, or promotion of hateful ideologies.** This includes explicit or implicit content that attacks a protected group.

When there are discussions about social issues on TikTok, we want them to be respectful. Content may be ineligible for the FYF when it indirectly demeans protected groups.

Learn more about our work to [counter hate](#), as well as [tools](#) that can help limit unwanted interactions, including restricting options for comments, duet, stitch, and messaging.

### More information

**Hateful ideologies** are systems of beliefs that exclude, oppress, or otherwise discriminate against individuals based on their protected attributes.

**Protected groups** means individuals or communities that share protected attributes.

**Protected attributes** mean personal characteristics that you are either born with, are immutable, or it would cause severe psychological harm if you were forced to change them or were attacked because of them. This includes:

- Caste
- Ethnicity
- National Origin
- Race
- Religion
- Tribe
- Immigration Status
- Gender
- Gender Identity
- Sex
- Sexual Orientation
- Disability
- Serious Disease

In addition, we also provide some protections related to age, and may consider other protected attributes when we have additional context, such as specific regional information provided to us by a local non-governmental organization (NGO). The attributes listed above are informed by the [Universal Declaration of Human Rights](#) and international conventions.

### NOT ALLOWED

- Promoting violence, segregation, discrimination, and other harms on the basis of a protected attribute
- Promoting any hateful ideology, including:

- Claiming supremacy over a protected group, such as racial supremacy, misogyny, anti-LGBTQ+, antisemitism, or Islamophobia
- Making conspiratorial statements that target a protected group, such as supporting the Great Replacement Theory or saying that Jewish people control the media
- Using associated symbols and images
- Facilitating the trade or marketing of any items that promote hate speech or hateful ideologies, such as books or clothing with hateful logos
- Dehumanizing someone on the basis of their protected attributes by saying or implying they are physically, mentally, or morally inferior, or calling them degrading terms, such as saying they are criminals or animals, or comparing them to inanimate objects
- Using a hateful slur associated with a protected attribute
- Denying, or minimizing the scale of, well-documented historical events that harmed protected groups, such as denying the existence of the Holocaust or the genocide against the Tutsi in Rwanda
- Accusing a protected group of being responsible for bad acts caused by one person with that protected attribute, such as using one example of harmful behavior caused by an immigrant to suggest all immigrants are dangerous
- Content that dehumanizes or denies the existence of people because of their protected attributes, such as saying people have a mental illness if they identify as transgender
- Deadnaming or misgendering someone by using their former name or gender rather than their chosen identity, or by promoting conversion therapy programs that attempt to change a person's sexual orientation or gender identity

### FYF INELIGIBLE

- Some content that uses stereotypes, insinuation, or indirect statements that may implicitly demean protected groups

### ALLOWED

- Slurs that are reclaimed by the targeted community in a way that is not degrading, such as using a slur in a song or to refer to yourself



- Educational and documentary content that raises awareness about the harm of hate speech, including slurs when they are used to discuss a related harm
- Counterspeech, condemnation of, or satire about hateful ideologies
- Discussion of social issues that impact protected groups, including in policy debates (as long as it does not attack people on the basis of a protected attribute)

### 3. Violent and Hateful Organizations and Individuals

We want you to share what inspires you, but TikTok is not a place to spread beliefs or propaganda that encourage violence or hate. **We do not allow the presence of violent and hateful organizations or individuals on our platform.** These actors include violent extremists, violent criminal organizations, violent political organizations, hateful organizations, and individuals who cause serial or mass violence. If we become aware that any of these actors may be on our platform, we will conduct a thorough review - including off-platform behavior - which may result in an [account ban](#).

Often the ideas of these actors are amplified by others. **We do not allow anyone to promote or provide material support to violent or hateful actors.** Content that may appear neutral, such as featuring a quote from a hateful organization or individual, must make clear that there is no intent to promote it. We make limited exceptions for discussions about violent political organizations.

#### More information

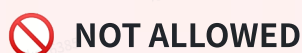
**Material support** means giving financial contributions, goods, or services to promote violent organizations or individuals, or their cause. This includes recruitment, fundraising, selling merchandise, and promoting training materials.

**Violent extremists** are non-state groups, including those [designated by the United Nations](#), that threaten or use violence against civilians for political, religious, ethnic, or ideological reasons.

**Violent criminal organizations** are transnational, national, or local groups that commit serious crimes, including violence, trafficking, and kidnapping.

**Violent political organizations** are non-state actors that commit violent acts primarily against state actors (such as a national military) rather than civilians, as part of ongoing political disputes (such as territorial claims).

**Hateful organizations** are groups who target people on the basis of protected attributes, including inciting hate, dehumanizing individuals or groups, and promoting hateful ideologies.



**NOT ALLOWED**

- Accounts operated by organizations or individuals that promote violence or hateful ideologies on or off-platform
- Providing material support to violent political organizations or promoting violence caused by them
- Promoting (including any praise, celebration, or sharing of manifestos) or providing material support to:
  - Hateful organizations
  - Individuals who cause serial or mass violence, or promote hateful ideologies
  - Violent criminal organizations
  - Violent extremists

#### **ALLOWED**

- Discussing a violent political organization (as long as there is no promotion of violence)
- Educational and documentary content that raises awareness about the harm of violent and hateful actors

## 4. Youth Sexual and Physical Abuse

We are deeply committed to TikTok being a safe and positive experience for young people. **We do not allow showing, promoting, or engaging in youth sexual or physical abuse or exploitation.** This includes child sexual abuse material (CSAM), grooming, sextortion, sexual solicitation, pedophilia, and physical or psychological harm of young people.

We report incidents of youth sexual abuse and exploitation to the National Center for Missing and Exploited Children ([NCMEC](#)). We also report to relevant law enforcement authorities when there is a specific, credible, and imminent threat to human life or serious physical injury. If you see suspected CSAM, [report](#) it immediately in-app or on our website. Do not download, capture, or share CSAM content in any way.

If you or someone you know has experienced youth sexual abuse or exploitation, support is available. Contact a [helpline or service provider](#) in your region. If you are in immediate danger, contact your local emergency services.

### More information

**Child Sexual Abuse Material (CSAM)** means any sexualized material of a young person that is shared or created by anyone, including [self-generated CSAM](#), or highly realistic-appearing digital or [AI-generated content](#). Sexualized material includes content that implies or shows

sexual activities or sexual abuse, sexualization of a youth body, or fetishization of youth body parts.

**Grooming** is when someone becomes friendly or otherwise builds a trusting relationship with a young person for the purpose of sexual abuse or exploitation.

**Sextortion** is a threat to share nude, intimate, or sexually explicit content without consent, usually to get money, sexual acts, or more nude, intimate, or sexually explicit content.

**Sexual harassment** is unwanted sexual communication or behavior directed at a person. This includes sexualization through the platform (such as imitating a sexual act through a duet or a sticker), making statements about intimate body parts or sexual performance, or sharing or threatening to share information about a person's sexual life (such as sexual history or partners, or sexual orientation).

**Intimate body parts** means genitalia, buttocks, and breasts (including nipple and areola).

## NOT ALLOWED

- Showing, promoting, or engaging in youth sexual or physical abuse or exploitation, including:
  - **Child sexual abuse material** (CSAM), including any screenshot or any clip from the original material even if it does not show nudity or sexual activity
  - Romantic relationships between an adult and young person, including pedophilia, or self-identifying as an adult attracted to young people
  - Grooming behavior
  - Sextortion
  - Sexual harassment
  - Sexual solicitation, including inviting a young person to engage in a sexual act, go off-platform, or share sexually explicit images (even if invited by another young person)
- Showing or promoting physical abuse, neglect, endangerment, or psychological abuse of young people
- Revictimizing young people who have experienced abuse or exploitation, including through third party reshares

## ALLOWED

- Educational and documentary content related to the harms of abuse or exploitation (as long as it does not show or graphically describe such content)

## 5. Adult Sexual and Physical Abuse

We are committed to providing a space that embraces gender equity, supports healthy relationships, and respects intimate privacy. Undermining these values can cause trauma and may lead to physical and psychological harm. **We do not allow showing, promoting, or engaging in adult sexual or physical abuse or exploitation.** This includes non-consensual sexual acts, image-based sexual abuse, sextortion, physical abuse, and sexual harassment.

If you or someone you know has experienced abuse or exploitation, support is available. Contact a [helpline or service provider](#) in your region. If you are in immediate danger, contact your local emergency services. If you believe you have experienced an intimate privacy violation on our platform, you can [report it](#).

### More information

**Non-consensual sexual acts** means any sexual contact that happens without the consent of everyone involved in the activity. This includes any non-consensual sexual contact, such as rape and molestation.

**Image-based sexual abuse** is possessing, distributing, or providing instructions on how to create or access intimate images (real or altered) of an individual that were created or distributed for a sexual purpose without their consent. Content may be distributed without consent even if it appears to have been taken with consent.

**Sextortion** is a threat to share nude, intimate, or sexually explicit content without consent, usually to get money, sexual acts, or more nude, intimate, or sexually explicit content.

**Sexual harassment** is unwanted sexual communication or behavior directed at a person. This includes sexualization through the platform (such as imitating a sexual act through a duet or a sticker), making statements about intimate body parts or sexual performance, or sharing or threatening to share information about a person's sexual life (such as sexual history or partners, or sexual orientation).

**Intimate body parts** means genitalia, buttocks, and breasts (including nipple and areola).

### NOT ALLOWED

- Showing, promoting, or engaging in:
  - Non-consensual sexual acts, image-based sexual abuse, or physical abuse (domestic violence)
  - Sexual harassment
  - Sextortion

## ✓ ALLOWED

- Survivors of abuse or exploitation sharing their own experiences (as long as it does not show or graphically describe such content)
- Educational and documentary content that raises awareness about the harm of sexual exploitation and gender-based violence (as long as it does not show or graphically describe such content)

## 6. Human Trafficking and Smuggling

We are committed to upholding individual human dignity and ensuring TikTok is not used to take advantage of vulnerable people. **We do not allow human trafficking and smuggling.** We understand how important it is for survivors of human trafficking and smuggling to share their stories, and for migrants to be able to document their journeys, so we provide a space to do so.

We report incidents of youth sex trafficking to the National Center for Missing and Exploited Children (NCMEC). We also report to relevant law enforcement authorities when there is a specific, credible, and imminent threat to human life or serious physical injury.

### More information

**Human trafficking** is a form of modern slavery that can occur domestically or internationally and involves the recruitment of victims, coordination of their transport, and their exploitation using force, fraud, coercion, or deception. It can include sex, labor, child, or organ trafficking, forced marriage, forced criminality (such as exploitative begging), domestic servitude, and child soldiers.

**Human smuggling** involves earning a profit by helping a person to illegally enter another country. It can include providing transportation, consultation, identity, and travel document fraud.

## ✗ NOT ALLOWED

- Facilitating or coordinating human smuggling acts and services
- Recruiting or coordinating human trafficking acts

## ✓ ALLOWED

- Expressing a desire to migrate to another country, or showing a migrant's journey (as long as it does not explicitly show the involvement of smugglers in their journey)
- Asking for help or sharing information about how to leave a country as a result of human rights related abuses or a humanitarian crisis

- Survivors sharing their own experiences of human trafficking and smuggling
- Educational and documentary content that raises awareness about the harm of human trafficking and smuggling

## 7. Harassment and Bullying

We welcome the respectful expression of different viewpoints, and want to ensure that anyone can share their voice without the fear of being degraded or bullied. **We do not allow harassing, degrading, or bullying statements or behavior.** This includes responding to such acts with retaliatory harassment.

We recognize that public figures are in a position of public attention, have ways to counter negative speech, and that some content related to them may be in the [public interest](#) to view. We do allow some negative or critical comments or images about public figures. However, we still remove content that violates other policies (such as violent threats, hate speech, or sexual exploitation), as well as serious forms of harassment (such as doxxing or expressing a desire that someone experience serious physical harm).

If you or someone you know is being bullied, help is available. We offer [support resources](#), as well as [tools](#) that can help limit harmful interactions, including restricting options for comments, duet, stitch, and messaging.

### More information

**Doxxing** involves publishing personal information about someone online with a malicious intent. We recognize intent can be subjective, so we use objective indicators to help us understand it, such as captions and hashtags.

**Public figures** are adults (18 years and older) with a significant public role, such as a government official, politician, business leader, or celebrity. We do not identify people under the age of 18 as public figures.

**Private figures** are all people under the age of 18, and adults (18 years and older) who are not public figures.

### NOT ALLOWED

- Degrading an individual who has experienced physical distress, or on the basis of their personal appearance, intelligence, or personal circumstances (such as hygiene, or health or medical history)
- Showing someone being physically bullied by another person or group
- Degrading or revictimizing people who have experienced a tragedy, such as claiming that they deserved it or belittling or denying their experience

- Undermining an individual's physical safety, by threatening them, or expressing a desire for them to die, get a serious disease, or experience some other severe physical harm
- Threatening or inciting others to doxx or blackmail someone, or to share or hack account information
- Inciting others to harass a person, or promoting coordinated harassment, such as advocating for people to post comments with abusive language, or to maliciously report an account

### ALLOWED

- Criticizing an individual's content or actions (as long as it does not critique their personal characteristics)
- Counterspeech, or condemnation of harassment or bullying (as long as it does not involve retaliatory harassment)
- Some negative or critical comments or images about public figures (as long as they do not constitute serious forms of harassment or violate other policies)
- Educational and documentary content that raises awareness about the harms of harassment and bullying

## Mental and Behavioral Health

We care deeply about your well-being and seek to be a source of happiness, enrichment, and belonging. We welcome people coming together to find connections, participate in shared experiences, and feel part of a broader community. We work to make sure this occurs in a supportive space that does not negatively impact your physical or psychological health.

### 1. Suicide and Self-Harm

We want TikTok to be a place where you can discuss emotionally complex topics in a supportive way without increasing the risk of harm. **We do not allow showing, promoting, or sharing plans for suicide or self-harm.**

If you or someone you know has had thoughts of suicide or self-harm, support is available. Contact a suicide prevention [helpline](#) in your region or your local emergency services. We may contact local emergency services, if there is a specific, credible, and imminent threat to human life or serious physical injury, such as sharing details about a plan to harm yourself.

**More information**

## NOT ALLOWED

- Showing, promoting, or providing instructions on suicide or self-harm, and related challenges, dares, games, and pacts, including naming or describing methods
- Showing or promoting suicide or self-harm hoaxes
- Sharing plans for suicide or self-harm

## ALLOWED

- Sharing messages of hope or stories of personal experiences overcoming suicide or self-harm urges (as long as there is no mention of suicide or self-harm methods)
- Sharing suicide or self-harm prevention content, such as information on suicide warning signs or how to access professional help
- Sharing accurate information that is trying to reduce panic about suicide hoaxes

## 2. Disordered Eating and Body Image

We want TikTok to be a place that encourages self-esteem and does not promote negative social comparisons. **We do not allow showing or promoting disordered eating and dangerous weight loss behaviors, or facilitating the trade or marketing of weight loss or muscle gain products.**

Content is restricted (18 years and older) and ineligible for the FYF if it shows or promotes potentially harmful weight management, or markets weight loss or muscle gain products.

Content is restricted (18 years and older), and ineligible for the FYF in some regions, if it shows cosmetic surgery and does not include risk warnings.

If you or someone you know is experiencing concerns about body image, food, or exercise, support is available. Contact a [helpline](#) in your region.

### More Information

**Disordered eating and dangerous weight loss behaviors** means extreme dieting or fasting, or misusing medication or engaging in exercise for weight loss that may create a significant and immediate health or well-being risk.

**Potentially harmful weight management** means diets, medication, or exercise used for rapid or drastic weight loss or muscle gain that may create a long-term health or well-being risk.

## NOT ALLOWED



- Showing, describing, promoting, or offering or requesting coaching for disordered eating or dangerous weight loss behaviors, including:
  - Extreme low-calorie diets
  - Bingeing and intentional vomiting
  - Misusing medication or supplements for weight loss
  - Exercising through serious injuries or illness
- Showing or promoting unhealthy body measurement and "body checking" trends, such as comparing body part size to household objects
- Facilitating the trade or marketing of weight loss or muscle gain products

### **! RESTRICTED (18 years and older)**

- Showing, describing, promoting, or offering or requesting coaching for potentially harmful weight management behaviors including:
  - Restrictive low-calorie diets, such as extended intermittent fasting
  - Using medication or supplements for weight loss or muscle gain, such as anabolic steroid use
  - Exercises designed for rapid and significant weight loss, such as cardio routines that promise to help you lose a waist size in a week
- Promoting weight loss or muscle gain products, such as sharing a before-and-after transformation
- Promoting body types as ideal or perfect, when associated with potentially harmful weight management behaviors
- Showing or promoting cosmetic surgery that does not include risk warnings, including before-and-after images, videos of surgical procedures, and messages discussing elective cosmetic surgery

### **— FYF INELIGIBLE**

- Showing, describing, promoting, or offering or requesting coaching for potentially harmful weight management behaviors including:
  - Restrictive low-calorie diets, such as extended intermittent fasting
  - Using medication or supplements for weight loss or muscle gain, such as anabolic steroid use

- Exercises designed for rapid and significant weight loss, such as cardio routines that promise to help you lose a waist size in a week
- Promoting weight loss or muscle gain products, such as sharing a before-and-after transformation
- Promoting body types as ideal or perfect, when associated with potentially harmful weight management behaviors
- Showing or promoting cosmetic surgery that does not include risk warnings, including before-and-after images, videos of surgical procedures, and messages discussing elective cosmetic surgery

### ALLOWED

- Condemning disordered eating, dangerous weight loss behaviors, or potentially harmful weight management (as long as it does not show or describe a diet or behavior)
- Showing or describing:
  - Competitive eating contests, such as hot dog and pie-eating contests
  - Fitness routines and nutrition that are not primarily focused on extreme weight loss, such as preparing for competitive sports, marathon training, or body building competitions
  - Medically necessary surgery, such as including before-and-after images of the repair of a cleft lip, breast reconstruction after a mastectomy, or gender affirmation surgery
  - Medically necessary health interventions under the guidance of a medical or health professional, such as restrictive diets before surgery
  - Religious diet behavior and fasting
  - Physical disabilities and differently-abled bodies

## 3. Dangerous Activity and Challenges

We welcome opportunities to participate in fun and creative trends. Most activities or challenges are suitable for everyone and bring people together, but some pose a risk of significant injury.

**We do not allow showing or promoting dangerous activity and challenges.**

Content is restricted (18 years and older) if it shows activity that is likely to be imitated and may lead to any physical harm. Content is ineligible for the FYF if it shows activity that is likely to lead to moderate physical harm. To help you manage your TikTok experience, we also apply warning

information to this type of content, as well as to content showing professionals performing extreme sports and stunts. Learn more about [what to do](#) if you see an online challenge.

## More information

**Dangerous activity and challenges** are acts performed by non-professionals that pose inherent or known risks and which may result in significant physical harm. This includes dares, games, tricks, inappropriate use of dangerous tools, and eating substances that are harmful to an individual's health.

**Significant physical harm** is harm that usually requires professional medical treatment and poses a risk of temporary or permanent disability or disfigurement. This includes dislocated or broken bones, poisoning, loss of consciousness, serious burns, electrocution, concussion, and choking.

**Moderate physical harm** is harm that is unlikely to require professional medical treatment and does not pose a risk of disability or disfigurement. This includes small cuts with minimal blood loss and minor bruising on the body.

### **NOT ALLOWED**

- Showing dangerous activity that involves visible or imminent significant physical harm, or promoting dangerous activity
- Showing or promoting:
  - Inappropriate use of dangerous tools, such as knives, axes, chainsaws, or welding torches
  - Eating or drinking substances that are dangerous for humans to consume, such as rocks or detergent
  - Dangerous driving behavior, such as exceeding the speed limit, running a red light, or distracted driving (including live streaming while driving)

### **RESTRICTED (18 years and older)**

- Showing activity that involves visible or imminent moderate physical harm, or promoting activity that is likely to lead to moderate physical harm
- Showing activity that is likely to be imitated and may lead to any physical harm

### **FYF INELIGIBLE**

- Showing activity that involves visible or imminent moderate physical harm, or promoting activity that is likely to lead to moderate physical harm

## ✓ ALLOWED

- Using weapons, such as spears and shields, in ceremonial settings, religious festivals, and cultural practices

## Sensitive and Mature Themes

TikTok provides content that ranges from very family friendly to more mature. Given the diversity of our global community, developmental and cultural considerations inform our approach to potentially sensitive and more mature content that may be considered offensive by some. To honor our principle of [respecting local context](#) and not imposing the norms of one country on another, some of the applications of the guidelines in this section differ across regions.

### 1. Sexual Activity and Services

TikTok is a place where you can come to discuss or learn about sexuality, sex, or reproductive health. We are mindful that certain content may not be suitable for young people, may be considered offensive by some, or may create the potential for exploitation. **We do not allow sexual activity or services.** This includes sex, sexual arousal, fetish and kink behavior, and seeking or offering sexual services. However, it does not include reproductive health and sex education content.

#### More information

**Fetish and kink behavior** includes BDSM (bondage, discipline, domination, submission, sadism, and masochism), and sexual behaviors with non-human objects or with specific body parts (such as a foot fetish).

**Reproductive health** means the physical, mental and social well-being in all matters relating to the reproductive system and to its functions and processes.

**Sex education** means a broad variety of topics related to sex, sexuality, sexual health, and relationships.

## ⊘ NOT ALLOWED

- Showing penetrative sex, non-penetrative sex, or oral sex
- Showing physical sexual arousal, including sexual stimulation and physical responses to sexual arousal
- Fetish or kink activity

- Sexual services, including offering or asking for sexual acts (solicitation), sexual chats, imagery, pornography, member exclusive content, and streaming of adult content through a webcam, such as stripping, nude modeling, and masturbation (sexcamming)
- Sexual chats, imagery, or pornography

### ALLOWED

- Reproductive health and sex education content, such as the use of birth control and abortion discussed in a medical or scientific context related to procedures, surgeries, or examinations

## 2. Nudity and Body Exposure

We celebrate all shapes and sizes and want you to feel comfortable in how you present yourself and your body. We understand societies approach body exposure and clothing differently, so we seek to reflect prevailing cultural practices. **We do not allow nudity.** This includes bare genitalia, buttocks, breasts of women and girls, and sheer clothing.

We want to provide young people with an experience that is developmentally suitable. **We do not allow semi-nudity or significant body exposure of young people.** Content is ineligible for the FYF if it shows body exposure of a young person that may present a risk of uninvited sexualization.

We also do not want to amplify content that may not be suitable for a wide audience. Content is restricted (18 years and older) and is ineligible for the FYF if it shows semi-nudity of an adult. We allow regional exceptions for body exposure in limited situations, such as cultural practices.

### More information

**Nudity** means being unclothed and showing bare intimate body parts that prevailing cultural practices indicate should be fully covered. This includes bare breasts of women and girls, but not of men and boys (including those who are transgender or intersex), or people who are non-binary. We recognize that some individuals do not describe their gender in binary terms, and acknowledge the complexity of applying this policy. When reviewing such content, we look at how someone self-describes using first-party information and indicators, such as captions, hashtags, or bio, and then may also look at how the person presents.

**Intimate body parts** means genitalia, buttocks, and breasts (including nipple and areola).

**Semi-nudity** means being mostly unclothed and close to (but not actually) nude, such as implied nudity or wearing clothes that minimally cover intimate body parts.

**Significant body exposure** means being clothed but having partially uncovered intimate body parts or only wearing intimate clothing, such as underwear.

### NOT ALLOWED

- Showing nudity of adults and young people, including photography and digitally created images, such as manga and anime (*learn more about CSAM in [Youth Exploitation](#)*)
- Showing semi-nudity or significant body exposure of young people, such as extremely cropped shirts, or only wearing underwear or lingerie

### RESTRICTED (18 years and older)

- Showing semi-nudity of adults, such as wearing only nipple covers or underwear that does not cover the majority of the buttocks

### FYF INELIGIBLE

- Showing semi-nudity of adults, such as wearing only nipple covers or underwear that does not cover the majority of the buttocks
- Showing youth in clothing that exposes substantial cleavage, or the clothed outline of certain intimate body parts (genitalia and nipples)
- Showing infants and toddlers (under the age of 4) with implied nudity or partially exposing their buttocks

### ALLOWED

- Showing full nudity of infants during childbirth
- Showing bare breasts of men and boys (including those who are transgender or intersex), infants and toddlers (under the age of 4), and people who are non-binary
- Showing full buttocks of anyone, and bare breasts of women (and of girls, when we have additional context), in the following non-sexualized settings:
  - Cultural practice, such as breastfeeding or chestfeeding, populations who do not traditionally wear coverings, or during large traditional celebration festivals (such as Carnival)
  - Documentary or educational contexts, such as political protests
  - Scientific or medical contexts, such as breast reconstruction after a mastectomy

- Showing body exposure that appears in culturally expected contexts, such as someone wearing a swimsuit at a beach or festival, or an athlete wearing a sports bra

### 3. Sexually Suggestive Content

We welcome you to creatively express yourself, celebrate your culture, or seek to entertain. We are mindful that certain behaviors related to sexual arousal or suggestiveness may be offensive to some people and may put young people at risk of exploitation. **We do not allow content by young people that intends to be sexually suggestive.** This includes intimate kissing, sexualized framing, or sexualized behavior. **We also do not allow sexually explicit language by anyone.** We do allow some artistic content with sexual references, such as song lyrics.

Content is restricted (18 years and older) and ineligible for the FYF if it shows intimate kissing, sexualized framing, or sexualized behavior by adults, or if it shows sex products.

#### More information

**Intent** is referenced to be clear that other people finding you sexually arousing is not against the rules. However, we also acknowledge that intent can be subjective. To help us understand it, we use objective indicators, including a bio, hashtags, captions (such as "do you like what you see"), or sounds (such as moaning). We also recognize that different regions have varying views on what is considered sexually suggestive, which also informs our assessment.

**Intimate body parts** means genitalia, buttocks, and breasts (including nipple and areola).

**Intimate kissing** means kissing that may indicate sexual arousal or the beginning of a sexual interaction.

**Sexualized framing** means content that intentionally emphasizes clothed intimate body parts through techniques, such as filming, editing, or positioning of the body in front of the camera.

**Sexualized behavior** means behavior that is intended to be sexually arousing, including performances or repetitive body movements emphasizing intimate body parts, and imitating sexual acts.

**Sex product** means an object or device that is designed to be used for sexual pleasure, such as a sex toy.

#### NOT ALLOWED

- Using sexually explicit language, such as graphic descriptions of sexual acts or arousal
- Showing young people engaging in:

- Intimate kissing, such as kissing that includes closed or open mouths, tongues, biting, sucking, or groping
- Sexualized framing, such as cropping or magnifying an image, adding a digital effect (including a sticker or arrow), or bending over to draw attention to intimate body parts
- Sexualized behavior, such as repetitive breast or buttocks shaking or pelvic thrusting, striptease, fondling clothed intimate body parts, or licking phallic-shaped objects while making sounds or facial expressions that imply sexual arousal

### **RESTRICTED (18 years and older)**

- Showing adults engaging in intimate kissing, sexualized framing, or sexualized behavior
- Showing sex products

### **FYF INELIGIBLE**

- Showing adults engaging in intimate kissing, sexualized framing, or sexualized behavior
- Showing sex products

### **ALLOWED**

- Sexually explicit narratives in some artistic contents, such as song lyrics
- Showing greeting or non-intimate kisses, such as kissing someone on a cheek, or briefly on the lips

## 4. Shocking and Graphic Content

Part of the joy of TikTok is coming across new and unexpected content. But the platform is not a place to intentionally shock, upset, or disgust others. We recognize this type of content may be triggering, cause psychological harm, or lead to extreme discomfort. **We do not allow gory, gruesome, disturbing, or extremely violent content.**

Content is restricted (18 years and older) and ineligible for the FYF if it shows human or animal blood, extreme physical fighting, or graphic footage of events that would otherwise violate our



rules but are in the [public interest](#) to view. Content is also ineligible for the FYF if it shows fictional graphic violence or potentially distressing or mildly graphic material.

To help you manage your TikTok experience, we apply an "opt-in" screen or warning information to some content, such as human or animal blood, wild animals attacking each other, professional fighting, or potentially distressing or mildly graphic material.

## More information

### NOT ALLOWED

- Showing:
  - Real-world torture and graphic violence
  - Graphic deaths and accidents
  - Dismembered, mutilated, charred, burned, or severely injured bodies

### RESTRICTED (18 years and older)

- Showing:
  - Human or animal blood
  - Extreme physical fighting
  - Graphic or potentially distressing footage of events that are in the public interest to view, such as clashes with law enforcement or the aftermath of a bombing or natural disaster

### FYF INELIGIBLE

- Showing:
  - Human or animal blood
  - Extreme physical fighting
  - Graphic or potentially distressing footage of events that are in the public interest to view, such as clashes with law enforcement or the aftermath of a bombing or natural disaster
  - Fictional graphic violence
  - Potentially distressing material that may cause anxiety or fear, such as showing non-severe injuries and accidents, dead animals, jump scare effects, or gory make-up

- Mildly graphic material that may cause disgust, including human and animal bodily functions and fluids (such as urine or vomit), and close-ups of organs and certain animals (such as insects or rats)

### ALLOWED

- Showing:
  - Professional fights, such as boxing or mixed martial arts
  - Blood shown in an educational context (such as menstruation) and artistic settings (such as fine art)
  - Food-related blood products, such as blood sausage, blood or black pudding, curd, or cake

## 5. Animal Abuse

TikTok is a place that respects animals and celebrates the ways that they enrich our lives across different cultures and regions. **We do not allow animal abuse, cruelty, neglect, trade, or other forms of animal exploitation.**

Learn more about [animal abuse](#), including how to contact animal welfare organizations in your region.

### More information

### NOT ALLOWED

- Slaughtering, mutilating, or abusing animals, including staged animal fighting
- Showing or promoting the mistreatment or neglect of animals, such as malnourishment
- Dismembered, mutilated, charred, burned, or severely injured animals
- Wildlife hunting without clear legal permission (poaching)
- Sexual activity between an animal and a human (bestiality)
- Facilitating the trade or marketing of all live animals, and any part of an endangered animal, such as products and medicine made from elephant ivory, tiger bones, rhinoceros horns, or sea turtle shells

### ALLOWED

- Food-related animal body parts, such as barbecued chicken legs
- Educational and documentary content that raises awareness about animal abuse (as long as it does not include highly graphic content of animal abuse)

## Integrity and Authenticity

We want you to feel confident that you can access information that is reliable, discover content that is original, and engage with people who are authentic. This is foundational to building a community of trust and accountability both on and off-platform.

### 1. Misinformation

In a global community, it is natural for people to have different opinions, but we seek to operate on a shared set of facts and reality. **We do not allow misinformation that may cause significant harm to individuals or society, regardless of intent.** We rely on [independent fact-checking partners](#), guidance from public health authorities, and our database of previously fact-checked claims to help assess the accuracy of content.

Content is ineligible for the FYF if it contains misinformation that may cause moderate harm, such as certain health content, conspiracy theories, repurposed media, or misrepresented authoritative sources. To be cautious, unverified information about emergencies and content temporarily under review by fact-checkers is also ineligible for the FYF.

To help you manage your TikTok experience, we may apply warning labels to content that has been assessed by our fact-checking partners and cannot be verified as accurate. We may also send [prompts](#) to reconsider sharing such content.

### More information

**Misinformation** means false or misleading content.

**Significant harm** means severe forms of physical harm (including life-threatening injury or death), psychological harm (including trauma), large-scale property damage, and societal harm (including undermining fundamental social processes or institutions).

**Moderate harm health misinformation** means false or misleading content regarding the treatment or prevention of injuries, conditions, or illnesses that are not immediate or life-threatening.

**Conspiracy theories** means beliefs about unexplained events, or involve rejecting generally accepted explanations for events, including suggesting they were carried out by covert or powerful individuals or groups.

**Repurposed media** means unedited media content that is presented out of context and may mislead a person about a developing topic of public importance.

**Misrepresented authoritative sources** means content that promotes misleading correlations or conclusions related to authoritative information that is recognized and trusted, such as reports from research institutions.

### **NOT ALLOWED**

- Misinformation that poses a risk to public safety or may induce panic about a crisis event or emergency, including using historical footage of a previous attack as if it were current, or incorrectly claiming a basic necessity (such as food or water) is no longer available in a particular location
- Health misinformation, such as misleading statements about vaccines, inaccurate medical advice that discourages people from getting appropriate medical care for a life-threatening disease, or other misinformation which may cause negative health effects on an individual's life
- Climate change misinformation that undermines well-established scientific consensus, such as denying the existence of climate change or the factors that contribute to it
- Conspiracy theories that name and attack individual people
- Conspiracy theories that are violent or hateful, such as making a violent call to action, having links to previous violence, denying well-documented violent events, or causing prejudice towards a group with a protected attribute

### **FYF INELIGIBLE**

- Conspiracy theories that are unfounded and claim that certain events or situations are carried out by covert or powerful groups, such as "the government" or a "secret society"
- Moderate harm health misinformation, such as an unproven recommendation for how to treat a minor illness
- Repurposed media, such as showing a crowd at a music concert and suggesting it is a political protest
- Misrepresenting authoritative sources, such as selectively referencing certain scientific data to support a conclusion that is counter to the findings of the study
- Unverified claims related to an emergency or unfolding event
- Potential high-harm misinformation while it is undergoing a fact-checking review

## ✓ ALLOWED

- Statements of personal opinion (as long as it does not include harmful misinformation)
- People sharing their own stories or experiences about medical treatment or procedures, or health care systems (as long as it does not contain harmful misinformation, or encourage people to ignore professional medical advice or public health authority guidance)
- Discussions about climate change, such as the benefits or disadvantages of particular policies or technologies, or personal views related to specific weather events (as long as it does not undermine scientific consensus)

## 2. Civic and Election Integrity

Elections are important events and are often the subject of intense discussion and analysis. We try to balance enabling these discussions, while also being a place that brings people together and does not cause division. **We do not allow paid political promotion, political advertising, or fundraising by politicians and political parties (for themselves or others).** Our [political advertising policy](#) includes both traditional paid advertisements and creators receiving compensation to support or oppose a candidate for office.

We want to enable the informed exchange of civic ideas in a way that fosters productive dialogue. **We do not allow misinformation or content about civic and electoral processes that may result in voter interference, disrupt the peaceful transfer of power, or lead to off-platform violence.**

Content may be ineligible for the FYF if it contains misinformation that can hinder the ability of a voter to make an informed decision. To be cautious, unverified claims about an election and content temporarily under review by fact-checkers may also be ineligible for the FYF.

To help you manage your TikTok experience, we may apply warning labels to content that has been assessed by our fact-checking partners and cannot be verified as accurate. Learn more about our [election integrity](#) work, and [Government, Politician and Political Party accounts](#).

### More information

**Misinformation** means false or misleading content.

## ⊘ NOT ALLOWED

- Election misinformation, including:
  - How, when, and where to vote or register to vote

- Eligibility requirements of voters to participate in an election, and the qualifications for candidates to run for office
- Laws, processes, and procedures that govern the organization and implementation of elections and other civic processes, such as referendums, ballot propositions, or censuses
- Final results or outcome of an election
- Promoting or providing instruction on illegal participation and electoral interference, including intimidation of voters, election workers, and electoral observers
- Calling for the disruption of a legitimate outcome of an election outside of the legal system, such as through a coup

#### FYF INELIGIBLE

- Unverified claims about an election, such as a premature claim that all ballots have been counted or tallied
- Statements that significantly misrepresent authoritative civic information, such as a false claim about the text of a parliamentary bill

### 3. Edited Media and AI-Generated Content (AIGC)

We welcome the creativity that new artificial intelligence (AI) and other digital technologies may unlock. However, AI and other digital editing technologies can make it difficult to tell the difference between fact and fiction, which may mislead individuals or harm society. **We require you to label AIGC or edited media that shows realistic-appearing scenes or people.** This can be done using the [AIGC label](#), or by adding a clear caption, watermark, or sticker of your own.

Even when appropriately labeled, AIGC or edited media may still be harmful. **We do not allow content that shares or shows fake authoritative sources or crisis events, or falsely shows public figures in certain contexts.** This includes being bullied, making an endorsement, or being endorsed.

We are committed to protecting people's privacy. **We do not allow content that contains the likeness of young people, or the likeness of adult private figures used without their permission.**

#### More information

**AI-generated content (AIGC)** is content, including images, video, or audio, that is created or modified by artificial intelligence (AI) technology or machine-learning processes. This content

may include images of real people, and may show highly realistic-appearing scenes or use a particular artistic style, such as a painting, cartoons, or anime.

**Significantly edited content** is content that shows people doing something they did not do, saying something they did not say, or altering their appearance in a way that makes them difficult to recognize or identify. This includes applying certain face filters, or an animation of an individual.

**Misleading AIGC or edited media** is audio or visual content that has been edited, including by combining different clips together, to change the composition, sequencing, or timing in a way that alters the meaning of the content and could mislead viewers about the truth of real world events.

**Realistic-appearing scenes or people** is content that uses images, video, or audio, that would lead someone to believe that the person shown is real or the event took place in the real world, such as a scene that is shown in the style or quality of a photograph or video.

**Likeness** is a clear representation of an individual. It includes audio and visual representation, and may show their face, body, or their distinctive appearance, gestures, or mannerisms.

**Public figures** are adults (18 years and older) with a significant public role, such as a government official, politician, business leader, or celebrity. We do not identify people under the age of 18 as public figures.

**Private figures** are all people under the age of 18, and adults (18 years and older) who are not public figures.

### ▲ **REQUIRED DISCLOSURE (using the **AIGC label** or a clear caption, watermark, or sticker)**

- Content that is either completely generated or significantly edited by AI and contains realistic-appearing scenes or people
- A disclosure is not required if it involves edits that do not change the core meaning of the content, such as minor retouching, changing background objects, or using TikTok Effects or filters

### 🚫 **NOT ALLOWED**

- Realistic-appearing people under the age of 18
- The likeness of adult private figures, if we become aware it was used without their permission
- Misleading AIGC or edited media that falsely shows:

- Content made to seem as if it comes from an authoritative source, such as a reputable news organization
- A crisis event, such as a conflict or natural disaster
- A public figure who is:
  - being degraded or harassed, or engaging in criminal or anti-social behavior
  - taking a position on a political issue, commercial product, or a matter of public importance (such as an elections )
  - being politically endorsed or condemned by an individual or group

### ALLOWED

- The likeness of a deceased individual in certain educational settings, such as a World War I veteran in a museum exhibit
- The likeness of a public figure in certain artistic or humorous settings, such as a celebrity doing a popular TikTok dance or a spoof about a politician

## 4. Fake Engagement

Authentic engagement is central to the integrity of our platform and informs how we recommend content that you may find interesting. **We do not allow the trade or marketing of services that attempt to artificially increase engagement or deceive TikTok's recommendation system.** If we become aware of accounts or content with inauthentically inflated metrics, we will remove the associated fake followers or likes.

Content is ineligible for the FYF if it seeks to trick or manipulate others to increase gifts, followers, likes, views, or other engagement metrics.

### More information

### NOT ALLOWED

- Facilitating the trade or marketing of services that artificially increase engagement, such as selling followers or likes
- Providing instructions on how to artificially increase engagement on TikTok

### FYF INELIGIBLE



- Content that tricks or manipulates others as a way to increase gifts, or engagement metrics, such as "like-for-like" promises or other false incentives for engaging with content

## 5. Unoriginal Content

The creativity on TikTok is what makes it great, so you should only post your own work. **We do not allow content that violates someone else's intellectual property rights.** If we become aware of content that is a violation, we will remove it. Learn more about our [intellectual property \(IP\) policies](#).

Content is ineligible for the FYF if it involves unoriginal or reproduced content that does not have any new or creative changes.

If you believe you have experienced an IP violation, you can file a [copyright report](#) or a [trademark report](#).

### More information

**Intellectual property** refers to the ownership of something that you created, which includes copyright and trademarks.

**Copyrights** are legal rights related to original works of authorship, including music and videos. Copyrights protect the original expression of an idea (such as the specific way a video or music is expressed or created) but do not protect underlying ideas and facts.

**Trademarks** are words, symbols, slogans, designs, or a combination of these that identifies the source of a product or service and distinguishes it from other products or services.

### NOT ALLOWED

- Content that violates someone else's copyrights, trademarks, or other intellectual property rights

### FYF INELIGIBLE

- Reproduced or unoriginal content that is imported or uploaded without any new or creative edits, such as content with someone else's visible watermark or superimposed logo
- Low quality content, such as extremely short clips or exclusively-GIF based videos

## 6. Spam and Deceptive Behavior

To build a trusted community online, it is important that the behaviors and identities on your accounts are authentic and truthful. **We do not allow account behavior that may spam or mislead our community.** This includes conducting covert influence operations, manipulating engagement signals to amplify the reach of certain content, and operating spam or impersonation accounts. Parody or fan-based accounts are allowed, as long as they are clearly disclosed in the *account* name (note that this is different than the @username).

You can set up multiple accounts to create different channels for authentic creative expression, but not for deceptive purposes. **We do not allow the use of accounts to engage in platform manipulation.** This includes the use of automation to register or operate accounts in bulk, distribute high-volume commercial content, artificially increase engagement signals, and circumvent enforcement of our guidelines.

If any of your accounts have been banned, or restricted from using a feature, you must not set up a new account or use a different existing account to get around the ban or restriction.

If we determine you have engaged in any of these deceptive account behaviors, we will [ban the account](#), and may ban any alternative accounts being used or new accounts that are created.

## More information

**Covert influence operations** (CIO) are coordinated, inauthentic behaviors where networks of accounts work together to mislead people or our systems and try to strategically influence public discussion. This may include attempting to undermine the results of an election, influencing parts of an armed conflict, or shaping public discussion of social issues. Learn more about [covert influence operations](#).

### ▲ REQUIRED DISCLOSURE (in the account name)

- Parody or fan-based accounts must be clearly disclosed in the *account* name (note that this is different than the @username)

### 🚫 NOT ALLOWED

- **Spam**, including
  - Operating large networks of accounts controlled by a single entity, or through automation
  - Bulk distribution of a high-volume of spam
  - Manipulation of engagement signals to amplify the reach of certain content, or buying and selling followers, particularly for financial purposes
- **Impersonation**, including:

- Accounts that pose as another real person or entity without disclosing that they are a fan or parody account in the account name, such as using someone's name, biographical details, content, or image without disclosing it
- Presenting as a person or entity that does not exist (a fake persona) with a demonstrated intent to mislead others on the platform
- **Covert influence operations**, including:
  - Registering and operating networks of inauthentic accounts
  - Coordinating content or engagement activity to artificially promote certain narratives or trends
  - Trying to manipulate our recommendation system by using methods that make it hard to determine the actual location of accounts
- **Circumvention**, including:
  - Attempting to avoid an account ban, such as spreading content violations across multiple accounts
  - Using an alternative account (either a new or existing one) to:
    - Continue behavior that previously resulted in a ban or restriction on a different account
    - Maintain access to TikTok after an account has been banned for a [severe violation](#)
    - Bypass restrictions placed on an account, including using the alternative account to access features that have been restricted on another account, such as a temporary LIVE suspension
- **Hacked materials distribution**, when:
  - The risk of harm is significant, and
  - Materials have been determined to be confidential, and
  - Acquisition of the materials was unauthorized, and
  - Distribution did not adhere to appropriate legal channels or responsible journalistic practices

## Regulated Goods and Commercial Activities

TikTok is a place where you may share or search for information about regulated goods or commercial activities. To ensure we provide a space for you to learn without undue risk of physical or financial harm, we moderate content that involves goods or activities that may be

risky, addictive, dangerous, fraudulent, or otherwise require a higher degree of care. For certain goods and services (such as gambling and alcohol), we make limited exceptions for paid advertisements by advertisers with TikTok's explicit permission, if they are in compliance with all relevant age-targeting restrictions, laws, and regulations ([learn more about our advertisement policy](#)).

## 1. Gambling

Many people around the world find entertainment through games of chance. We recognize that risking money in a game or on a bet may lead to potential harm for some people, including serious financial loss or mental health problems. **We do not allow the facilitation or marketing of gambling or gambling-like activities.**

We also recognize that gambling can put young people at a heightened risk of harm and may not be suitable for all audiences. Content is restricted (18 years and older) and ineligible for the FYF if it shows or glamorizes gambling or gambling-like activities.

### More information

**Gambling** is betting money (including digital currencies, such as bitcoin) or something of monetary value on an event with an uncertain outcome, for a financial gain.

**Gambling-like activities** means activities that do not rise to the level of gambling, but are similar in behavior and carry similar risks, such as social casinos and gambling-related software.

#### NOT ALLOWED

- Facilitating gambling or gambling-like activities, such as providing a link to a gambling service
- Marketing of gambling or gambling-like activities, such as encouraging people to visit a website or providing a link

#### RESTRICTED (18 years and older)

- Showing or glamorizing gambling or gambling-like activities, such as filming someone gambling or making any general positive statements about gambling

#### FYF INELIGIBLE

- Showing or glamorizing gambling or gambling-like activities, such as filming someone gambling or making any general positive statements about gambling

## ALLOWED

- Limited exceptions for paid advertisements, in compliance with all of TikTok's requirements, and all relevant age-targeting restrictions, laws, and regulations.

## 2. Alcohol, Tobacco, and Drugs

While adults make personal choices about how they engage with alcohol, drugs, and tobacco, we recognize that there are risks connected to trading and using these substances. **We do not allow the trade of alcohol, tobacco products, or drugs. We also do not allow showing, possessing, or using drugs.**

We recognize that these substances can put young people at a heightened risk of harm. **We do not allow showing young people possessing or using alcohol, tobacco products, or drugs.**

Content is restricted (18 years and older) and ineligible for the FYF if it discusses drugs or other regulated substances, shows adults using excessive amounts of alcohol, or promotes tobacco products. Content is restricted (18 years and older) if it shows adults using tobacco products.

Learn more about substance use and find information for [treatment, support and recovery resources](#).

### More information

**Tobacco products** include vaping products, smokeless or combustible tobacco products, synthetic nicotine products, E-cigarettes, and other Electronic Nicotine Delivery Systems.

**Regulated substances** include prescription drugs, over-the-counter drugs, compressed air canisters (whippets), and nitrite poppers.

## NOT ALLOWED

- Facilitating the trade of alcohol, tobacco products, drugs, or other regulated substances
- Marketing of tobacco products, drugs, or other regulated substances, including signs of being under the influence
- Providing instructions on how to make homemade spirits, drugs, or other regulated substances
- Showing, possessing, or using drugs or other regulated substances recreationally
- Showing young people possessing or using alcohol, tobacco products, drugs, or other regulated substances

- Showing the misuse of common household items or over-the-counter products to get intoxicated, such as antihistamines, nutmeg, nitrous oxide canisters, or sniffing glue

### ! RESTRICTED (18 years and older)

- Discussing drugs or other regulated substances (as long as the substances are not being used or shown)
- Showing the consumption of excessive amounts of alcohol by adults
- Promoting tobacco products
- Showing the consumption of tobacco products by adults
- Promoting alcohol products

### ⊖ FYF INELIGIBLE

- Discussing drugs or other regulated substances (as long as the substances are not being used or shown)
- Showing the consumption of excessive amounts of alcohol by adults
- Promoting tobacco products

### ✓ ALLOWED

- Raising awareness about substance misuse and sharing recovery stories
- Advocating for the reform of drug policies and regulations

## 3. Firearms and Dangerous Weapons

TikTok is a place where you may share or search for information about the responsible use and ownership of weapons, as well as the associated potential for serious harm. Firearms and explosive weapons can cause severe injury or death, especially when used in an unsafe manner.

**We do not allow the trade or marketing of firearms or explosive weapons, or content showing or promoting them if they are not used in a safe or appropriate setting.**

### More information

**Firearms** include professionally manufactured firearms, improvised firearms (such as ghost guns or 3D printed guns), firearm accessories, and ammunition.

**Safe or appropriate settings** include professional contexts (such as military and police), recreational environments (such as shooting ranges and hunting), educational contexts, and fictional settings.

### NOT ALLOWED

- Facilitating the trade of, or offering instructions on how to make, firearms or explosive weapons
- Marketing of firearms or explosive weapons
- Showing or promoting firearms or explosive weapons that are not used in a safe or appropriate setting

## 4. Trade of Regulated Goods and Services

Regulated goods and services often play an important and essential role. And it is important to understand that these items are regulated for a reason. TikTok is not a place for illegal traffic or trade, or an unofficial market (Black or Gray markets). **We do not allow the trade or marketing of regulated, prohibited, or high-risk goods and services.** This includes alcohol, tobacco products, regulated substances, firearms and other dangerous weapons, sexual services, animals, counterfeit goods, and instructions on how to manufacture regulated substances or firearms.

### More information

**Trade** includes the sale, purchase, redirection, exchange, and giveaway of goods and services. This includes providing webpages or physical locations, sharing contact information, and redirecting people to interact on or off-platform (including direct messaging).

**Tobacco products** include vaping products, smokeless and combustible tobacco products, synthetic nicotine products, E-cigarettes, and other Electronic Nicotine Delivery Systems.

**Regulated substances** include prescription drugs, over-the-counter drugs, compressed air canisters (whippets), and nitrite poppers.

**Firearms** include professionally manufactured firearms, improvised firearms (such as ghost guns or 3D printed guns), firearm accessories, and ammunition.

### NOT ALLOWED

- Facilitating the trade or marketing of regulated, prohibited, or high-risk goods and services, including:
  - Gambling or gambling-like activities
  - Alcohol and tobacco products

- Illegal drugs, prescription and over-the-counter drugs, weight loss or muscle gain products, and other regulated substances
- Firearms and explosive weapons
- Counterfeit products, such as luxury goods
- Fake currency, documents, and stolen information
- Services that artificially increase engagement
- Sexual services, including offering or asking for sexual acts (solicitation), sexual chats, imagery, pornography, member exclusive content, and streaming of adult content through a webcam, such as stripping, nude modeling, or masturbation (sexcamming)
- Live animals, and any part of an endangered animal, such as products and medicine made from elephant ivory, tiger bones, rhinoceros horns, or sea turtle shells
- Any items that promote hate speech, hateful ideologies, or hateful organizations, such as books or clothing with hateful logos

## 5. Commercial Disclosure and Paid Marketing

We value authentic viewpoints and want discussions on TikTok about products and services to be open and honest. To avoid misleading people, it is important to acknowledge any material relationship that may be relevant to the credibility of your statements. **If you market a business, product, or service you must disclose it using the [content disclosure setting](#).** This includes marketing for yourself, or a third party brand, product, or service in exchange for payment or other incentive. Marketing content is ineligible for the FYF if it is not disclosed using the content disclosure setting. For other types of material relationships, you must make a clear disclosure about such connections.

**We do not allow any form of paid political marketing on TikTok.** Learn more about our policy regarding [Government, Politician and Political Party accounts](#).

### More information

**Material relationship** means a relationship that may have a significant impact on the credibility of any representation or endorsement. This may include personal, family, employment, and financial relationships.

**Disclosures** are clear statements that explain the commercial nature of your content or your relationship to a third party.

**Payment or other incentive** may refer to cash payments, free products, store credit, discounts, and special access to products, services, or events.



### ▲ REQUIRED DISCLOSURE (using the [content disclosure setting](#))

- Content marketing your business, product, or service
- Content marketing a third party brand or its business, product, or service in exchange for payment or any other incentive
- Other material relationships, such as research about a product, service, or industry when you have a relationship or connection with a company or industry involved in the manufacture or sale of that product or service, by making a clear disclosure in a caption, watermark, or sticker

### ⊖ FYF INELIGIBLE

- Marketing content that is not disclosed using the content disclosure setting

## 6. Frauds and Scams

We want you to be able to use TikTok to learn about ways to be financially responsible and consider economic transactions or investment opportunities, without worrying about scams or financial exploitation. **We do not allow attempts to defraud or scam members of our community.**

Learn more about how to [identify online scams](#) and protect yourself.

### More information

**Frauds and scams** are deceitful and deceptive acts that often exploit others for financial gain or to obtain an individual's personal information.

### ⊘ NOT ALLOWED

- Facilitating financial and individual-targeted scams, identity theft or phishing scams, and scams related to investments, financial transactions, or jobs
- Coordinating, facilitating, or instructing on how to carry out scams
- Facilitating organizational fraud, such as money laundering or moving illegally acquired money for someone else (money muling)
- Recruiting for companies that sell products or services in a pyramid structure through independent distributors (multi-level marketing or MLM)
- Facilitating the trade of fake currency, documents, and stolen information

# Privacy and Security

We know that protecting your privacy rights and personal information, and keeping our platform secure, are critical to maintaining your trust and ensuring your safety.

## 1. Personal Information

Content shared online may be seen by anyone, and has a wide reach. We are committed to making sure that any personal information shared intentionally or accidentally on TikTok does not lead to harm. **We do not allow content that includes personal information that may pose a risk of stalking, violence, phishing, fraud, identity theft, or financial exploitation.** This includes content that someone has posted themselves or that they consented to being shared by others.

If you believe you have experienced a privacy violation, you can [report it](#).

### More information

#### NOT ALLOWED

- Personal non-public phone numbers and home addresses
- Financial and payment information, such as bank account or credit card numbers
- Login information, such as usernames or passwords
- Identity documentation, cards, or numbers, such as passports, government-issued identifications, or social security numbers
- Threats or encouragement to share personal information or to hack an account

## 2. Platform Security

We work hard to protect and secure you and your information on TikTok. **We do not allow: (1) access to any part of TikTok through unauthorized methods; (2) attempts to obtain sensitive, confidential, commercial, or personal information; or (3) any abuse of the security, integrity, or reliability of our platform.**

You should avoid clicking on suspicious links or responding to requests for information about your account details, passwords, verification qualification, financial, and other personal information. Learn more about our approach to [privacy and security](#) on the platform.

### More information

#### NOT ALLOWED

- Providing other people with access to your account credentials or enabling other people to conduct activities that violate our rules
- Accessing our platform in an unauthorized way, or creating fake versions of our platform
- Sharing malicious files, content, and messages that contain viruses, Trojan horses, worms, logic bombs, or other harmful materials endangering cyber security
- Attempting to obtain personal information (such as login credentials) or access content, accounts, systems, or data through the use of any deceptive technique (such as phishing, smishing, automated scripts, or web crawling)
- Modifying, adapting, translating, reverse engineering, disassembling, decompiling, or creating any derivative products based on TikTok, including any files, tables or documentation, and attempting to regenerate any source code, algorithms, methods, or techniques embodied in TikTok

## For You feed Eligibility Standards

The For You feed (FYF) is a unique TikTok feature that uses a personalized recommendation system to allow you to discover a breadth of content, creators, and topics. In determining what gets recommended, the system takes into account factors including likes, shares, comments, searches, diversity of content, and popular videos. Learn more about the [recommendation system](#), as well as [tools to help customize](#) recommendations.

Certain types of content may be fine if seen occasionally, but problematic if viewed in clusters. This includes content such as dieting, extreme fitness, sexual suggestiveness, sadness (such as statements of hopelessness, or sharing sad quotes), and overgeneralized mental health information (such as a quiz that claims to diagnose someone). This type of content may be eligible for the FYF but, we will interrupt repetitive content patterns to ensure it is not viewed too often. Learn more about our approach to [safeguarding and diversifying](#) recommendations.

We maintain content eligibility standards for the FYF that prioritize safety and are informed by the diversity of our community and cultural practices. While the spontaneity of the FYF is what makes TikTok unique, it is intended for a range of audiences that includes everyone from teenagers to great grandparents. **We make ineligible for the FYF, and may also make harder to find in search, certain content that may not be suitable for a broad audience.**

We know that the FYF provides an opportunity to reach a large audience, which is not always suitable for some young people. **We make content created by anyone under 16 years old ineligible for the For You feed (FYF).**

Content that is ineligible for the FYF can still be discovered in other ways, such as through search tools or by following an account. When a video does not get many views, it may be due to a lack

of community engagement rather than being ineligible for the FYF. Creators can use the [TikTok analytics tool](#) to track the performance of their videos.

Throughout our guidelines, you will see eligibility standards for the FYF. Here is a consolidated "quick guide" of content that is ineligible for the FYF.

## FYF INELIGIBLE

### Youth Safety and Well-Being

- Any content created by an account holder under 16 years old

### Hate Speech and Hateful Behavior

- Some content that uses stereotypes, insinuation, or indirect statements that may implicitly demean protected groups

### Disordered Eating and Body Image

- Showing, describing, promoting, or offering or requesting coaching for potentially harmful weight management behaviors including:
  - Restrictive low-calorie diets, such as extended intermittent fasting
  - Using medication or supplements for weight loss or muscle gain, such as anabolic steroid use
  - Exercises designed for rapid and significant weight loss, such as cardio routines that promise to help you lose a waist size in a week
- Promoting weight loss or muscle gain products, such as sharing a before-and-after transformation
- Promoting body types as ideal or perfect, when associated with potentially harmful weight management behaviors
- Showing or promoting cosmetic surgery that does not include risk warnings, including before-and-after images, videos of surgical procedures, and messages discussing elective cosmetic surgery

### Dangerous Activity and Challenges

- Showing activity that involves visible or imminent moderate physical harm, or promoting activity that is likely to lead to moderate physical harm

### Nudity and Body Exposure

- Showing semi-nudity of adults, such as wearing only nipple covers or underwear that does not cover the majority of the buttocks
- Showing youth in clothing that exposes substantial cleavage, or the clothed outline of certain intimate body parts (genitalia and nipples)

- Showing infants and toddlers (under the age of 4) with implied nudity or partially exposing their buttocks

### **Sexually Suggestive Content**

- Showing adults engaging in intimate kissing, sexualized framing, or sexualized behavior
- Showing sex products

### **Shocking and Graphic Content**

- Showing:
  - Human or animal blood
  - Extreme physical fighting
  - Graphic or potentially distressing footage of events that are in the public interest to view, such as clashes with law enforcement or the aftermath of a bombing or natural disaster
  - Fictional graphic violence
  - Potentially distressing material that may cause anxiety or fear, such as showing non-severe injuries and accidents, dead animals, jump scare effects, or gory make-up
  - Mildly graphic material that may cause disgust, including human and animal bodily functions and fluids (such as urine or vomit), and close-ups of organs and certain animals (such as insects or rats)

### **Misinformation**

- Conspiracy theories that are unfounded and claim that certain events or situations are carried out by covert or powerful groups, such as "the government" or a "secret society"
- Moderate harm health misinformation, such as an unproven recommendation for how to treat a minor illness
- Repurposed media, such as showing a crowd at a music concert and suggesting it is a political protest
- Misrepresenting authoritative sources, such as selectively referencing certain scientific data to support a conclusion that is counter to the findings of the study
- Unverified claims related to an emergency or unfolding event
- Potential high-harm misinformation while it is undergoing a fact-checking review

### **Civic and Election Integrity**

- Unverified claims about an election, such as a premature claim that all ballots have been counted or tallied
- Statements that significantly misrepresents authoritative civic information, such as a false claim about the text of a parliamentary bill

### Fake Engagement

- Content that tricks or manipulates others as a way to increase gifts, or engagement metrics, such as "like-for-like" promises or other false incentives for engaging with content

### Unoriginal Content

- Reproduced or unoriginal content that is imported or uploaded without any new or creative edits, such as content with someone else's visible watermark or superimposed logo
- Low quality content, such as extremely short clips or exclusively-GIF based videos

### Gambling

- Showing or glamorizing gambling or gambling-like activities, such as filming someone gambling or making any general positive statements about gambling

### Alcohol, Tobacco, and Drugs

- Discussing drugs or other regulated substances (as long as the substances are not being used or shown)
- Showing the consumption of excessive amounts of alcohol by adults
- Promoting tobacco products

### Commercial Disclosure and Paid Promotion

- Marketing content that is not disclosed using the content disclosure setting

### TikTok LIVE

- LIVE content with a primary purpose of directing people off-platform
- LIVE content that is ineligible for the FYF, including content shared by a guest in a multi-guest LIVE

**Protected groups** means individuals or communities that share protected attributes.

**Potentially harmful weight management** means diets, medication, or exercise used for rapid or drastic weight loss or muscle gain that may create a long-term health or well-being risk.

**Moderate physical harm** is harm that is unlikely to require professional medical treatment and does not pose a risk of disability or disfigurement. This includes small cuts with minimal blood loss and minor bruising on the body.

**Intimate body parts** means genitalia, buttocks, and breasts (including nipple and areola).

**Semi-nudity** means being mostly unclothed and close to (but not actually) nude, such as implied nudity or wearing clothes that minimally cover intimate body parts.

**Intimate kissing** means kissing that may indicate sexual arousal or the beginning of a sexual interaction.

**Sexualized framing** means content that intentionally emphasizes clothed intimate body parts through techniques, such as filming, editing, or positioning of the body in front of the camera.

**Sexualized behavior** means behavior that is intended to be sexually arousing, including performances or repetitive body movements emphasizing intimate body parts, and imitating sexual acts.

**Sex product** means an object or device that is designed to be used for sexual pleasure, such as a sex toy.

**Misinformation** means false or misleading content.

**Moderate harm health misinformation** means false or misleading content regarding the treatment or prevention of injuries, conditions, or illnesses that are not immediate or life-threatening.

**Conspiracy theories** means beliefs about unexplained events, or involve rejecting generally accepted explanations for events, including suggesting they were carried out by covert or powerful individuals or groups.

**Repurposed media** means unedited media content that is presented out of context and may mislead a person about a developing topic of public importance.

**Misrepresented authoritative sources** means content that promotes misleading correlations or conclusions related to authoritative information that is recognized and trusted, such as reports from research institutions.

**Gambling** is betting money (including digital currencies, such as bitcoin) or something of monetary value on an event with an uncertain outcome, for a financial gain.

**Gambling-like activities** means activities that do not rise to the level of gambling, but are similar in behavior and carry similar risks, such as social casinos and gambling-related software.

**Tobacco products** include vaping products, smokeless or combustible tobacco products, synthetic nicotine products, E-cigarettes, and other Electronic Nicotine Delivery Systems.

**Regulated substances** include prescription drugs, over-the-counter drugs, compressed air canisters (whippets), and nitrite poppers.

## Accounts and Features

# 1. Accounts

**You must be 13 years and older to have an account.** There are additional age limitations based on local law in some regions. In the United States, there is a separate [under 13 TikTok experience](#), which provides a more limited experience designed with additional safety protections and a dedicated [Privacy Policy](#). If we learn someone is below the minimum age to have an account on TikTok, we will ban that account.

Violating our rules can lead to enforcement actions on accounts. **We will ban accounts or account holders if they engage in:**

- **A single severe content violation**
- **Repeated content violations**
- **Circumventing enforcement of our guidelines**
- **The operation of accounts dedicated to activity that violates our rules**

This includes all activity that has a primary purpose that is not allowed on our platform, such as accounts focused on hate speech, the trade or marketing of prohibited goods, spam, or impersonation (*learn more about circumvention and dedicated accounts in [Spam and Deceptive Behavior](#)*). In the case of [severe violations](#) of our rules or engagement in circumvention behavior, we may also ban any other existing accounts of the account holder on our platform.

We will also ban an account if we become aware that the account holder is a [violent or hateful actor](#) or has committed a sexual offense against a young person. We consider off-platform activity related to violence, hate, and child sexual abuse or exploitation to help make decisions about these account bans. We report accounts to law enforcement authorities if there is a specific, credible, and imminent threat to human life or serious physical injury.

Repeatedly posting content that is allowed on our platform but ineligible for the FYF may lead to the account and its content being ineligible for recommendation, including being ineligible for the FYF and harder to find in search. Learn more about our general approach to [account enforcement](#).

## **News and Government, Politician, and Political Party Accounts**

News entities, governments, politicians, and political party accounts all play important roles in civic processes and civil society. While we treat their content just like any other account and remove violations, we approach account-level enforcement differently to align with our commitment to respecting human rights and [free expression](#). These public interest accounts will be banned for any single severe content violation, such as threatening violence. For repeated content violations that are less severe, they will be temporarily ineligible to appear in the FYF and in the feeds of their followers. In limited circumstances, they may also be temporarily restricted from posting new content. Learn more about our approach to [public interest accounts](#).



## More information

**News entities** include organizations primarily dedicated to publishing news content to inform or educate. To qualify as a news account, the account must be legally licensed, certified or recognized by an intergovernmental organization, regulator, or reputable press organization.

**Governments and politicians** include federal or national elected officials and candidates, state/provincial/territorial/local government entities, cabinet ministers, and official spokespeople. Learn more about who is considered a [Government, Politician and Political Party account](#).

**Severe violations** include:

- Promoting, inciting, or threatening violence
- Showing or trading [child sexual abuse material](#) (CSAM)
- Engaging in youth sexual solicitation or grooming
- Showing or promoting non-consensual sex acts, such as rape or molestation
- Coordinating or facilitating human smuggling acts and services
- Recruiting or coordinating human trafficking acts
- Showing real-world torture

## 2. TikTok LIVE

[TikTok LIVE](#) allows you to create content, interact with audiences, and build your community in real-time. To support a safe experience on LIVE, we restrict young people from using this feature.

**You must be 18 years and older to go LIVE, and to send gifts to a creator during a LIVE session.**

A violation of our rules will lead to closing an ongoing LIVE session, and may lead to temporary restrictions on using LIVE [or LIVE features](#), or an account ban. Accounts must meet [relevant entry criteria](#) to be eligible for certain LIVE monetization features.

A LIVE is ineligible for the FYF when it shares content that is ineligible for the FYF, or when the main purpose of the LIVE is redirecting people to go off-platform. A LIVE is restricted (18 years and older) when it shares [content that is not suitable for young people](#). If a LIVE repeatedly shares content that is ineligible for the FYF, we apply temporary restrictions on the account holder, including restricting the visibility of their LIVE sessions or their use of certain LIVE features.

In a [multi-guest LIVE](#), the host account is responsible for content streamed in their LIVE. Hosts must not facilitate a guests' sharing of content that violates our rules or does not meet our FYF standards. If guests stream violative content, it will lead to closing the multi-LIVE session, and

may lead to temporary LIVE access restrictions for the host or guests. If guests stream content ineligible for the FYF, it will make the LIVE ineligible for the FYF.

## More information

### NOT ALLOWED

- LIVE content that violates our rules, including content shared by a guest in a multi-guest LIVE
- LIVE content from an account holder under the age of 18
- LIVE gifts sent from an account holder under the age of 18

### FYF INELIGIBLE

- LIVE content with a primary purpose of directing people off-platform
- LIVE content that is ineligible for the FYF, including content shared by a guest in a multi-guest LIVE

## 3. Search

Using the search tool can be an enriching and helpful way to discover content on the platform. When you perform a search, we seek to provide you with relevant search results. **We restrict searches that use keywords or phrases that violate our rules.** Content that is allowed on the platform but does not meet our recommendation eligibility may not appear as a top search result.

We provide search suggestions that are relevant to you. These search suggestions can be found throughout the platform, including autocomplete in the search tool, content from the You May Like section, and while watching content in the FYF.

## 4. External Links

Links are often shared in a profile, bio, or content to connect you to additional content or to other sites. While some links may be helpful or informative, others connect to harmful content that would not be allowed on our platform. **We do not allow posting links that direct people to content that violate our rules.** A violation of our rules will lead to a removal of the link, a temporary restriction on re-uploading another link, or an account ban. If a link connects to content that would qualify as a [severe violation](#) of our rules, we may also ban the account.

## 5. Comments and Direct Messages

Comments and direct messages on TikTok allow you to interact with videos or directly with others, and provide an integral interactive experience to the platform. **You must be 16 years and older to use direct messages, and 18 years and older to use advanced messaging features, such as group messages in some regions.**

A violation of our rules will lead to restricted visibility or the removal of comments, or a restriction on sending direct messages, and may lead to an account ban if there is a [severe violation](#).

## 6. Monetization

We offer tools that let creators monetize their content, and that give businesses the ability to operate and expand their enterprise. **You must be 18 years and older to use monetization features.**

Accounts must satisfy the relevant entry criteria to be eligible for our monetization features. Some monetization features, such as LIVE gifting, may have additional standards to use them. A violation of our rules may result in a temporary restriction of monetization features, and repeated violations will lead to a permanent restriction or an account ban. Content that is ineligible in the FYF may be restricted from monetization features.

All commercial content on TikTok must be disclosed and must comply with the relevant monetized feature policy, such as the [Branded Content Policy](#), [TikTok's Ads Creative Policy](#), [Industry Entry Policy](#), and [TikTok Shop Policies](#). If we become aware of marketing content that has not been clearly disclosed, we will apply the [content disclosure setting](#). Commercial content includes promoting your own brand, products, or services, or exchanging something of value between creators, a third party and creator (such as Branded Content), a creator and business (such as e-commerce), or a creator and TikTok (such as the Creator fund).

## Enforcement

### Public Interest Exceptions

We recognize that some content that would otherwise violate our rules may be in the public interest to view. Public interest refers to topics that inform, inspire, or educate the community and enhance deliberation about matters of broad collective significance. We may allow content to remain on TikTok under one of these public interest exceptions:

- Documentary
- Educational
- Medical and Scientific
- Counterspeech
- Satirical
- Artistic

Our approach to content moderation uses the same criteria, no matter who creates it. The most important factor we consider in looking at public interest exceptions is context, such as whether the content is raising awareness or criticizing harmful behaviors. To help us in our review, we encourage you to clearly show context using features such as captions, voice over, or stickers.

We may add extra safety measures to some content allowed under a public interest exception, such as making it ineligible for the FYF or adding a label, "opt-in" screen, or warning information. We do not provide exceptions for public interest content if it may cause extreme harm, such as showing a suicide or sexual abuse of a young person.

## Detection and Reporting

We aim to remove content or accounts that violate our rules before they are viewed or shared. Content first goes through an automated review process. If content is identified as a potential violation, it will be automatically removed, or flagged for additional review by our moderators. Additional review will occur if content gains popularity or has been reported. To support moderation accuracy, we apply additional quality assurance processes to some accounts that have already gone through additional validation processes, such as verified accounts.

Although we work hard to enforce our guidelines, we cannot guarantee that all content shared complies with our guidelines or [Terms of Service](#). Suspected violations can be [reported](#) in-app and on our website. If you discover content or accounts that may violate our rules, please let us know so we can review it and take any appropriate action.

Learn more about our enforcement efforts through our [Transparency Center](#).

## Notice and Appeals

In keeping with our commitment to ensuring [procedural fairness](#), we seek to provide notifications if you have violated our rules. If you have posted content that we do not allow, we will notify you and share the reason for the removal. If your account has been banned because of a violation, you will receive a banner notification when you next open the app, informing you of this account change. If you have posted content that is ineligible for the For You feed (FYF), or is otherwise restricted, this information will appear in the [TikTok analytics tool](#).

If your account was banned, or your content was violated, made ineligible for the FYF, or otherwise restricted, and you believe it was an error, then you can [appeal the decision](#). You can view the [status of your appeal](#) in the in-app Safety Center, as well as the status of any reports you have filed about other content or accounts.

## Appendix



*Website note on upcoming CG update*

On April 17, 2024, we are updating our Community Guidelines to help keep TikTok safe, inclusive, and welcoming for everyone. Check out the new Community Guidelines [here](#).

**NEW** *In-app notification of CG update*

We have updated our Community Guidelines to help keep TikTok safe, inclusive, and welcoming for everyone. Check out what's new and learn more.

## **Annex C:**

### **Redline Showing Changes from Previous Community Guidelines**

# TikTok Community Guidelines Redline

## Community Guidelines

Released April 17, 2024

Last updated, March 2023Effective May 17, 2024

### Overview

TikTok is a source of entertainment and enrichment where you can discover, create, and connect with others across the world. Our mission is to inspire creativity and bring joy. ~~We aspire to unlock human imagination by enabling creative expression and being a source of entertainment and enrichment everywhere. We welcome people from around the world, as they come to TikTok to discover a diversity of ideas, creators, and products, and to connect with others in our community.~~

We have community guidelines. To create help ensure a welcoming, safe, trustworthy, and vibrant entertaining experience, we maintain a set of Community Guidelines that include rules and standards for using TikTok. The guidelines apply to everyone and everything on our platform. They include rules for what are informed by international legal frameworks, industry best practices, and input from our community, safety and public health experts, and our regional Advisory Councils. ~~We evolve them to address emerging risks and potential harms that may occur from new behaviors. Our approach to content moderation is allowed built on TikTok as well as standards for what~~ four pillars:

~~Remove violative content from the platform that breaks our rules~~

~~Age-restrict mature content so it is eligible for the only viewed by adults (18 years and older)~~

~~Maintain For You feed (FYF). ) eligibility standards~~ To address help ensure any content that may be new risks promoted by our recommendation system is appropriate for a broad audience

~~Empower our community with information, tools, and harms, the resources~~ Our guidelines are updated on an ongoing basis.

To help you read through the guidelines, we organize them organized by topic area, and highlight ~~with~~ each rule in bold. Under each section you can click ~~for m~~ **More information** ~~for where you can find definitions, specific examples, and clarifications~~ to common questions. ~~about what is allowed. Please be aware that~~ The examples do not cover everything (we are telling note this upfront so you this now so that you do not ~~have to repeatedly read the phrase "including, but not limited to"). If you are ever in doubt about what to share, please remember to keep in mind this core value—"be kind and treat others the way that you would want to be treated."~~

Thank you ~~Thanks~~ for helping to keep TikTok a welcoming space for everyone!

### Content Moderation

## More information

Keeping our platform safe, trustworthy, and vibrant requires balancing creative expression and preventing harm. We use a combination of safety approaches to strike the right balance:

### Remove content that we do not allow

Everyone who joins TikTok has the ability to freely share content on the platform. However, we remove content—whether posted publicly or privately—when we find that it violates our rules.

### ! Restrict content that is not suitable for youth

We allow a range of content on our platform, but also recognize that not all of it may be suitable for younger audiences. We restrict content that may not be suitable so that it is only viewed by adults (18 years

~~Keeping our community both safe and older) vibrant requires finding the right balance between enabling expression and preventing harm. We do this through a mix summary of safety approaches, from developing rules and standards that we enforce, to building platform norms and resources that give our community members more agency and choice.~~

~~Remove violative restricted content categories. Everyone joins TikTok with the ability to freely share content on our platform. However, we have rules regarding harmful content that we do not allow. We seek to remove any content, whether publicly posted or private, that violates our rules. Although we work hard to enforce our rules, we cannot guarantee that all content shared on TikTok complies with our or Community Guidelines. If someone has severe or repeated violations, we will also ban the account. Information on account-level enforcement can be found [here](#).~~

### Make ineligible

~~Age-restrict mature content. The breadth of content that is shared on TikTok is vast, which adds to the rich diversity of the experience. However, not all of it may be suitable for younger audiences. We limit overtly mature content so it is only viewed by adults 18 years and older. A summary of age-restricted content can be found [here](#).~~

~~Maintain For You feed (FYF) eligibility standards. The the FYF content that does not meet our recommendation standards~~

~~The FYF offers an opportunity for viewers to discover new content and for creators to reach new audiences. But it promotion by our recommendation system is not guaranteed that all content will be recommended. Content that is does not meet our appropriate for a broad standards audience will be ineligible for the FYF. A summary of these standards can be found [here](#).~~

### Empower our community with information, tools, and resources

We want to make sure you have the right information to help you manage your experience on TikTok. ~~For certain content, w~~We may add labels, "opt-in" screens, or warnings to provide more context ~~or notice~~. Our safety toolkit can help helps you to filter out any content with specific hashtags or comments that you are not comfortable seeing, and wwe also offer account controls and in-app features with safety resources.



# Community Principles

TikTok has eight guiding community principles that are grounded in safety and help embody our commitment to respecting human rights. Our principles ~~are centered on balancing expression with harm prevention, embracing human dignity, and ensuring our actions are fair~~. They shape our day-to-day work and guide how we approach difficult enforcement decisions. They are centered on these themes:

- Balancing harm prevention and expression
- Embracing human dignity
- Ensuring our actions are fair

We recognize that sometimes these principles will be in tension with each other, and we carefully consider when we weigh one over another. These considerations are informed by international legal frameworks and industry best practices, including the UN Guiding Principles on Business and Human Rights, the International Bill of Human Rights, the Convention on the Rights of Children, and the Santa Clara Principles. We also seek input from our community, safety and public health experts, and our Advisory Councils.

Balance	<del>1. Prevent harm</del> <del>2. Enable free expression</del>
Dignity	<del>3. Foster civility</del> <del>4. Respect local context</del>
	<del>5. Champion inclusion</del> <del>6. Protect individual privacy</del>
Fairness	<del>7. Provide transparency and consistency</del> <del>8. Be fair and just</del>

## More information

~~Our content moderation principles and practices are informed by the UN Guiding Principles on Business and Human Rights and the Santa Clara Principles international legal frameworks, such as the International Bill of Human Rights and the . We recognize that sometimes these principles may be in tension with each other, and we make trade-offs carefully.~~

- 1. Prevent harm:** Our primary focus is keeping ~~our community safe, fostering inclusivity, and ensuring~~ TikTok ~~safe and~~ is a place for joy. We consider the many ways that content or ~~behaviors~~ ~~behavior~~ may ~~impact~~ ~~cause harm to individuals or~~ our diverse community. This includes ~~individual~~ physical, psychological, financial, ~~privacy,~~ and ~~privacy harms, as well as~~ societal harms. To strike the right balance with free expression, we restrict content only when necessary and in a way that seeks to minimize the impact on speech.
- 2. Enable free expression:** The creativity unlocked by ~~expression~~ is what powers our vibrant community. We honor this ~~principle~~ ~~human right~~ by providing the opportunity to share freely on our platform ~~and by~~ ~~while also~~ proactively ~~addressing~~ ~~removing~~ ~~harassing~~ behavior that can inhibit ~~creator~~ speech ~~of others~~. However, free expression is not an absolute right - it is always considered in proportion to its potential harm. ~~It also~~ does not extend to a right to ~~have~~ ~~having~~ your content amplified in the For You feed.
- 3. Foster civility:** Civility creates respect between people and helps communities thrive. The way we engage with each other online can sometimes threaten positive interactions with others, so being civil on TikTok is critical to fulfilling our mission. This means acknowledging everyone's ~~inherent~~ ~~dignity~~ and conducting ourselves as if we were face-to-face. To ensure space for free expression, we do allow more latitude for social critique of public figures.
- 4. Respect local context:** TikTok brings together over a billion people across 150+ countries in one shared digital space. We work with regional experts and local communities to help ensure that our global approach ~~considers the way harms are experienced across regions, and that we allow for regional applications of our guidelines, while maintaining a baseline of internationally recognized human rights.~~  
~~recognizes local cultural norms. We adopt regional applications of our guidelines to ensure we do not impose one region's values on another, while also embracing a baseline of internationally recognized human rights.~~

**4.5. Champion inclusion:** We want people from around the world to feel welcome on our platform. We value and celebrate different cultures, identities, appearances, viewpoints, interests, and experiences. We know some communities historically have been afforded fewer opportunities for engagement, so we are committed to the principle of equality ~~human right of equal protection, equity,~~ and mitigating harms that disproportionately affect marginalized ~~or underrepresented~~ groups.

**5.6. Protect individual privacy:** ~~The right to privacy provides people a sense of autonomy, comfort, and security.~~ We are committed to protecting and respecting the privacy of our community and of individuals who are shown or discussed in content on the platform. We seek to ensure that content shared on the platform does not expose anyone's personal information or invade their intimate privacy.

**6.7. Provide transparency and consistency:** We want everyone to know what our rules and standards are ~~Our community members have a right to know what our rules are~~ and how we apply them. We seek to provide clear notice of our policies and practices, to apply them consistently and equitably, and to share our enforcement efforts in our [Transparency Center](#). We will be transparent throughout the guidelines when we need to prioritize another principle over consistency, such as local context or inclusion.

**7.8. Be fair and just:** Moderating millions of pieces of content each day is a complex effort, and developing a trusted process to do so is critical/foundational. We are committed to being impartial and evidence-based, producing fair outcomes, giving notice of enforcement actions, and providing an opportunity to appeal ~~content removals, LIVE suspensions, and account bans~~.

## Youth Safety and Well-Being

We are deeply committed to ~~ensuring that~~ TikTok beingis a safe and positive experience for people under the age of 18 (we refer to them as "youth" or "young people"). This starts by being old enough to use TikTok. **You must be 13 years and older to have an account.** There are additional age limitations based on local law in some regions.

In the United States, there is a separate under-13 TikTok experience, ~~which provides a more limited experience designed with additional safety protections~~ that offers additional safeguards, including restricting interactive features, content suitability assessments from Common Sense Networks, and a dedicated Privacy Policy. If you create a new account in the United States with a birthdate that shows you are under the age of 13, you will automatically enter into this experience.

If we learn someone is below the minimum age to have an account on TikTok, we will ban that account. If ~~an account holder~~ you believes ~~they~~ you were incorrectly banned, ~~they~~ you can [appeal](#) the decision. ~~Community members~~ Anyone can report ~~accounts that~~ those who ~~they believe suspect~~ are under the minimum age, either [in-app](#) or [online](#).

~~Youth safety is our priority.~~ We do not allow content that may put young people at risk of

~~exploitation, or psychological, physical, or developmental harm. This includes child sexual abuse material (CSAM), youth abuse, bullying, dangerous activities and challenges, exposure to overtly mature themes, and consumption of alcohol, tobacco, drugs, or regulated substances. If we become aware an account holder has a severe violation or has committed a sexual offense against a young person of youth exploitation on our platform, we will ban the account, as well as any other accounts belonging to the that person. We report incidents of youth sexual abuse and exploitation to the National Center for Missing and Exploited Children (NCMEC). We also report to relevant law enforcement authorities when there is a specific, credible, and imminent threat to human life or serious physical injury.~~

~~Our goal is to~~ provide young people with an experience that is developmentally ~~appropriate~~ suitable and ~~helps to ensure~~ a safe space for self-exploration. ~~We~~ take several steps including:

- Setting minimum age requirements for access to certain product features, including being 16 years and older to have your content be eligible for the FYF
- Using restrictive default privacy settings
- Developing content levels to restrict content that may not be suitable for people under the age of 18, and providing you with content filtering options

You can learn more about TikTok's tools, controls, and educational content on our Youth Portal and in our Guardian's Guide.

- We allow a range of content on our platform, but some of it is only made available to adults. Here is a consolidated "quick guide" of content restricted from younger audiences.

~~access to , (2) developing that sort content by levels of thematic comfort, (3) using restrictive , and (4) making content created by anyone under 16 ineligible for the For You feed (FYF). You must be 16 years and older to use direct messages, and be 18 years and older to go LIVE, to send gifts to a creator during a LIVE session, or to use monetization features. You can learn more about TikTok's tools, controls, and educational content on our and in our.~~

~~In the sections that follow, we have many policies to promote youth safety on the platform. Click for more information and a consolidated list of all youth-specific policies.~~

~~More information~~

~~Child Sexual Abuse Material (CSAM) refers to any sexualized material of a young person that is shared or created by anyone, including Significant body exposure includes showing part of the~~

~~pubic area and buttocks, or implied nudity, such as using an object to cover nude genitalia. For young people, it also includes wearing minimal clothing, such as only underwear.~~

~~Moderate body exposure includes showing the visible outline of covered genitalia, nipples through clothing, and exposed skin near an intimate body part, such as a part of a breast and the upper part of the thigh.~~

~~Seductive performances involve certain body movements that are intended to be sexually arousing, such as undressing (stripteases), pelvic thrusting, breast shaking, and fondling.~~

~~Sexualized posing is behavior with the intent to sexually arouse, through a combination of:~~

~~(1) emphasizing intimate body parts, such as by zooming in on genitals, or using hands to frame breasts; and (2) overt sexual expressions, including suggestive captions (such as "do you like what you see?").~~

~~Allusion to sexual activity is behavior with the intent to call to mind sexual activity, including imitating sexual acts (such as licking a phallic-shaped object), sounds (such as moaning), and facial expressions (such as an "O" face to mimic an orgasm).~~

~~NOT allowed~~

~~Sexual exploitation of young people, including child sexual abuse material (CSAM), grooming, solicitation, and pedophilia~~

~~Physical abuse, neglect, endangerment, and psychological abuse of young people~~

~~Trafficking of young people, promotion or facilitation of underage marriage, and recruitment of child soldiers~~

~~Sexual activity of young people~~

~~Nudity or significant body exposure of young people~~

~~Allusions to sexual activity by young people~~

~~Seductive performances by young people~~

~~Consumption of alcohol, tobacco products, and drugs by young people~~ Age-

rRESTRICTED (18 years and older)

### Disordered Eating and Body Image

- Showing, describing, promoting, or offering or requesting coaching for potentially harmful weight management behaviors including:
  - Restrictive low-calorie diets, such as extended intermittent fasting
  - Using medication or supplements for weight loss or muscle gain, such as anabolic steroid use
  - Exercise designed for rapid and significant weight loss, such as cardio routines that promise to help you lose a waist size in a week
- Promoting weight loss or muscle gain products, such as sharing a before-and-after transformation
- Promoting body types as ideal or perfect, when associated with potentially harmful weight management behaviors
- Showing or promoting cosmetic surgery that does not include risk warnings, including before-and-after images, videos of surgical procedures, and messages discussing elective cosmetic surgery

### Dangerous Activity and Challenges

- ~~Showing activity that involves visible or imminent moderate physical harm, or promoting activity that is likely to lead to moderate physical harm~~
- ~~Cosmetic surgery that does not include risk warnings, including before-and-after images, videos of surgical procedures, and messages discussing elective cosmetic surgery~~
- Showing activityActivities that ~~are~~is likely to be imitated and may lead to any physical harm

### Nudity and Body Exposure

- Showing semi-nudity of adults, such as wearing only nipple covers or underwear that does not cover the majority of the buttocks

### Sexually Suggestive Content

- Showing adults engaging in intimate kissing, sexualized framing, or sexualized behavior
- Showing sex products

## **Shocking and Graphic Content**

~~Significant body exposure of adults~~

~~Seductive performances by adults~~

~~Sexualized posing by adults~~

~~Allusions to sexual activity by adults~~

- Showing Blood of humans and animals ~~human or animal blood~~
- Showing extreme physical fighting
- Showing graphic or potentially distressing footage of events that are in the public interest to view, such as clashing with law enforcement or the aftermath of a bombing or natural disaster

## **Gambling**

- Showing or glamorizing gambling or gambling-like activities, such as filming someone gambling or making any general positive statement about gambling

## **Alcohol, Tobacco, and Drugs**

- ~~Discussing drugs or other regulated substances (as long as the substances are not being used or shown)~~
- Showing the Cconsumption of excessive amounts of alcohol by adults
- ~~Promoting tobacco products~~
- Showing the Cconsumption of tobacco products by adults
- ~~FYF ineligible~~
- Promoting alcohol products
- ~~Any content created by an under-16 account~~
- ~~Moderate body exposure of young people~~
- ~~Intimate kissing or sexualized posing by young people~~

**Potentially harmful weight management** means diets, medication, or exercise used for rapid or drastic weight loss or muscle gain that may create long-term health or well-being risk.

**Moderate physical harm** is harm that is unlikely to require professional medical treatment and does not pose a risk of disability or disfigurement. This includes small cuts with minimal blood loss and minor bruising on the body.

**Semi-nudity** means being mostly unclothed and close to (but not actually) nude, such as implied nudity or wearing clothes that minimally cover intimate body parts.

**Intimate body parts** means genitalia, buttocks, and breasts (including nipple and areola).

**Intimate kissing** means kissing that may indicate sexual arousal or the beginning of a sexual interaction.

**Sexualized framing** means content that intentionally emphasizes clothed intimate body parts through techniques, such as filming, editing, or positioning of the body in front of the camera.

**Sexualized behavior** means behavior that is intended to be sexually arousing, including performances or repetitive body movements emphasizing intimate body parts, and imitating sexual acts.

**Sex product** means an object or device that is designed to be used for sexual pleasure, such as a sex toy.

**Gambling** is betting money (including digital currencies, such as bitcoin) or something of monetary value on an event with an uncertain outcome, for a financial gain.

**Gambling-like activities** means activities that do not rise to the level of gambling, but are similar in behavior and carry similar risks, such as social casinos and gambling-related software.

**Tobacco products** include vaping products, smokeless or combustible tobacco products, synthetic nicotine products, E-cigarettes, and other Electronic Nicotine Delivery Systems.

**Regulated substances** include prescription drugs, over-the-counter drugs, compressed air canisters (whippets), and nitrite poppers.

## Safety and Civility

Physical and psychological safety form the foundation of individual well-being, and civility is the key to a thriving community. Being civil does not mean people-you must always agree, but rather it is about recognizing everyone's inherent dignity and being respectful in action, words, and tone when engaging others.

### 1. Violent ~~Behaviors~~ and Criminal Activities~~Behavior~~

We are committed to bringing people together in a way that does not lead to physical conflict. We recognize that online content related to violence can cause real-world harm. **We do not allow any violent threats, promotion of violence, incitement to violence, or promotion of criminal activities that may harm people, animals, or property.**

If there is a specific, credible, and imminent threat to human life or serious physical injury, we report it to relevant law enforcement authorities.



For details on how we approach content that contains images of ~~or references to violence~~ but does not promote violence, see [Shocking and Graphic Content](#).

More information

### NOT allowed

- Threatening or expressing a desire to cause physical injury to a person or a group
- Promoting or inciting violence, such as ~~making a general call for an attack,~~ encouraging an attack or others to attack, praising a violent act, or ~~and~~ recommending people bring weapons to a location to intimidate others
- Promoting ~~any type of~~ theft, or the ~~criminal~~ destruction of property or the natural environment
- Providing instructions on how to commit criminal activities that may harm people, animals, or property

### Allowed

- ~~Threats of violence in~~ completely fictional settings (as long as there is no relevance or reference to the real world)

## 2. Hate Speech and Hateful Behaviors

TikTok is enriched by the ~~various backgrounds~~ diversity of our community ~~members~~. Our differences should be ~~respected~~ embraced, rather than a cause for division. We do not allow any hate speech, hateful behavior, ~~hate speech,~~ or promotion of hateful ideologies. This includes explicit or implicit content that attacks a ~~person or group because of~~ protected attributes, ~~including:~~ group.

When there are discussions about social issues on TikTok, we want them to be respectful. Content may be ineligible for the FYF when it indirectly demeans protected groups.

Learn more about our work to counter hate, as well as tools that can help limit unwanted interactions, including restricting options for comments, duet, stitch, and messaging.

- |                                 |                                 |
|---------------------------------|---------------------------------|
| • <del>Caste</del>              | • <del>Gender</del>             |
| • <del>Ethnicity</del>          | • <del>Gender Identity</del>    |
| • <del>National Origin</del>    | • <del>Sex</del>                |
| • <del>Race</del>               | • <del>Sexual Orientation</del> |
| • <del>Religion</del>           | • <del>Disability</del>         |
| • <del>Tribe</del>              | • <del>Serious Disease</del>    |
| • <del>Immigration Status</del> |                                 |

## More information

**Hateful ideologies** are systems of beliefs that exclude, oppress, or otherwise discriminate against individuals based on their protected attributes, ~~such as racial supremacy, misogyny, anti-LGBTQIA+, and antisemitism.~~

**Protected groups** means individuals or communities that share protected attributes.

Protected attributes ~~are~~ mean personal characteristics that ~~we~~ you are either born with, are immutable, or ~~cannot change without~~ it would cause severe psychological harm, ~~and which may result in disproportionate~~ if you were forced to change them or were attacked because of them. This includes:

- Caste
- Ethnicity
- National Origin
- Race
- Religion
- Tribe
- Immigration Status
- Gender
- Gender Identity
- Sex
- Sexual Orientation
- Disability
- Serious Disease

~~stigmatization.~~ In addition, we also provide some protections related to age, and may consider other protected attributes when we have additional context, such as specific regional information provided to us by a local non-governmental organization (NGO). The attributes listed above are informed by the Universal Declaration of Human Rights and international conventions.

### NOT allowed

- Promoting violence, ~~exclusion,~~ segregation, discrimination, and other harms on the basis of a protected attribute
- Promoting any hateful ideology, including: or-
  - ~~e~~Claiming supremacy over a protected group, such as racial supremacy, misogyny, anti-LGBTQ+, antisemitism, or Islamophobia of people on the basis of protected attributes
  - Making conspiratorial statements that target a protected group, such as supporting the Great Replacement Theory or saying that Jewish people control the media
  - Using associated symbols and images
  - Facilitating the trade or marketing of any items that promote hate speech or hateful ideologies, such as books or clothing with hateful logos
- DemEANing-Dehumanizing someone on the basis of their protected attributes by saying or implying they are physically, mentally, or morally inferior, or calling them degrading terms, such as saying they are criminals, or animals, and/or comparing them to inanimate objects
- Using a hateful slur associated with a protected attribute
- Denying, or minimizing the scale of, well-documented historical events that harmed protected groups ~~based on a protected attribute,~~ such as ~~denial of~~denying the existence of the Holocaust or the genocide against the Tutsi in Rwanda
- Accusing a protected group of being responsible for bad acts caused by one person with that protected attribute, such as using one example of harmful behavior caused by an immigrant to suggest all immigrants are dangerous
- ~~Promoting or advertising conversion therapy or related programs that attempt to change a person's sexual orientation or gender identity~~
- Content that dehumanizes or denies the existence of ~~intentionally targeting people who are because of their protected attributes,~~ such as saying people have a mental illness if they identify as transgender
- ~~or gender non-conforming by referring to them~~Deadnaming or misgendering someone by using their former name or gender rather than their current name or expressed gender (deadnaming or misgendering) chosen identity, or by promoting conversion therapy programs that attempt to change a person's sexual orientation or gender identity

~~Facilitating the trade of any items that promote hate speech or hateful ideologies, such as books and clothing with hateful logos~~

FYF INELIGIBLE

- Some content that uses stereotypes, insinuation, or indirect statements that may implicitly demean protected groups

## Allowed

- Self-referential slurs that are reclaimed by the targeted community in a way that is not degrading, such as using a slur in a song or to refer to yourself used by a member of a group with that particular protected attribute
- Educational and documentary content that raises raising awareness against about the harm of hate speech, including slurs when they are used to discuss a related harm
- Counterspeech, condemnation of, or satire about hateful ideologies
- Discussion of social issues that impact protected groups, including in policy debates (as long as it does not attack people on the basis of a protected attribute)

## 3. Violent and Hateful Organizations and Individuals

We want ~~our creators~~you to share what inspires ~~them~~you, but ~~TikTok there~~ is not a place ~~on our platform for those dedicated~~ to spreading beliefs or propaganda that encourage violence or hate. We do not allow the presence of violent and hateful organizations or individuals on our platform.

These actors include violent extremists, violent criminal organizations, violent political organizations, hateful organizations, and individuals ~~perpetrators of~~who cause serial or mass violence. If we become aware that any ~~such of these~~ actors may be on our platform, we will conduct a thorough review - including off-platform behavior - which may result in an [account ban](#).

Often the ideas of these actors are amplified by others. We do not allow anyone to promote or provide materially support to violent or hateful actors. Content that may appear neutral, such as ~~referencing~~featuring a quote from a hateful organization or individual, must make clear that there is no intent to promote it. We make limited allowances for people to discuss violent political organizations, ~~but only if: (1) their causes are recognized as legitimate under international legal frameworks, (2) they do not primarily target civilians, and (3) the content does not mention violence.~~

### More information

Material support means giving financial contributions, goods, or services to promote violent organizations or individuals, or their cause. This includes recruitment, fundraising, selling merchandise, and promoting training materials.

**Violent extremists** are non-state groups, including those [designated by the United Nations](#), that threaten or use violence against civilians for political, religious, ethnic, or ideological reasons.

**Violent Criminal organizations** are transnational, national, or local groups that commit

serious crimes, including violence, trafficking, kidnapping, ~~financial crimes, and cybercrime.~~

**Violent political organizations** are non-state ~~groups actors~~ that commit violent acts ~~that~~ primarily against state actors (such as national military) rather than civilians, as part of ongoing political disputes (such as territorial claims). ~~target non-civilians and are acting legitimately under a right of self determination according to international law, such as the United Nations Charter, a United Nations resolution, the International Covenant on Civil and Political Rights (ICCPR), and the international Court of Justice (ICJ).~~

**Hateful organizations** are groups who target people ~~based on~~ the basis of protected attributes, including inciting hate, dehumanizing individuals or groups, and promoting hateful ideologies.

### NOT allowed

- Accounts operated by organizations or individuals that promote violence or hateful ideologies on or off-platform
- ~~• Promoting or materially supporting a violent or hateful organization, including any praise or celebration, or the provision of goods or services~~
- Promoting or Providing materially supporting any violence committed by ~~ato~~ violent political organizations or promoting violence caused by them
- ~~• Promoting or materially supporting a violent or hateful organization, (including any praise, or celebration, or sharing of manifestos) or providing material support to: the provision of goods or services~~
  - Hateful organizations
  - Promoting or materially supporting individuals who ~~are perpetrators of~~ cause serial or mass violence, or ~~who~~ promote hateful ideologies
  - Violent criminal organizations
  - Violent extremists

### Allowed

- Discussing a violent political organization (as long as there is no ~~mention~~ promotion of violence)
- Educational and documentary content that raises awareness of the harms ~~caused by~~ of violent and hateful actors

## 4. Youth ~~Exploitation and~~ Sexual and Physical Abuse

~~We are deeply committed to TikTok is being a safe and positive experience place for exploration and learning. Allowing young people to do so safely during their unique phase of development is our priority. We do not allow showing, promoting, or engaging in youth sexual or physical abuse or exploitation. -and abuse, including This includes child sexual abuse material (CSAM), nudity, grooming, sextortion, sexual solicitation, pedophilia, and physical or psychological abuse-harm of young people. This includes content that is real, fictional, digitally created, and shown in fine art or objects.~~

~~To help you manage your TikTok experience, we apply an "opt-in" screen to content about survivors discussing their own experiences with youth sexual exploitation or abuse.~~

We report incidents of youth sexual abuse and exploitation ~~and abuse~~ to the National Center for Missing and Exploited Children (NCMEC). We also report to relevant law enforcement authorities when there is a specific, credible, and imminent threat to human life a young person's life or serious physical injury. If you see suspected CSAM, report it immediately in-app or on our website. Do not download, capture, or share CSAM content in any way.

If you or someone you know has experienced youth sexual abuse or exploitation, support is available. Contact a helpline or service provider in your region. If you are in immediate danger, contact your local emergency services. ~~If you have had sexual feelings towards a young person, you can connect to.~~

## More information

**Child Sexual Abuse Material (CSAM)** ~~refers to~~means any sexualized material of a young person that is shared or created by anyone, including self-generated CSAM, or highly realistic-appearing digital or AI-generated content. ~~Sexualized material~~ includes content that implied-implies or clearly visible shows sexual activities or sexual abuse, sexualization of a youth body, and sexual assault of young people, as well as the sexualization or fetishization of their youth body or body parts.

**Grooming** is when ~~an adult~~someone becomes friendly or otherwise builds a trusting relationship with a young person for the purpose of sexual abuse or exploitation ~~or abuse~~.

**Sextortion** is a threat to share nude, intimate, or sexually explicit content without consent, usually to get money, sexual acts, or more nude, intimate, or sexually explicit content.

**Sexual Harassment** is unwanted sexual communication or behavior directed at a person. This includes sexualization through the platform (such as imitating a sexual act through a duet or a sticker), making statements about intimate body parts or sexual performance, or sharing or threatening to share information about a person's sexual life (such as sexual history or partners, or sexual orientation).

**Intimate body parts** means genitalia, buttocks, and breasts (including nipple and areola).

NOT allowed

- ~~Child sexual abuse material (CSAM) and youth nudity~~
- Showing, promoting, or engaging in youth sexual or physical abuse or exploitation, sexual abuse, and sexual fetishism including:
  - Child sexual abuse material (CSAM), including any screenshot or any clip from the original material even if it does not show nudity or sexual activity
  - Romantic relationships between an adult and young person, including pedophilia, or self-identifying as an adult attracted to young people
  - Grooming behavior ~~and~~
  - s~~S~~extortion
  - Sexual harassment
  - Sexual solicitation, including inviting a young person to engage in a sexual act, go off- platform, or share sexually explicit images (even if invited by another young person)
- ~~Promoting pedophilia, such as supporting any form of sexual contact, expressing feelings toward, or endorsing sexual relationships between an adult and young person~~
- ~~Normalizing pedophilia, such as making jokes about pedophilia~~
  - Showing or promoting physical abuse, neglect, endangerment, and psychological abuse of young people

- ~~Objectifying or sexualizing a young person through images or in-app interaction features, such as making a duet or stitch using a young person's content that involves imitating sexual acts~~
- Revictimizing young people who have experienced abuse or exploitation ~~and abuse~~, including through third party reshares ~~or reenactments~~
- ~~Trafficking of youth, promoting or facilitating underage marriage, and recruiting child soldiers (learn more about)~~

### Allowed

- ~~Survivors discussing their own experiences with youth exploitation and abuse~~
- Educational and documentary content related to the harms of youth abuse or exploitation ~~and abuse~~ (as long as it does not show or graphically describe such content)

## 5. Adult Sexual Exploitation and Gender-Based Violence and Physical Abuse

We are committed to providing a space that embraces gender equity, supports healthy relationships, and respects intimate privacy. Undermining these values can cause trauma and may lead to physical and psychological harm. We do not allow showing, promoting, or engaging in adult sexual or physical abuse or exploitation or gender-based violence, including. This includes non-consensual sexual acts, image-based sexual abuse, sextortion, physical abuse, and sexual harassment.

If you or someone you know has experienced abuse or sexual exploitation, support is available. Contact a [helpline or service provider](#) in your region. If you are in immediate danger, contact your local emergency services. If you believe you have experienced an intimate privacy violation on our platform, you can [report it](#).

### More information

**Non-consensual sexual acts** refer to means any sexual contact that happens without the consent of everyone involved in the activity. This includes any non-consensual sexual contact, such as rape and molestation.

**Image-based sexual abuse** is the creation, manufacture, or possessing, distribution distributing, or providing instructions on how to create or access intimate images (real or altered) of an individual that were created or distributed for a of nude, partially nude, or sexually explicit content without the consent of the person in the content, for the sexual purpose without their consent of sexualizing their body, or portraying them in a sexual manner. Content may be distributed without consent even if it appears to have been taken with consent.

**Sextortion** is a threat to share nude, intimate, or sexually explicit content without consent, usually to get money, sexual acts, or more nude, intimate, or sexually explicit content.

**Sexual harassment** is unwanted sexual communication and or behavior directed at a person. This includes sexualization through the platform (such as imitating a sexual act through a duet or a sticker),



making statements about intimate body parts or sexual performance, or sharing or threatening to share information about a person's sexual life (such as sexual history or partners, or sexual orientation).

**Intimate body parts** means genitalia, buttocks, and breasts (including nipple and areola).

**NOT allowed**

- Non-consensual sexual acts that are real or fictional, including rape, molestation, and non-consensual touching Showing, promoting, or engaging in:
- Non-consensual sexual acts, image-based sexual abuse, or physical abuse (domestic violence)
- Sexual harassment
- Image-based sexual abuse and sextortion

- ~~Physical abuse between family members or intimate partners (domestic violence)~~
- ~~Editing another person's content or image to sexualize them, or to create the appearance of them engaging in sexual activity~~
- ~~Expressing unwanted statements about engaging in sexual acts with a specific person~~
- ~~Expressing degrading or vulgar statements about a person's intimate body parts, including genitalia, buttocks, and breasts~~
- ~~Sharing (or threatening to share) details about, or shaming, a person's private sexual life, including sexual history, names of previous sexual partners, and sexual orientation~~

### Allowed

- Survivors of abuse or exploitation sharing their own experiences ~~of sexual exploitation and gender-based violence~~ (as long as it does not show or graphically describe such content)
- Educational and documentary content that raises awareness about the harm related to the harms of sexual exploitation and gender-based violence (as long as it does not show or graphically describe such content)

## 6. Human Trafficking and Smuggling ~~Exploitation~~

We are committed to upholding individual human dignity and ensuring ~~our platform~~ TikTok is not used to take advantage of vulnerable people. We do not allow human ~~exploitation, including~~ trafficking and smuggling. We understand how important it is for survivors of human ~~exploitation~~ trafficking and smuggling to share their stories, and for migrants ~~and refugees~~ to be able to document their journeys, so we provide a space to do so.

We report incidents of youth sex trafficking to the National Center for Missing and Exploited Children (NCMEC). We also report to relevant law enforcement authorities when there is a specific, credible, and imminent threat to human life or serious physical injury.

### More information

**Human trafficking** ~~involves earning a profit by exploiting others through the use of fraud, force, or coercion. Considered~~ is a form of modern slavery that can occur domestically or internationally and involves, it can include sex, labor, youth, or organ trafficking, forced marriage, exploitative begging, and the recruitment of youth soldiers ~~victims, coordination of their transport, and their exploitation using force, fraud, coercion, or deception. It can include sex, labor, child, or organ trafficking, forced marriage, forced criminality (such as exploitative begging), domestic servitude, and child soldiers.~~

**Human smuggling** involves earning a profit by helping a person to illegally enter another country. It can include providing transportation, consultation, identity, and travel document fraud.

### NOT allowed

- Facilitating or ~~promoting~~ coordinating human ~~trafficking and human~~ smuggling ~~activities~~ acts and services

- ~~• Requesting support for being smuggled illegally into a different country~~  
Recruiting or coordinating human trafficking acts

### -Allowed

- ~~• Asking for help to leave a country specifically to escape violence, torture, or other human rights abuses~~
- Expressing a desire to migrate to another country, or showing a migrant's journey (as long as it does not explicitly show the involvement of smugglers in their journey)
- Asking for help or sharing information about how to leave a country as a result of specifically to escape violence, torture, or other human rights related abuses or a humanitarian crisis
- Survivors sharing their own experiences of human exploitation trafficking and smuggling
- Educational and documentary content that raises awareness about related to the harms of human exploitation trafficking and smuggling

## 7. Harassment and Bullying

We welcome the respectful expression of different viewpoints ~~but not toxicity or trolling.~~ We and want to ensure that anyone can share their voice without the fear of being degraded or bullied. We do not allow ~~language or behavior that harasses, humiliates, threatens, or doxxes anyone~~ harassing, degrading, or bullying statements or behavior. This ~~also~~ includes responding to such acts with retaliatory harassment ~~(but excludes non-harassing counter-speech)~~.

We ~~allow some critical comments of~~ recognize that public figures, ~~understanding that they~~ are in a position of public attention ~~and~~ have ways to counter negative speech, and that ~~the critique may be in some content related to them may be in~~ the public interest to view. We do allow some negative or critical comments or images about public figures. However, we still remove content that violates other policies (such as violent threats, hate speech, ~~and-or~~ sexual exploitation), as well as serious forms of harassment (such as doxxing ~~and-or~~ expressing a desire ~~for that~~ someone ~~to~~ experience serious physical harm).

If you or someone you know is being bullied, help is available. We offer support resources, as well as tools that can help limit harmful interactions, including restricting options for comments, duet, stitch, and messaging.

### More information

**Doxxing** involves publishing personal information about someone online with a malicious intent. We recognize intent can be subjective, so we use objective indicators to help us understand it, such as captions and hashtags.

**Public figures** are adults (18 years and older) with a significant public role, such as a government official, politician, business leader, ~~and-or~~ celebrity. We do not identify people under the age of 18 as public figures.

Private figures are all people under the age of 18, and adults (18 years and older) who are not public figures.

### NOT allowed

- Degrading ~~someone~~ an individual who has experienced physical distress, or expressing disgust on the basis of their personal characteristics appearance, intelligence, or personal circumstances; (such as their physical appearance, intellect, personality traits, and hygiene, or health or medical history)
- Showing someone being physically bullied by another person or group
- Degrading or revictimizing people who have experience a tragedy ~~victims of violent tragedies~~, such as claiming that they deserved ~~to die~~ or that surviving members are lying about the event ~~belittling or denying their experience~~
- Undermining an individual's physical safety, by threatening them, or ~~E~~ expressing a desire for a person ~~them~~ to die, get a serious disease, or experience some other severe physical harm
- ~~Degrading someone with profanity or obscene language~~
- Threatening or inciting others encouraging others to doxx or, share account information, blackmail someone, or to share or hack someone's account information
- ~~Promoting~~ Inciting others to harass a person, or promoting coordinated harassment, such as advocating for of a person or attempting to create conflict between people, such as calling for others to flood post comments with abusive language, or to maliciously report an account

### Allowed

- ~~Criticism of~~ Criticizing an individual's content or actions (as long as it does not critique their personal characteristics)
- ~~Responses to, Counterspeech~~ or condemnation of harassment or bullying, attacks or any other counter speech (as long as it does not involve retaliatory harassment)
- Some negative or ~~C~~ critical comments or images of about public figures (as long as they do not constitute serious forms of harassment or violate other policies)
- Educational and documentary content that raises awareness about the harms of harassment and bullying

## Mental and Behavioral Health

We care deeply about the well-being ~~of our community members~~ and ~~want~~ seek to be a source of happiness, enrichment, and belonging. We welcome people coming together to find connections, participate in shared experiences, and feel part of a broader community. We work to make sure this occurs in a supportive space that does not negatively impact ~~people's~~ your physical or psychological health.

### 1. Suicide and Self-Harm

We want TikTok to be a place where people can discuss emotionally complex topics in a supportive way without increasing the risk of harm. **We do not allow showing, promoting, or sharing plans for suicide or self-harm.**

If you or someone you know has had thoughts of suicide or self-harm, support is available. Contact a suicide prevention [helpline](#) in your region or your local emergency services. We may contact local emergency services, if there is a specific, credible, and imminent threat to human life or serious physical injury, such as sharing details about a plan to harm [oneself/yourself](#).

More information

#### NOT allowed

- Showing, promoting, or providing instructions on suicide [and/or](#) self-harm, and related challenges, dares, games, and pacts, [including naming or describing methods](#)
- Showing or promoting suicide and self-harm hoaxes
- Sharing plans for suicide [and/or](#) self-harm

#### Allowed

- Sharing messages of hope [and/or](#) stories of personal experiences overcoming suicide [and/or](#) self-harm urges (as long as there is no mention of suicide or self-harm methods)
- Sharing suicide [and/or](#) self-harm prevention content, such as information on suicide warning signs [and/or](#) how to access professional help
- Sharing accurate information that is trying to reduce panic about suicide hoaxes

## 2. Disordered Eating and Body Image

We want TikTok to be a place that encourages self-esteem, and does not promote negative social comparisons. **We do not allow showing or promoting disordered eating [or any and dangerous weight loss behaviors, or facilitating the trade or marketing of weight loss or muscle gain products](#).**

Content is [age-restricted \(18 years and older\) and ineligible for the FYF](#) if it shows [or promotes potentially harmful weight management, or markets weight loss or muscle gain products. Content is restricted \(18 years and older\), and ineligible for the FYF in some regions, if it shows](#) cosmetic surgery and does not include risk warnings.

~~Eating disorders, such as anorexia nervosa, bulimia nervosa, and binge-eating disorders, are serious and may be life-threatening.~~ If you or someone you know is experiencing concerns about body image, food, or exercise, support is available. Contact a [helpline](#) in your region.

More Information

**Disordered eating [and dangerous weight loss behaviors](#) means ~~includes~~ extreme dieting or fasting, [or misusing medication or engaging in exercise for weight loss that may create a significant and immediate health or well-being risk](#) ~~bingeing, and intentional vomiting.~~**

Potentially harmful weight management means diets, Dangerous weight loss behaviors include compulsive exercise, and using potentially harmful medication or supplements exercise used for rapid or drastic weight loss or muscle gain that may create a long-term health or well-being risk.

### NOT allowed

- Showing, describing, promoting, or offering or requesting coaching for disordered eating and or other dangerous weight loss behaviors, including:
  - Extreme low-calorie diets
  - Bingeing or intentional vomiting
  - Misusing medication or supplements for weight loss
  - Exercising through serious injuries or illness
- ~~Showing or describing extremely low-calorie daily food consumption, and diets associated with disordered eating~~
- Showing or promoting unhealthy body measurement and "body checking" trends, such as comparing body part size to household objects
- Facilitating the trade or marketing of weight loss or muscle gain products

### Age-Restricted (18 years and older)

- Showing, describing, promoting, or offering or requesting coaching for potentially harmful weight management behaviors including:
  - Restrictive low-calorie diets, such as extended intermittent fasting
  - Using medication or supplements for weight loss or muscle gain, such as anabolic steroid use
  - Exercises designed for rapid and significant weight loss, such as cardio routines that promise to help you lose a waist size in a week
- Promoting weight loss or muscle gain products, such as sharing a before-and-after transformation
- Promoting body types as ideal or perfect, when associated with potentially harmful weight management behaviors
- Showing or promoting cosmetic surgery that does not include risk warnings, including before-and-after images, videos of surgical procedures, and messages discussing elective cosmetic surgery

### FYF INELIGIBLE

- Showing, describing, promoting, or offering or requesting coaching for potentially harmful weight management behaviors including:

- Restrictive low-calorie diets, such as extended intermittent fasting
- Using medication or supplements for weight loss or muscle gain, such as anabolic steroid use
- Exercises designed for rapid and significant weight loss, such as cardio routines that promise to help you lose a waist size in a week
- Promoting weight loss or muscle gain products, such as sharing a before-and-after transformation
- Promoting body types as ideal or perfect, when associated with potentially harmful weight management behaviors
- Showing or promoting cosmetic surgery that does not include risk warnings, including before-and-after images, videos of surgical procedures, and messages discussing elective cosmetic surgery

### Allowed

- Condemning disordered eating, dangerous weight loss behaviors, or potentially harmful weight management (as long as it does not show or describe a diet or behavior)
- Showing or describing:
  - Competitive eating contests, such as hot dog and pie-eating contests
- ~~Showing or describing~~
  - Fitness routines and nutrition that are not primarily focused on extreme weight loss, such as preparing for competitive sports, marathon training, ~~and-or~~ body building competitions
- ~~Showing or describing reconstructive or~~
  - Medically necessary surgery, such as including before-and-after images of the repair of a cleft lip, breast reconstruction after a mastectomy, ~~and-or~~ gender affirmation surgery
  - Medically necessary health interventions under the guidance of a medical or health professional, such as restrictive diets before surgery
  - Religious diet behavior and fasting
  - Physical disabilities and differently-abled bodies

## 3. Dangerous Activities and Challenges

We welcome ~~when our community collectively opportunities to~~ participate in fun and creative trends. Most activities or challenges are appropriate-suitable for everyone and bring people together, but some ~~carry-pose~~ a risk of significant injury. **We do not allow showing or promoting dangerous activities and challenges.** ~~This includes dares, games, tricks, inappropriate use of dangerous tools, eating substances that are harmful to one's health, or similar activities that may lead to significant physical harm.~~

Content is age-restricted (18 years and older) if it shows ~~activities-activity~~ that ~~are-is~~ likely to be

imitated and may lead to any physical harm. Content is ineligible for the FYF if it ~~involves shows~~ activity ~~activities~~ that ~~are is~~ likely to lead to moderate physical harm, ~~or includes professionals who are performing extreme sports and stunts that may endanger others.~~

To help you manage your TikTok experience, we also apply warning information to this type of content, as well as to content showing professionals performing extreme sports and stunts. ~~If you see a dangerous activity or challenge, pause for a moment to stop and think before you decide and act.~~ Learn more about [what to do](#) if you see an online challenge.

## More information

**Dangerous ~~activities~~ activity and challenges** ~~include dares, games, tricks, and other~~ are acts performed by non-professionals that ~~carry pose~~ inherent or known risks and which may result in significant physical harm. This includes dares, games, tricks, inappropriate use of dangerous tools, and eating substances that are harmful to an individual's health.

**Significant physical harm** is harm that usually ~~typically~~ requires professional medical treatment and ~~creates poses~~ a risk of temporary or permanent disability or disfigurement. This includes dislocated or broken bones, poisoning, loss of consciousness, serious burns, electrocution, concussion, and choking.

**Moderate physical harm** is harm that is unlikely to require professional medical treatment and does not ~~create pose~~ a risk of disability or disfigurement. This includes small cuts with minimal blood loss and minor bruising on the body.

## NOT allowed

- Showing dangerous ~~activities~~ activity that involves visible or imminent significant physical harm, or promoting dangerous ~~activities~~ activity
- Showing or promoting:
  - ~~the i~~ inappropriate use of dangerous tools, such as knives, axes, chainsaws, and ~~or~~ welding torches
- Showing or promoting the
  - ~~e~~ Eating or drinking of substances that are dangerous for humans to consume, such as rocks ~~and or~~ detergent
  - ~~Showing or promoting d~~ Dangerous driving behavior, such as exceeding the speed limit, running a red light, and or ~~posing for a picture and~~ distracted driving (including ~~live streaming while driving)~~

## Age-r! Restricted (18 years and older)

- Showing activity that involves visible or imminent moderate physical harm, or promoting activity that is likely to lead to moderate physical harm
- Showing ~~activities~~ activity that ~~are is~~ likely to be imitated and may lead to any



physical harm

### **FYF ineligible**

- Showing ~~activities-activity~~ that involves visible or imminent moderate physical harm, or promoting ~~activities-activity~~ that ~~are-is~~ likely to lead to moderate physical harm
- ~~Showing extreme sports or stunts performed by professionals in public spaces, such as jumps and tricks in skateboarding and freestyle bicycle motocross (BMX)~~

### **Allowed**

- Using weapons, such as spears and shields, in ceremonial settings, religious festivals, and cultural ~~performancespractices~~

## **Sensitive and Mature Themes**

TikTok provides content that ranges from very family friendly to more mature. Given the diversity of our global community, developmental and cultural considerations inform our approach to potentially sensitive and more mature content that may be considered offensive by some. To honor our principle of **respecting local context** and not imposing the norms of one country on another, some of the ~~exceptions to~~**applications of** the guidelines in this section differ across regions.

### **1. Sexual Activity and Services**

TikTok is a place where ~~people-you~~ can come to discuss or learn about sexuality, sex or reproductive health. We are mindful that certain content may not be ~~appropriate-suitable~~ for young people, may be considered offensive by some, or may create the potential for exploitation. **We do not allow sexual activity or services.** This includes sex, sexual arousal, fetish and kink behavior, and seeking or offering sexual services. However, it does not include reproductive health and sex education content.

More information

~~Sexual activity includes sex, sexual arousal, and fetish and kink behavior.~~

**Fetish and kink behavior** includes BDSM (bondage, discipline, domination, submission, sadism, and masochism), and sexual behaviors with non-human objects or with specific body parts (such as a foot fetish).

**Reproductive health** ~~refers to~~**means the** physical, mental and social well-being in all matters relating to the reproductive system and to its functions and processes.

**Sex education** ~~refers to~~**means** a broad variety of topics related to sex, sexuality, sexual health, and relationships.

### **NOT allowed**

- ~~Showing P~~penetrative sex, non-penetrative sex, ~~and-or~~ oral sex

- Showing Physical sexual arousal, including sexual stimulation and physical responses to sexual arousal
- Fetish and/or kink activity
- Sexual services, including offering or asking for sexual services-acts (solicitation), sexual chats, imagery, pornography, member exclusive content, and streaming of adult content through a webcam, such as stripping, nude modeling, and masturbation (sexcamming)
- Sexual chats, imagery, and pornography

### Allowed

- Reproductive health and sex education content, such as the use of birth control and abortion discussed in an medical or scientific contextway related to procedures, surgeries, or examinations

## 2. Nudity and Body Exposure

We celebrate all shapes and sizes and want people-you to feel comfortable in how they-you present themselves-yourself and their-your bodiesbody. We understand societies approach body exposure and clothing differently, so we seek to reflect prevailing cultural norms-aboutpractices.

We do not allow nudity. We do not allow nudity, including uncoveredThis includes bare genitals-genitalia, and buttocks, as well as nipples and areolasbreasts of women and girls, and sheer and partially see-through clothing is not considered covered. We allow regional exceptions for showing nipples and areolas in limited situations, such as medical treatment, educational purposes, or as a part of culturally accepted practices.

Not allWe want to provide young people have thewith an experience that is developmentally suitable-maturity to respond to unwanted physical attention and uninvited sexualization, which may lead to psychological or physical harm. We do not allow semi-nudity or significant body exposure of young people. Content is ineligible for the FYF if it shows body exposure of a young person that may present a risk of uninvited sexualization.

We also do not want to amplify content that may not be suitable for a wide audience. Content is age-restricted (18 years and older) if it shows significant body exposure of an adult. Content and is ineligible for the FYF if it shows moderate body exposuresemi-nudity of a young person, or significant body exposure of an adult. We allow regional exceptions for body exposure in limited situations, such as common cultural practices.

### More information

**Nudity** is-means being unclothed and showing bare intimate body parts that prevailing cultural norms-practices indicate should be fully covered. This currently includes bare genitals-and-buttocks of anyone, as well as nipples and areolasbreasts of women and girls, but not It does not apply to nipples and areolas of men and boys (including those who are transgender or intersex), or people who are non-binary. We recognize

that ~~there are some~~ individuals ~~who~~ do not describe their gender in binary terms, and acknowledge the complexity of applying this policy. When reviewing such content, we start by looking at how someone self-describes using first-party information and indicators, such as captions, hashtags, ~~and or~~ bio, and then may also look at how the person presents.

Intimate body parts means genitalia, buttocks, and breasts (including nipple and areola).

Semi-nudity means being mostly unclothed and close to (but not actually) nude, such as implied nudity or wearing clothes that minimally cover intimate body parts.

Significant body exposure means being clothed but having partially uncovered intimate body parts ~~includes showing part of the pubic area and buttocks, or only wearing intimate implied nudity, such as using an object to cover nude genitalia.~~ For young people, it also includes wearing minimal clothing, such as ~~only~~ underwear.

~~Moderate body exposure includes showing the visible outline of covered genitalia, nipples through clothing, and exposed skin near an intimate body part, such as a part of a breast and the upper part of the thigh.~~

### NOT allowed

- Showing Nudity of adults and young people, including photography and digitally created images such as manga and anime

~~Nudity of young people, including visual fine art, objects, photography, and digitally created images such as manga and anime~~ (*learn more about CSAM in [Youth Exploitation](#)*)

- Showing semi-nudity or Significant body exposure of young people, such as extremely cropped shirts, or only wearing underwear or lingerie

### Age-r! Restricted (18 years and older)

- Showing semi-nudity Significant body exposure of adults, such as wearing only nipple covers or underwear that does not cover the majority of the buttocks

### FYF ineligible

- Showing semi-nudity Significant body exposure of adults, such as wearing only nipple covers or underwear that does not cover the majority of the buttocks
- Showing youth in clothing that exposes substantial cleavage, or the clothed outline of certain intimate body parts (genitalia and nipples)
- Showing infants and toddlers (under the age of 4) with implied nudity or partially exposing their buttocks
- ~~Moderate body exposure of young people~~

### Allowed

- Non-sexualized content showing areolas or nipples of: Showing full nudity of infants during childbirth
- Showing bare breasts of men and boys (including who are transgender or intersex),

infants and toddlers (under the age of 4), and people who are non-binary

- Showing full buttocks of anyone, and bare breasts of women (and of girls, when we have additional context), in the following non-sexualized settings:
  - infants or toddlers
  - girls or women in medical contexts, for educational purposes, or as a part of a culturally-accepted practice, such as indigenous populations who do not traditionally wear top-coverings
  - Cultural practice women in culturally-expected contexts, such as breastfeeding and or chestfeeding, populations who do not traditionally wear coverings, or during at political protests, or at large traditional celebration festivals (such as Carnival)
  - Documentary or educational contexts, such as political protests
  - Scientific or medical contexts, such as breast reconstruction after a mastectomy
- Areolas and nipples of men and boys (including those who are transgender or intersex), or people who are non-binary
- Showing Bbody exposure that appears in culturally expected contexts, such as athletes wearing sports apparel and someone wearing a swimsuits at a beach or festival, or an athlete wearing a sports bra

### 3. Sexually Suggestive Content

We welcome you to performances and dances where people can creatively express themselves yourself, celebrate their your culture, or seek to entertain. We are mindful that certain behaviors related to sexual arousal or suggestiveness may be offensive to some people and may put young people at risk of exploitation. We do not allow content by young people that intends to be sexually suggestive seductive performances or allusions to sexual activity by young people, or the use of sexually explicit narratives by anyone. This includes intimate kissing, sexualized framing, or sexualized behavior. We also do not allow sexually explicit language by anyone. We do allow some artistic content with sexual references, such as song lyrics.

Content is age-restricted (18 years and older) and ineligible for the FYF if it shows intimate kissing seductive performances or, sexualized posing framing, or sexualized behavior by adults, or if it shows sex products allusions to sexual activity by adults. Content is ineligible for the FYF if it shows sex products or intends to sexually arouse (such as intimate kissing, sexualized posing, and seductive performances or allusions to sexual activity by adults).

#### More information

**Intent** is referenced to be clear that other people finding you sexually arousing is not against the rules. However, we also acknowledge intent can be subjective. To help us understand it, we use objective indicators, including such as a bio, captions, hashtags, captions bio, (such as “do you like what you see”), or and sounds (such as moaning). We also recognize that different regions

have varying views on what is considered sexually suggestive, which further also informs our assessment.

Intimate body parts means genitalia, buttocks, and breasts (including nipple and areola).

Intimate kissing means kissing that may indicate sexual arousal or the beginning of a sexual interaction.

Sexualized framing means content that intentionally emphasizes clothed intimate body parts through techniques, such as filming, editing, or positioning of the body in front of the camera.

Sexualized behavior means behavior ~~Seductive performances involve certain body movements that are is~~ intended to be sexually arousing, including performances or repetitive body movements emphasizing intimate body parts and imitating sexual acts such as undressing (stripteases), pelvic thrusting, breast shaking, and fondling.

Sex product means an object or device that is designed to be used for sexual pleasure, such as a sex toy.

~~Sexualized posing is behavior with the intent to sexually arouse, through a combination of: (1) emphasizing intimate body parts, such as by zooming in on genitals, or using hands to frame breasts; and (2) overt sexual expressions, including suggestive captions (such as "do you like what you see?").~~

~~Allusion to sexual activity is behavior with the intent to call to mind sexual activity, including imitating sexual acts (such as licking a phallic-shaped object), sounds (such as moaning), and facial expressions (such as an "O" face to mimic an orgasm).~~

### NOT allowed

- Using Ssexually explicit narratives language, such as vivid graphic descriptions of sexual acts or arousal
- Showing Seductive performances by young people engaging in:
  - Intimate kissing, such as kissing that includes closed or open mouths, tongues, biting, sucking, or groping
  - Sexualized framing, such as cropping or magnifying an image, adding a digital effect (including a sticker or arrow), or bending over to draw attention to intimate body parts
  - Sexualized behavior, such as repetitive breast or buttocks shaking or pelvic thrusting, striptease, fondling clothed intimate body parts, or licking phallic-shaped objects while making sounds or facial expressions that imply sexual arousal
- ~~Allusions to sexual activity by young people~~

### Age-r! Restricted (18 years and older)

- Showing Seductive performances by adults engaging in intimate kissing, sexualized framing, or sexualized behavior
- Showing sex products

- ~~Sexualized posing by adults~~
- ~~Allusions to sexual activity by adults~~

### FYF ineligible

- Showing adults engaging in intimate kissing, sexualized framing, or sexualized behavior
- ~~Showing Ssex products, such as sex toys~~
- ~~Intimate kissing~~
- ~~Sexualized posing~~
- ~~Seductive performances by adults~~
- ~~Allusions to sexual activity by adults~~

### Allowed

- Sexually explicit narratives in some artistic contents, such as song lyrics
- Showing greeting or non-intimate kisses, such as kissing someone on a cheek, or briefly on the lips

## 4. Shocking and Graphic Content

Part of the joy of TikTok is coming across new and unexpected content. But the platform is not a place to intentionally shock, upset, or disgust others. We recognize this type of content may be triggering, cause psychological harm, or lead to extreme discomfort. We do not allow gory, gruesome, disturbing, or extremely violent content.

Content is ~~age-restricted (18 years and older) and ineligible for the FYF~~ if it shows human or animal blood, ~~extreme physical fighting, or graphic footage of events that would otherwise violate our rules but~~. ~~Content is ineligible for the FYF if it shows fictional violence, blood, potentially distressing or mildly graphic material, animal genitalia or sexual activity between animals. Content is also ineligible for the FYF if it contains graphic footage of events that~~ are in the public interest to view. Content is also ineligible for the FYF if it shows fictional graphic violence or potentially distressing or mildly graphic material.

To help you manage your TikTok experience, we ~~also~~ apply an "opt-in" screen or warning information to some content, such as human or animal blood, wild animals attacking each other, professional fighting, and potentially distressing or mildly graphic material.

More information

### NOT allowed

- Showing:
  - Real-world torture, and graphic violence, ~~and extreme physical fighting~~
  - Graphic deaths and accidents
  - Body parts that are dismembered, mutilated, charred, burned, or severely

injured bodies

## Age-RRestricted (18 years and older)

### Showing:

- Blood of hHumans and-or animals blood
- Extreme physical fighting
- Graphic or potentially distressing footage of events that are in the public interest to view, such as clashes with law enforcement or the aftermath of a bombing or natural disaster

## FYF ineligible

### Showing:

- Blood of hHumans and-or animals blood
- Extreme physical fighting
- Graphic or potentially distressing footage of events in the public interest to view, such as clashes with law enforcement and the aftermath of a bombing or natural disaster
- Fictional graphic violence ~~and extreme physical fighting~~

### ~~Blood of humans and animals~~

- Potentially distressing material that may cause anxiety or fear, such as showing non-severe injuries and accidents, dead animals, jump scare effects, and-or gory make-up
- Mildly graphic material that may cause disgust, such as human and animal bodily functions and fluids (such as urine or vomit), and close-ups of organs and certain animals (such as insects, rats)

### ~~Genitalia and sexual activity of animals~~

## Allowed

### Showing:

- Professional fighting fights, such as boxing and-or mixed martial arts
- Blood shown in an educational context (such as menstruation) and artistic settings (such as fine art)
- Food-related blood products, such as blood sausage, blood/black pudding, curd, and-or cake

## 5. Animal Abuse

~~We want our platform to be~~ TikTok is a place that respects animals and celebrates the ways that they enrich our lives across different cultures and regions. **We do not allow animal abuse, cruelty, neglect, trade, or other forms of animal exploitation.**

[Learn more about animal abuse, including how to contact animal welfare organizations in your region.](#)

More information

NOT allowed

- Slaughtering, mutilating, ~~and or~~ abusing animals, including staged animal fighting
- Showing or promoting the Mmistreatment and or neglect of animals, such as malnourishment
- ~~Animal body parts that are d~~Dismembered, mutilated, charred, burned, or severely injured animals
- Wildlife hunting without clear legal permission (poaching)
- Sexual activity between an animal and a human (bestiality)
- ~~Facilitation~~Facilitating of the trade or marketing of all live animals, and any part of an endangered animal, such as products and medicine made from elephant ivory, tiger bones, rhinoceros horns, ~~and or~~ sea turtle shells

Allowed

- Food-related animal body parts, such as barbecued chicken legs
- Educational and documentary content that raises awareness about animal abuse (as long as it does not include graphic content of animal abuse)

## [Integrity and Authenticity](#)

We want ~~everyone you~~ to feel confident that ~~they you~~ can access information that is reliable, discover content that is original, and engage with people who are authentic. This is foundational to building a community of trust and accountability both on ~~TikTok~~ and off-platform.

### 1. Misinformation

In a global community, it is natural for people to have different opinions, but we seek to operate on a shared set of facts and reality. We do not allow misinformation ~~inaccurate, misleading, or false content~~ that may cause significant harm to individuals or society, regardless of intent. ~~Significant harm includes physical, psychological, or societal harm, and property damage. It does not extend to commercial and reputational harm, nor does it cover simply inaccurate information and myths.~~ We rely on independent fact-checking partners, guidance from public health authorities, and our database of previously fact-checked claims to help assess the accuracy of content.

Content is ineligible for the FYF if it contains general misinformation that may cause moderate harm, such as certain health content, conspiracy theories, repurposed media, or misrepresented authoritative sources or unverified information related to emergencies. To be cautious, unverified information about emergencies and content that warrants fact-checking is also temporarily ineligible for the FYF while it is undergoing review by fact-checkers is also ineligible for the FYF.



To help you manage your TikTok experience, we ~~add~~ may apply warning labels to content ~~related to unfolding or emergency events which have been~~ that has been assessed by our ~~fact-checkers checking partners and~~ but cannot be verified as accurate, ~~and w~~ We may also send prompts ~~people~~ to reconsider sharing such content.

## More information

**Misinformation** ~~includes means false or inaccurate,~~ misleading, ~~or false~~ content.

**Significant harm** ~~includes means~~ severe forms of physical harm (including life-threatening injury or death), psychological harm (including trauma), large-scale property damage, and societal harm (including undermining fundamental social processes or institutions):

**Moderate harm health misinformation** means false or misleading content regarding the treatment or prevention of injuries, conditions, or illnesses that are not immediate of life-threatening.

- ~~• Physical injury and illness, including death~~
- ~~• Psychological trauma~~
- ~~• Large-scale property damage~~
- ~~• Societal harm, including undermining fundamental social processes or institutions, such as democratic elections, and processes that maintain public health and public safety~~

**Conspiracy theories** ~~are means~~ beliefs about unexplained events, or involve rejecting generally accepted explanations for events, ~~including and~~ suggesting they were carried out by covert or powerful individuals or groups.

**Repurposed media** means unedited media content that is presented out of context and may mislead a person about a developing topic of public importance.

**Misrepresented authoritative sources** means content that promotes misleading correlations or conclusions related to authoritative information that is recognized and trusted, such as reports from research institutions.

## NOT allowed

- Misinformation that poses a risk to public safety or may induce panic about a crisis event or emergency, including using historical footage of a previous attack as if it were current, or incorrectly claiming a basic necessity (such as food or water) is no longer available in a particular location

- ~~Medical-Health~~ misinformation, such as misleading statements about vaccines, inaccurate medical advice that discourages people from getting appropriate medical care for a life-threatening disease, and other misinformation which may cause negative that poses a risk to public health effects on an individual's life
- Climate change misinformation that undermines well-established scientific consensus, such as denying the existence of climate change or the factors that contribute to it
- Specific eConspiracy theories that name and attack individual people
- ~~Dangerous eC~~onspiracy theories that are violent or hateful, such as making a violent call to action, having links to previous violence, denying well-documented violent events, and or causing prejudice towards a group with a protected attribute
- ~~Specific conspiracy theories that name and attack individual people~~
- ~~Material that has been edited, spliced, or combined (such as video and audio) in a way that may mislead a person about real-world events~~

### FYF ineligible

- General eConspiracy theories that are unfounded and claim that certain events or situations are carried out by covert or powerful groups, such as "the government" or a "secret society"
- Moderate harm health misinformation, such as an unproven recommendation for how to treat a minor illness
- Repurposed media, such as showing a crowd at a music concert and suggesting it is a political protest
- Misrepresenting authoritative sources, such as selectively referencing certain scientific data to support a conclusion that is counter to the findings of the study
- Unverified information claims related to an emergency or unfolding event where the details are still emerging
- Potential high-harm misinformation while it is undergoing a fact-checking review

### Allowed

- Statements of personal opinion (as long as it does not include harmful misinformation)
- People sharing their own stories or experiences about medical treatment or procedures, or health care systems (as long as it does not contain harmful misinformation, or encourage people to ignore professional medical advice or public health authority guidance)
- Discussions about climate change, such as the benefits or disadvantages of particular policies or technologies, or personal views related to specific weather events (as long as it does not undermine scientific consensus)

## 2. Civic and Election Integrity

Elections are important ~~moments~~ events and are often the subject of intense discussion and

~~analysis of community conversation and promote the values of an open society.~~ We try to balance enabling ~~topical these~~ discussions, while also being a ~~platform place~~ that brings ~~us people~~ together and does not ~~divide us cause division~~. **We do not allow paid political promotion, political advertising, or fundraising by politicians and political parties (for themselves or others).**

Our ~~political ads advertising policy~~ includes both traditional paid ~~ads advertisements~~ and creators receiving compensation to support or oppose a candidate for office.

We want to enable the informed exchange of civic ideas in a way that fosters productive dialogue. We do not allow misinformation ~~or content~~ about civic and electoral processes ~~that may result in voter interference, disrupt the peaceful transfer of power, or lead to off-platform violence, regardless of intent. This includes misinformation about how to vote, registering to vote, eligibility requirements of candidates, the processes to count ballots and certify elections, and the final outcome of an election.~~

Content ~~is may be~~ ineligible for the FYF if it contains ~~unverified claims about the outcome of an election misinformation that can hinder the ability of a voter to make an informed decision. To be cautious, unverified claims about an election and content temporarily under review by fact-checkers may also be ineligible for the FYF.~~

~~To help you manage your TikTok experience, we may apply warning labels to content that has been assessed by our fact-checking partners and cannot be verified as accurate. Learn more about Government, Politician and Political Party accounts, and our election integrity work, and Government, Politician and Political Party accounts.~~

## More information

Misinformation ~~includes inaccurate, misleading, or means~~ false ~~or misleading~~ content.

## NOT allowed

- Election misinformation, including ~~the following~~:
  - How, when, and where to vote or register to vote
  - Eligibility requirements of voters to participate in an election, and the qualifications for candidates to run for office
  - Laws, processes, and procedures that govern the organization and implementation of elections and other civic processes, such as referendums, ballot propositions, ~~and or~~ censuses
  - Final results or outcome of an election
- Promoting or providing instruction on illegal participation and electoral interference, including intimidation of voters, election workers, and electoral observers
- Calling for the disruption of a legitimate outcome of an election outside of the

legal system, such as through a coup

## FYF ineligible

- Unverified claims about the outcome of an election, such as a premature claim that all ballots have been counted or tallied that is still unfolding and may be false or misleading
- Statements that significantly misrepresent authoritative civic information, such as a false claim about the text of a parliamentary bill

## 3. Synthetic and Manipulated Edited Media and AI-Generated Content (AIGC)

We welcome the creativity that new artificial intelligence (AI) and other digital technologies may unlock. However, AI and other digital editing technologies can make it ~~more~~ difficult to distinguish-tell the difference between fact and fiction, which may mislead carrying both societal and individuals or harm society risks. **We require you to label AIGC Synthetic or manipulated edited media that shows realistic-appearing scenes or people** must be clearly disclosed. This can be done using the AIGC label, through the use of a sticker or by adding a clear caption, watermark, or sticker of your own such as 'synthetic', 'fake', 'not real', or 'altered'. Even when appropriately labeled, AIGC or edited We balance the expressive value that synthetic media has against the risk of harms to individuals may still be harmful. We do not allow content that shares or shows fake authoritative sources or crisis events, or falsely shows public figures in certain contexts synthetic media that contains the likeness of any real private figure. While we provide more latitude for public figures, we do not want them to be the subject of abuse, or for people to be misled about political or financial issues. We do not allow synthetic media of public figures if the content is used for endorsements or violates any other policy. This includes being bullied, making an endorsement, or being endorsed prohibitions on hate speech, sexual exploitation, and serious forms of harassment (learn more about public figures in Harassment and Bullying). We are committed to protecting people's privacy. We do not allow content that contains the likeness of young people, or the likeness of adult private figures used without their permission.

### More information

Synthetic media is **AI-generated content** (AIGC) is content, including images, created or modified by AI technology. It includes highly realistic digitally-created (fake) content of real people, such as a video, or audio, that is created or of a real person speaking but their words have been modified by artificial intelligence (AI) technology or machine-learning processes or changed.

This content may include images of real people, and may show highly **Realistic-appearing scenes** or use a particular artistic style, such as painting, cartoons, or anime include showing fake people, places or events that look like they are real.

**Significantly edited content** is content that shows people doing something they did not do, saying something they did not say, or altering their appearance in a way that

makes them difficult to recognize or identify. This includes applying certain face filters, or an animation of an individual.

**Misleading AIGC or edited media** is audio or visual content that has been edited, including by combining different clips together, to change the composition, sequencing, or timing in a way that alters the meaning of the content and could mislead viewers about the truth of real world events.

**Realistic-appearing scenes or people** is content that uses images, video, or audio, that would lead someone to believe that the person shown is real or the event took place in the real world, such as a scene that is shown in the style or quality of a photograph or video.

**Likeness** is a clear representation of an individual. It includes audio and visual representation, and may show their face, body, or their distinctive appearance, gestures, or mannerisms.

**Public figures** are adults (18 years and older) with a significant public role, such as a government official, politician, business leader, and-or celebrity. We do not identify people under the age of 18 as public figures.

Private figures are all people under the age of 18, and adults (18 years and older) who are not public figures.

### REQUIRED DISCLOSURE (using the AIGC label or a clear caption, watermark, or sticker)

- Content that is either completely generated or significantly edited by AI and contains realistic-appearing scenes or people
- A disclosure is not required if it involves edits that do not change the core meaning of the content, such as minor retouching, changing background objects, or using TikTok Effects or filters

### NOT allowed

- Realistic-appearing people under the age of 18
- ~~Synthetic media showing realistic scenes that are not prominently disclosed or labeled in the video~~
- ~~Synthetic media that contains the likeness (visual or audio) of a real person, including: (1) a young person, (2) an of adult private figures, and (3) an adult public figure when used for political or commercial endorsements, or if it violates any other policy if we become aware it was used without their permission~~
- ~~Material that has been Misleading AIGC or edited, spliced, or combined (such as video and audio) in a way that may mislead a person about real-world events~~ media that falsely shows:
  - Content made to seem as if it comes from an authoritative source, such as a reputable news organization
  - A crisis event, such as a conflict or natural disaster
  - A public figure who is:
    - being degraded or harassed, or engaging in criminal or anti-social behavior
    - taking a position on a political issue, commercial product, or a matter of public importance (such as an elections)
    - being politically endorsed or condemned by an individual or group

### Allowed

- The likeness of a deceased individual in certain educational settings, such as a World War I veteran in a museum exhibit
- ~~Synthetic media showing~~ The likeness of a public figure in certain contexts artistic or humorous settings, including artistic and educational content, such as a video showing a

celebrity doing a popular TikTok dance ~~or a spoof about a politician, and a historical figure featured in a history lesson~~

## 4. Fake Engagement

Authentic engagement is central to the integrity of our platform and informs how we recommend content that ~~others you~~ may find interesting. **We do not allow the trade or marketing of services that attempt to artificially increase engagement or deceive TikTok's recommendation system.** If we become aware of accounts or content with inauthentically inflated metrics, we will remove the associated fake followers or likes.

Content is ineligible for the FYF if it seeks to trick or manipulate others to increase gifts, followers, likes, ~~or views~~, or other engagement metrics.

More information

### NOT allowed

- Facilitating the trade or marketing of services that artificially increase engagement, such as selling followers or likes
- Providing instructions on how to artificially increase engagement on TikTok

### FYF ineligible

- Content that tricks or manipulates others as a way to increase gifts, or engagement metrics, such as "like-for-like" promises ~~and or other~~ false incentives for engaging with content

## 5. Unoriginal Content ~~and QR Codes~~

The creativity on TikTok is what makes it great, so you should only post your own work. **We do not allow content that violates someone else's intellectual property rights.** If we become aware of content that is a violation, we will remove it. Learn more about our [intellectual property \(IP\) policies](#).

Content is ineligible for the FYF if it involves unoriginal or reproduced content that does not have any new or creative changes, ~~or contains Quick Response (QR) codes~~.

If you believe you have experienced an IP violation, you can file a [copyright report](#) or a [trademark report](#).

More information

**Intellectual property** refers to the ownership of something that you created, which includes copyright and trademarks.

**Copyrights** are legal rights related to original works of authorship, including music and videos. Copyrights protect the original expression of an idea (such as the specific way a video or music is expressed or created) but do not protect underlying ideas and facts.

**Trademarks** are words, symbols, slogans, designs, or a combination of these that identifies the

source of a product or service and distinguishes it from other products or services.

### NOT allowed

- Content that violates someone else's copyrights, trademarks, or other intellectual property rights

### FYF ineligible

- Reproduced or unoriginal content that is imported or uploaded without any new or creative edits, such as content with someone else's visible watermark or superimposed logo
- Low quality content, such as extremely short clips and exclusively-GIF based videos
- ~~QR codes (unless there is a low risk of harm, such as in the context of e-commerce)~~

## 6. Spam and Deceptive ~~Account~~ Behaviors

To build a trusted community online, it is important that the behaviors and identities ~~of on your~~ accounts are authentic and truthful. **We do not allow account behaviors that may spam or mislead our community.** This includes conducting covert influence operations, ~~manipulating engagement signals to amplify the reach of certain content,~~ and operating spam or impersonation accounts. Parody ~~or~~ fan-based accounts are allowed, as long as they are clearly disclosed in the *account* name (note that this is different than the @username).

You can set up multiple accounts ~~on TikTok~~ to create different channels for authentic creative expression, but not for deceptive purposes. **We do not allow the use of ~~multiple~~ accounts to intentionally bypass our rules or their enforcement engage in platform manipulation. This includes the use of automation to register or operate accounts in bulk, distribute high-volume commercial content, artificially increase engagement signals, and circumvent enforcement of our guidelines.**

If any of your accounts have been banned, or restricted from using a feature, you must not set up ~~or use a different~~ a new account ~~to or use a different existing account to~~ get around the ban or restriction.

If we determine ~~someone has~~ you have engaged in any of these deceptive account behaviors, we will ban the account, and may ban any ~~new alternative~~ accounts being used or new accounts that are created.

More information

**Covert influence operations (CIO)** are coordinated, inauthentic behaviors where networks of accounts work together to mislead people or our systems and try to strategically influence public discussion. This may include attempting to undermine the results of an election, influencing parts of an armed conflict, or shaping public discussion of social issues. Learn more about covert influence operations.

**REQUIRED DISCLOSURE (in the account name)**



- Parody or fan-based accounts must be clearly disclosed in the *account* name (note that this is different than the @username)

## NOT allowed

- **Spam**, including
  - Operating large networks of accounts controlled by a single entity, or that are operated: (1) in bulk, (2) through unauthorized automation, or (3) in order to distribute high-volume commercial content
  - Bulk distribution of high-volume spam
  - Manipulation of engagement signals to amplify the reach of certain content, or buying and selling followers, particularly for financial purposes
  - ~~Operating networks of accounts that represent similar entities or post similar content to lead others to specific locations (on or off-platform), such as other accounts, websites, and businesses~~
- **Impersonation**, including:
  - Accounts that pose as another real person or entity without disclosing that they are a fan or parody account in the account name, such as using someone's name, biographical details, content, or image without disclosing it
  - Presenting as a person or entity that does not exist (a fake persona) with a demonstrated intent to mislead others on the platform
- **Covert influence operations**, including:
  - Registering and operating networks of inauthentic accounts
  - Coordinating content or engagement activity to artificially promote certain narratives or trends
  - Trying to manipulate our recommendation system by using methods that make it hard to determine the actual location of accounts
  - ~~Attempting to sway public opinion while misleading our platform's systems or community members about the identity, origin, operating location, popularity, or purpose of the account~~
- **Circumvention**, including:
  - Attempting to avoid an account ban, such as by spreading content violations across multiple accounts
  - Using an alternative account (either a new or existing one) to:
    - Continue the violating behavior that previously resulted in a ban or restriction on a different account
    - Maintain access to TikTok after an account has been banned for a severe violation

- Bypass restrictions placed on an account, including using the alternative account to access features that have been restricted on another account, such as a temporary LIVE suspension

◦ ~~Opening a new account after an account has been banned for a severe violation~~

- Hacked materials distribution, when:

- The risk of harm is significant, and
- Materials have been determined to be confidential, and
- Acquisition of the materials was unauthorized, and
- Distribution did not adhere to appropriate legal channels or responsible journalistic practices

## Regulated Goods and Commercial Activities

~~We want everyone on~~ TikTok is a place where you may share or search for to have access to information ~~about regulated goods or commercial activities that can support them in making informed choices about their personal health and finances.~~ To ensure we provide a space for people you to learn without undue risk of physical or financial harm, we moderate content that involves goods or activities that may be risky, addictive, dangerous, fraudulent, or otherwise require a higher degree of care. For certain goods and services (such as gambling and alcohol), we make limited exceptions for paid ads-advertisements by advertisers with TikTok's explicit permission, ~~provided if~~ they are in compliant-compliance with all relevant age-targeting restrictions, laws, and regulations (*learn more about our [advertisement policy](#)*).

### 1. Gambling

Many people around the world find entertainment through games of chance. ~~While TikTok is an entertainment platform, w~~We recognize that risking money in a game or a bet may lead to potential harm for some people, including serious financial loss or addiction/mental health problems. We do not allow the ~~facilitation or marketing/promotion~~ of gambling-like activities-services.

We also recognize that gambling can put young people at a heightened risk of harm and may not be suitable for all audiences. Content is restricted (18 years and older) and ineligible for the FYF if it shows or glamorizes gambling or gambling-like activities.

More information

**Gambling** is betting money (including digital currencies such as bitcoin) or something of monetary value on an event with an uncertain outcome, ~~to try and get for~~ a financial gain.

**Gambling-like activities** means activities that do not rise to the level of gambling, but are similar in behavior and carry similar risks, such as social casinos and gambling-related software.

NOT allowed

- Promoting/Facilitating gambling or gambling-like activities/services, such as casinos, poker, slot games, roulette, lotteries, betting tips, gambling-related software, and apps providing a link to a gambling service.
- Marketing of gambling or gambling-like activities, such as encouraging people to visit a website or providing a link

### **RESTRICTED (18 years and older)**

- Showing or glamorizing gambling or gambling-like activities, such as filming someone gambling or making any general positive statements about gambling

### **ALLOWED**

- Limited exceptions for paid advertisements, in compliance with all of TikTok's requirements, and all relevant age-targeting restrictions, laws, and regulations.

## 2. Alcohol, Tobacco, and Drugs

While adults make personal choices about how they engage with alcohol, drugs, and tobacco, we recognize that there are risks connected to trading and using these substances. **We do not allow the trade of alcohol, tobacco products, or drugs. We also do not allow showing, or promoting recreational drug use, or the trade of alcohol, tobacco products, and possessing, or using drugs.**

We also recognize that using these substances can put young people at a heightened risk of harm. **We do not allow showing or promoting young people possessing or consuming using alcohol, tobacco products, and or drugs.**

Content is age-restricted (18 years and older) and ineligible for the FYF if it discusses drugs or other related substances, shows adults consuming using excessive amounts of alcohol, or promotes tobacco products. Content is restricted (18 years and older) if it shows adults using tobacco products.

Learn more about substance use and find information for [treatment, support and recovery resources](#).

More information

**Tobacco products** include vaping products, smokeless or combustible tobacco products, synthetic nicotine products, E-cigarettes, and other Electronic Nicotine Delivery Systems.

**Regulated substances** include prescription drugs, over-the-counter drugs, compressed air canisters (whippets), and nitrite poppers.

NOT allowed

- Facilitating the trade or purchase of alcohol, tobacco products, drugs, or other regulated substances
- Showing or promoting young people possessing or consuming alcohol, Marketing of tobacco products, drugs, or other regulated substances, including signs of being under the influence
- ~~• Providing instructions on how to make homemade spirits, drugs, or other regulated substances~~
- Showing, possessing, or using or promoting adults consuming drugs or other regulated substances for a recreational purpose/recreationally
- Showing young people possessing or using alcohol, tobacco products, drugs, or other regulated substances
- Showing the misuse of common household items or over-the-counter products to get intoxicated, such as antihistamines, nutmeg, nitrous oxide canisters, and/or sniffing glue
- ~~• Providing instructions on how to make homemade spirits, drugs, or other regulated substances~~
- ~~• Facilitating the trade or purchase of alcohol, tobacco products, drugs, or other regulated substances~~

#### Age-Restricted (18 years and older)

- Discussing drugs or other regulated substances (as long as the substances are not being used or shown)
- Showing the Consumption of excessive amounts of alcohol by adults
- Promoting tobacco products
- Showing Consumption of tobacco products by adults
- Promoting alcohol products
- FYF ineligible
- Discussing drugs or other regulated substances (as long as the substances are not being used or shown)
- Showing the Consumption of excessive amounts of alcohol by adults
- Promoting Consumption of tobacco products by adults

#### Allowed

- Raising awareness about substance misuse and sharing recovery stories
- Advocating for the reform of drug policies and regulations

### 3. Firearms and Dangerous Weapons

TikTok ~~can be~~ a place where you may share or search for information about that educates people on the responsible use and ownership of weapons, as well as the associated potential for serious harm. Firearms and explosive weapons can cause severe injury or death, especially when used in an unsafe manner. **We do not allow the trade or marketing of firearms or explosive weapons, or content showing or promoting them if they are not used in a safe or appropriate setting.**

More information

**Firearms** includes professionally manufactured firearms, improvised firearms (such as ghost guns ~~and or~~ 3D printed guns), firearm accessories, and ammunition.

Safe or appropriate settings include professional contexts (such as military and police), recreational environments (such as shooting ranges and hunting), educational forums, and fictional settings.

NOT allowed

- Facilitating the trade of, or offering instructions on how to make, firearms or explosive weapons
- Marketing of firearms or explosive weapons
- Showing or promoting firearms or explosive weapons that are not used in a safe or appropriate setting
- ~~Facilitating the trade of, or offering instructions on how to make, firearms or explosive weapons~~

## 4. Trade of Regulated Goods and Services

Regulated goods and services often play an important and essential role ~~in people's lives~~. And it is important to understand that these items are regulated for a reason. TikTok is not a place for illegal traffic or trade, or an unofficial market (Black or Gray markets). **We do not allow facilitating the trade or marketing of regulated, prohibited, or high-risk goods and services. This includes, such as alcohol, tobacco products, regulated substances, firearms and other dangerous weapons, sexual services, animals, or counterfeit goods. ~~This includes~~ and instructions on how to manufacture regulated substances or firearms.**

More information

~~Facilitation of t~~**Trade** includes the sale, purchase, redirection, exchange, and giveaway of ~~regulated~~ goods and services. This includes providing webpages or physical locations, sharing contact information, and redirecting people to interact on or off-platform (including direct messaging).

**Tobacco products** include vaping products, smokeless and combustible tobacco products, synthetic nicotine products, E-cigarettes, and other Electronic Nicotine Delivery Systems.

**Regulated substances** include prescription drugs, over-the-counter drugs, compressed air

canisters (whippets), and nitrite poppers.

**Firearms** includes professionally manufactured firearms, improvised firearms (such as ghost guns and 3D printed guns), firearm accessories, and ammunition.

### NOT allowed

- Facilitating the trade of regulated, prohibited, or high-risk goods and services, including ~~the following~~:
  - Gambling or gambling-like activities
    - Alcohol and tobacco products
    - Illegal drugs, prescription and over-the-counter drugs, weight loss or muscle gain products, and other regulated substances
    - Firearms and explosive weapons
    - Counterfeit products, such as luxury goods
    - Fake currency, documents, and stolen information
    - Services that artificially increase engagement
      - Sexual services, including offering or asking for sexual ~~services acts~~ (solicitation), sexual chats, imagery, pornography, member exclusive content, and streaming of adult content through a webcam, such as stripping, nude modeling, ~~and or~~ masturbation (sexcamming)
  - Live animals, and any part of an endangered animal, such as products and medicine made from elephant ivory, tiger bones, rhino ~~ceros~~ horns, ~~and or~~ sea turtle shells
  - Any items that promote hate speech, hateful ideologies, or hateful organizations, such as books and clothing with hateful logos

## 5. Commercial Disclosures and Paid Promotion Marketing

We value authentic viewpoints and want ~~people to be open and honest about any goods or services discussed on our platform~~ discussions on TikTok about products and services to be open and honest. To avoid misleading people, it is important to acknowledge any material relationship ~~with a third party~~ that may be relevant to the credibility of your statements. If you market a business, product, ~~Creators who promote goods or services in return for something of value~~ you must disclose it using our branded content tool or a caption in video (if the tool is unavailable in your region) the content disclosure setting. This includes marketing for yourself, or a third party brand, product, or service in exchange for payment or other incentive paid partnerships and brand endorsement. Marketing content is ineligible for the FYF if it is not disclosed using the content disclosure setting. For other types of material relationships, ~~the creator must also~~ you must make a clear disclosure about such connections ~~in a video caption~~.

**We do not allow any form of paid political promotion marketing on TikTok.** Learn more about our policy regarding [Government, Politician and Political Party accounts](#).

More information

**Material relationship** ~~refers to~~means a relationship that may have a significant impact on the credibility of any representation or endorsement ~~and that would not be reasonably expected~~. This may include personal, family, employment, and financial relationships.

~~Branded content is content that promotes goods or services where you receive something of value from a third party, such as a brand, in exchange for your post. This includes content that is required to be disclosed by your local laws or regulations.~~

**Disclosures** are clear statements that explain the commercial nature of your content or your relationship to a third party. ~~Relationships include receiving financial compensation from, having a relative who works for, and being an employee of that third party.~~

Payment or other incentive ~~Something of value~~ may refer to cash payments, free products, store credit, discounts, and special access to products, services, or events.

#### REQUIRED disclosures DISCLOSURE (using the content disclosure setting)

- ~~• Branded content, by using the branded content toggle (or a caption in video if the tool is unavailable in your region) Content marketing your business, product, or service~~
- ~~• Content marketing a third party brand or its business, product, or service in exchange for payment or any other incentive~~
- ~~• Information about your own business, when it might not otherwise be clear from the context that you may benefit from future commercial transactions~~
- ~~• Affiliate and referral links that are included in an independent review of a product or service and which may result in a referral fee or a commission for any subsequent purchase~~
- ~~• Research about a product, service, or industry when you have a Other material relationships, such as research about a or connection with a company or industry involved in the manufacture or sale of that product, or service, or industry when you have a relationship or connection with a company or industry involved in the manufacture or sale of that product or service, by making a clear disclosure in a caption, watermark, or sticker~~

#### FYF INELIGIBLE

- ~~• Marketing content that is not disclosed using the content disclosure setting~~

## 6. Frauds and Scams

We want people-you to be able to use our platform TikTok to learn about ways to be financially responsible and consider economic transactions or investment opportunities, without worrying about scams or financial exploitation. **We do not allow attempts to defraud or scam members of our community.**

Learn more about how to [identify online scams](#) and protect yourself.

More information

**Frauds and scams** are deceitful and deceptive acts that often exploit others for ~~monetary~~ financial gain or to obtain an individual's personal information.

### NOT allowed

- Facilitating financial and individual-targeted scams, identity theft or phishing scams, and scams related to investments, financial transactions, or jobs
- ~~Coordination~~Coordinating, ~~facilitation~~facilitating, or ~~instructions~~instructing on how to carry out scams
- Facilitating ~~or~~ organizational fraud, such as money laundering and moving illegally acquired money for someone else (money muling)
- Recruitment~~Recruiting~~ for companies that sell products or services in a pyramid structure through independent distributors (multi-level marketing or MLM)
- Facilitating the trade of fake currency, documents, and stolen information

## Privacy and Security

We know that protecting your privacy rights and personal information, and keeping our platform secure, are critical to maintaining your trust and ensuring your safety.

### 1. Personal Information

Content shared online may be seen by anyone, and has a wide reach. We are committed to making sure that any personal information shared intentionally or accidentally on TikTok does not lead to harm. **We do not allow content that includes personal information that may ~~create~~ pose a risk of stalking, violence, phishing, fraud, identity theft, or financial exploitation.** This includes content that someone has posted themselves or that they consented to being shared by others.

If you believe you have experienced a privacy violation, you can [report it](#).

More information

### NOT allowed

- Personal non-public phone numbers and home addresses
- Financial and payment information, such as bank account and credit card numbers
- Login information, such as usernames ~~and~~or passwords
- Identity documentation, cards, or numbers, such as passports, government-issued identifications, ~~and~~or social security numbers
- Threats or encouragement to share personal information or to hack ~~someone's~~an account



## 2. Platform Security

We work hard to protect and secure people and information on TikTok. **We do not allow: (1) access to any part of TikTok through unauthorized methods; (2) attempts to obtain sensitive, confidential, commercial, or personal information; or (3) any abuse of the security, integrity, or reliability of our platform.**

You should avoid clicking on suspicious links or responding to requests for information about your ~~TikTok~~ account details, passwords, verification qualification, financial, and other personal information. Learn more about our approach to [privacy and security](#) on the platform.

More information

### NOT allowed

- Providing other people with access to your account credentials to others or enabling others people to conduct activities that violate our ~~Community Guidelines~~rules
- Accessing our platform in an unauthorized way, or creating fake versions of our platform
- Sharing malicious files, content, and messages that contain viruses, Trojan horses, worms, logic bombs, or other harmful materials endangering cyber security
- Attempting to obtain personal information (such as login credentials) or access content, accounts, systems, or data through the use of any deceptive technique (such as phishing, smishing, automated scripts, and web crawling)
- Modifying, adapting, translating, reverse engineering, disassembling, decompiling, or creating any derivative products based on TikTok, including any files, tables or documentation, and attempting to regenerate any source code, algorithms, methods, or techniques embodied in TikTok

## For You feed Eligibility Standards

The For You feed (FYF) is a unique TikTok feature that uses a personalized recommendation system to allow ~~each community member the ability you~~ to discover a breadth of content, creators, and topics. In determining what gets recommended, the system takes into account factors ~~such as~~including likes, shares, comments, searches, diversity of content, and popular videos. Learn more about the [recommendation system](#), as well as [tools to help customize](#) recommendations.

Certain types of content may be fine if seen occasionally, but problematic if viewed in clusters. This includes content (such as ~~videos that involve~~ dieting, extreme fitness, sexual suggestiveness, sadness, ~~or sexual suggestiveness~~) (such as statements of hopelessness, or sharing sad quotes), and overgeneralized mental health information (such as a quiz that claims to diagnose someone).

This type of content may be eligible for the FYF but, ~~to protect our community~~, we will interrupt repetitive content patterns to ensure it is not viewed too often. Learn more about our approach to [safeguarding and diversifying](#) recommendations.

We maintain content eligibility standards for the FYF that prioritize safety and are informed by the

diversity of our community and cultural ~~norms~~practices. While the spontaneity of the FYF is what makes TikTok unique, it is intended for a range of audiences that includes everyone from teenagers to great grandparents. **We make ineligible for the FYF, and certain content that may also make harder to find in search, certain content that may not be appropriate suitable for a broad audience related to: (1) Behavioral Health, (2) Sensitive and Mature Themes, (3) Integrity and Authenticity, and (4) Regulated Goods. We may also make some of this content harder to find in search.**

We ~~also~~ know that the FYF provides an opportunity to reach a large audience~~opens creators to a large audience~~, which is not always appropriate suitable for some young people. ~~To give youth-suitable room for exploration, we also do not make eligible for the FYF any~~ We make content ~~from accounts of creators created by anyone~~ under the age of 16 years old ineligible for the For You Feed (FYF).

Content that is ineligible for the FYF can still be discovered in other ways, such as through search tools or by following an account. ~~For a consolidated list of the specific types of content that are not eligible for the FYF, refer to "more information" below~~When a video does not get many views, it may be due to a lack of community engagement rather than being ineligible for the FYF. Creators can use the TikTok analytics tool to track the performance of their videos.

Throughout our guidelines, you will see eligibility standards for the FYF. Here is a consolidated "quick guide" of content that is ineligible for the FYF.

### ~~More information~~

~~The following types of content are allowed on our platform but do not meet our standards for the For You Feed (FYF). For additional discussion, use the links to visit each of the topic areas above.~~

~~It should also be noted that when a video does not get many views, it may be due to a lack of community engagement rather than being ineligible for the FYF. Creators can use the TikTok analytics tool to track the performance of their videos.~~

## FYF Ineligible

### Youth Safety

- Any content created by an account holder under-16 years old~~account~~

### Hate Speech and Hateful Behavior

- Some content that uses stereotypes, insinuation, or indirect statements that may implicitly demean protected groups

### Disordered Eating and Body Image

- Showing, describing, promoting, or offering or requesting coaching for potentially harmful weight management behaviors including:
  - Restrictive low-calorie diets, such as extended intermittent fasting
  - Using medication or supplements for weight loss or muscle gain,

such as anabolic steroid use

- Exercises designed for rapid and significant weight loss, such as cardio routines that promise to help you lose a waist size in a week
- Promoting weight loss or muscle gain products, such as sharing a before-and-after transformation
- Promoting body types as ideal or perfect, when associated with potentially harmful weight management behaviors
- Showing or promoting cosmetic surgery that does not include risk warnings, including before-and-after images, videos of surgical procedures, and messages discussing elective cosmetic surgery

## Dangerous ~~Activities~~ Activity and Challenges

- Showing ~~activities~~ activity that involves visible or imminent moderate physical harm, or  
Promoting activities activity that may is likely to lead to moderate physical harm  
~~Showing extreme sports or stunts performed by professionals in public spaces, such as jumps and tricks in skateboarding and freestyle bicycle motocross (BMX)~~

## Nudity and Body Exposure

- Showing semi-nudity ~~Significant body exposure of adults, such as wearing only nipple covers or underwear that does not cover the majority of the buttocks~~
- Moderate body exposure of young people ~~Showing youth in clothing that exposes substantial cleavage, or the clothed outline of certain intimate body parts (genitalia and nipples)~~
- Showing infants and toddlers (under the age of 4) with implied nudity or partially exposing their buttocks

## Sexually Suggestive Content

- ~~Sex products, such as sex toys~~
- Showing adults engaging in intimate kissing, sexualized framing, or sexualized behavior
- Showing sex products
- ~~Sexualized posing~~
- ~~Seductive performances by adults~~
- ~~Allusions to sexual activity by adults~~

## Shocking and Graphic Content

- Showing:
  - Human or animal blood
  - Extreme physical fighting
  - Graphic or potentially distressing footage of events that are in the public interest to view, such as clashes with law enforcement and-or the aftermath of a bombing or natural disaster
  - Fictional graphic violence
- ~~Fictional graphic violence and extreme physical fighting~~
- ~~Blood of humans and animals~~
  - Potentially distressing material that may cause anxiety or fear, such as showing non-severe injuries, and accidents, dead animals, jump scare effects, and-or gory make-up
- Mildly graphic material that may cause disgust, such as including human and animal bodily functions and fluids (such as urine or vomit), ~~dead animals~~, and close-ups of organs and certain animals (such as insects, rats)
- ~~Genitalia and sexual activity of animals~~

## Misinformation

- General ~~c~~Conspiracy theories that are unfounded and claim that certain events or situations are carried out by covert or powerful groups, such as "the government" or a "secret society"
- Moderate harm health misinformation, such as an unproven recommendation for how to treat a minor illness
- Repurposed media, such as showing a crowd at a music concert and suggesting it is a political protest
- Misrepresenting authoritative sources, such as selectively referencing certain scientific data to support a conclusion that is counter to the findings of the study
- Unverified information-claims related to an emergency or unfolding event ~~where the details are still emerging~~
- Potential high-harm misinformation while it is undergoing a fact-checking review

## Civic and Election Integrity

- Unverified claims about ~~the outcome of~~ an election, such as a premature claim that all ballots have been counted or tallied that is still unfolding and may be false or misleading
- Statements that significantly misrepresents authoritative civic information, such as a false claim about the text of a parliamentary bill

## Fake Engagement

- Content that tricks or manipulates others as a way to increase gifts, or engagement metrics, such as "like- for-like" promises ~~and~~ or other false incentives for engaging with content

## Unoriginal Content ~~and QR Codes~~

- Reproduced or unoriginal content that is imported or uploaded without any new or creative edits, such as content with someone else's visible watermark or superimposed logo
- Low quality content, such as extremely short clips and exclusively-GIF based videos
- ~~QR codes (unless there is a low risk of harm, such as in the context of e-commerce)~~

## Gambling

- Showing or glamorizing gambling or gambling-like activities, such as filming someone gambling or making any general positive statements about gambling

## Alcohol, Tobacco, and Drugs

- Discussing drugs or other regulated substances (as long as the substances are not being used or shown)
- Showing the Cconsumption of excessive amounts of alcohol by adults
- Consumption ofPromoting tobacco products ~~by adults~~

## Commercial Disclosure and Paid Promotion

- Marketing content that is not disclosed using the content disclosure setting

## TikTok LIVE

- LIVE content with a primary purpose of directing people off-platform
- LIVE content that is ineligible for the FYF, including content shared by a guest in a multi-guest LIVE

Key definitions:

Protected groups means individuals or communities that share protected attributes.

Potentially harmful weight management means diets, medication, or exercise used for rapid or drastic weight loss or muscle gain that may create a long-term health or well-being risk.

Moderate physical harm is harm that is unlikely to require professional medical treatment and does not pose a risk of disability or disfigurement. This includes small cuts with minimal blood loss and minor bruising on the body.

Intimate body parts means genitalia, buttocks, and breasts (including nipple and areola).

Semi-nudity means mostly unclothed and close to (but not actually) nude, such as Significant-

~~body exposure includes showing part of the pubic area and buttocks, or implied nudity, such as using an object to cover nude genitalia. For young people, it also includes or wearing clothes that minimally cover intimate body parts~~clothing, such as only underwear.

**Intimate kissing** means kissing that may indicate sexual arousal or the beginning of a sexual interaction.

~~Moderate body exposure includes showing the visible outline of covered genitalia, nipples through clothing, and exposed skin near an intimate body part, such as a part of a breast and the upper part of the thigh.~~

**Sexualized posing framing** means content that intentionally is behavior with the intent to sexually arouse, through a combination of:

(1) ~~emphasizing~~emphasizes clothed intimate body parts through techniques, such as filming, editing, or positioning of the body in front of the camera by zooming in on genitals, or using hands to frame breasts; and (2) overt sexual expressions, including suggestive captions (such as "do you like what you see?").

~~Sexualized Allusion to sexual activity is behavior~~ means behavior that is intended sexually arousing, including performances or repetitive body movements emphasizing intimate body parts, and with the intent to call to mind sexual activity, including imitating sexual acts (such as licking a phallic-shaped object), sounds (such as moaning), and facial expressions (such as an "O" face to mimic an orgasm).

**Sex product** means an object or device that is designed to be used for sexual pleasure, such as a sex toy.

**Misinformation** means false or misleading content.

**Moderate harm health misinformation** means false or misleading content regarding the treatment or prevention of injuries, conditions, or illnesses that are not immediate or life-threatening.

**Conspiracy theories** ~~are~~ means beliefs about unexplained events, or involve rejecting generally accepted explanations for events, including and suggesting they were carried out by covert or powerful individuals or groups.

**Repurposed media** means unedited media content that is presented out of context and may mislead a person about a developing topic of public importance.

**Misrepresented authoritative sources** means content that promotes misleading correlations or conclusions related to authoritative information that is recognized and trusted, such as reports from research institutions.

**Gambling** is betting money (including digital currencies, such as bitcoin) or something of monetary value on an event with an uncertain outcome, for a financial gain.

**Gambling-like activities** means activities that do not rise to the level of gambling, but are similar in behavior and carry similar risks, such as social casinos and gambling-related software.

**Tobacco products** include vaping products, smokeless or combustible tobacco products, synthetic nicotine products, E-cigarettes, and other Electronic Nicotine Delivery Systems.

**Regulated substances** include prescription drugs, over-the-counter drugs, compressed air canisters (whippets), and nitrite poppers.

## Accounts and Features

### 1. Accounts

**You must be 13 years and older to have an account.** There are additional age limitations based on local law in some regions. In the United States, there is a separate under [13 TikTok experience](#), which provides a more limited experience designed with additional safety protections and a dedicated [Privacy Policy](#). If we learn someone is below the minimum age to have an account on TikTok, we will ban that account.

Violating our guidelines-rules can lead to enforcement actions on accounts. **We will ban accounts or users if they engage in:**

- (1) a single severe content violation,
- (2) rRepeated content violations within a 90-day period,
- (3) eCircumvention and enforcement of our guidelines
- , or (4) tThe operation of accounts dedicated to activity that violates our rules.

This includes all activities-activity that indicate-has a primary purpose that is not allowed on our platform, such as accounts focused on hate speech, the trade or marketing of prohibited goods, spam, and-or impersonation (*learn more about circumvention and dedicated accounts in [Spam and Deceptive Account Behaviors](#)*). In the case of severe violations of our rules of engagement in circumvention behavior, we may also ban any other existing accounts of the account holder on our platform.

We will also ban an account if we become aware that the account holder is a [violent or hateful](#) actor or has been-convicted-of-committed a sexual crime-or-other-serious offense against a young person. We may consider off-platform activity related to violence, hate, and child sexual abuse or exploitation and-abuse to help make decisions about these account bans. We report accounts to law enforcement authorities if there is a specific, credible, and imminent threat to human life or serious physical injury.

Repeatedly posting content that is allowed on our platform but not eligible for the FYF may lead to the account and its content being ineligible for recommendation, including being ineligible for the FYF and harder to find in search. Learn more about our general approach to [account enforcement](#).

News and Government, Politician, and News-Political Party Accounts

News entities, Governments, politicians, and news-entities-political party accounts all play important roles in civic processes and civil society. While we treat their content just like any other

account and remove violations, we approach account-level enforcement differently to align with our commitment to [respecting](#) human rights and [free expression](#). These public interest accounts will be banned for any single severe content violation, such as threatening violence. For repeated content violations that are less severe, they will be temporarily ineligible to appear in the FYF and in the feeds of their followers. In limited circumstances, they may also be temporarily restricted from posting new content. Learn more about our approach to [public interest accounts](#).

### More information

[News entities](#) include organizations primarily dedicated to publishing news content to inform or educate. To qualify as a news account, the account must be legally licensed, certified or recognized by an intergovernmental organization, regulator, or reputable press organization.

**Governments and politicians** include federal/national elected officials and candidates, state/provincial/territorial/local government entities, cabinet ministers, and official spokespeople. Learn more about who is considered to be a [Government, Politician and Political Party account](#).

~~News entities include organizations primarily dedicated to publishing news content to inform or educate. To qualify as a news account, the account must be legally licensed, certified or~~

~~recognized by an intergovernmental organization, regulator, or reputable press organization.~~

**Severe violations** include ~~the following~~:

- ~~Showing, promoting, or facilitating youth exploitation and child sexual abuse material (CSAM)~~
- Promoting, [inciting](#), or threatening violence
- ~~Showing or trading, promoting, or facilitating youth exploitation and child sexual abuse material (CSAM)~~
- [Engaging in youth sexual solicitation or grooming](#)
- Showing or promoting non-consensual sex acts, such as rape ~~and or~~ molestation
- [Coordinating or facilitating human smuggling acts and services](#)
- [Facilitating Recruiting or coordinating human trafficking acts](#)
- Showing real-world torture
- ~~Using another account after a permanent account ban, and continuing to violate our guidelines~~

## 2. TikTok LIVE

TikTok LIVE allows you to create content, interact with audiences, and build your community in real-time. To support a safe experience on LIVE, we restrict young people from using this feature. You must be 18 years and older to go LIVE, and to send gifts to a creator during a LIVE session.



A violation of our rules will lead to closing an ongoing LIVE session, and may lead to temporary restrictions on using LIVE or LIVE features, or an account ban. Accounts must meet relevant entry criteria to be eligible for certain LIVE monetization features.

A LIVE is ineligible for the FYF when it shares content that is ineligible for the FYF, or when the main purpose of the LIVE is redirecting people to go off-platform. A LIVE is restricted (18 years and older) when it shares content that is not suitable for young people. If a LIVE repeatedly shares content that is ineligible for the FYF, we apply temporary restrictions on the account holder, including restricting the visibility of their LIVE sessions or their use of certain LIVE features.

In a multi-guest LIVE, the host account is responsible for content streamed in their LIVE. Hosts must not facilitate a guests' sharing of content that violates our rules or does not meet our FYF standards. If guests stream violative content, it will lead to closing the multi-LIVE session, and may lead to temporary LIVE access restrictions for the host or guests. If guests stream content ineligible for the FYF, it will make the LIVE ineligible for the FYF.

#### More information

##### ⊘ NOT ALLOWED

- LIVE content that violates our rules, including content shared by a guest in a multiguest LIVE
- LIVE content from an account holder under the age of 18
- LIVE gifts sent from an account holder under the age of 18

##### ⊖ FYF INELIGIBLE

- LIVE content with a primary purpose of directing people off-platform
- LIVE content that is ineligible for the FYF, including content shared by a guest in a multi-guest LIVE

### 3. Search

Using the search tool can be an enriching and helpful way to discover content on the platform. When you perform a search, we seek to provide you with relevant search results. We restrict searches that use keywords or phrases that violate our rules. Content that is allowed on the platform but does not meet our recommendation eligibility may not appear as a top search result.

We provide search suggestions that are relevant to you. These search suggestions can be found throughout the platform, including autocomplete in the search tool, content from the You May Like section, and while watching content in the FYF.

### 4. External Links

Our community membersLinks are often shared links in their a profile, bio, or content to connect people-you to additional content or to other sites. While some links may be helpful or informative,

others connect to harmful content that would not be allowed on our platform. **We Do not allow posting links that direct people to content that would violate our guidelinesrules.** ~~If we find a link in~~ A violation of our ~~guidelinesrules,~~ it will ~~result lead to a removal of~~in the link, ~~a temporary restriction on re-uploading another link,~~ ~~being removed~~ or an account ban. ~~If a link connects to content that would qualify as a severe violation of our rules, we may also ban the account.~~

~~It can be difficult to determine where a Quick Response (QR) code image may lead to and whether the connected content will be safe. Content is ineligible for the FYF if it contains QR codes, unless there is a low risk of harm, such as in the context of e-commerce.~~

## 5. Comments and Direct Messages

Comments and direct messages on TikTok allow ~~our users~~you to interact with videos or directly with others, and provide an integral interactive experience to the platform. You must be 16 years and older to use direct messages, ~~and 18 years and older to use advanced messaging features, such as group messages in some regions.~~

~~Our guidelines listed above also apply to comments and messages.~~ A violation of our rules will ~~lead to restricted visibility or result in~~ the removal of ~~comments, the content~~ or a restriction on sending direct messages, and may lead to an account ban ~~if there is a severe violation.~~

### ~~TikTok LIVE~~

~~TikTok LIVE allows our community to interact in real time. To bolster a safe experience on LIVE, we have a higher minimum age threshold for this feature. You must be 18 years and older to go LIVE, and to send gifts to a creator during a LIVE session.~~

~~Our guidelines listed above also apply to going LIVE. A violation of our rules will result in closing an ongoing LIVE session, and may lead to restrictions on using LIVE or an account ban. Repeatedly livestreaming content that is ineligible for the FYF may result in your account not being eligible for the FYF or being harder to find in search.~~

## 6. Monetization

We offer tools that let creators monetize their content, and that give businesses the ability to operate and expand their enterprise. **You must be 18 years and older to use monetization features.**

Accounts must satisfy the relevant entry criteria to be eligible for our monetization features. Some monetization features, such as LIVE gifting, may have additional standards to use them. A violation of our rules may result in a temporary restriction of monetization features, and repeated violations will lead to a permanent restriction or an account ban. Content that is ~~not~~ineligible in the FYF may be restricted from monetization features.

All commercial content on ~~our platform~~TikTok must ~~comply~~be disclosed and must comply with the relevant monetized feature policy, such as the [Branded Content Policy](#), [TikTok's Ads Creative Policy](#), [Industry Entry Policy](#), and [TikTok Shop Policies](#). If we become aware of marketing content that has not been clearly disclosed, we will apply the content disclosure setting. Commercial content includes promoting your own brand, products, or services, or exchanging something of value between creators, a third party and creator (such as Branded Content), a creator and business (such as e-commerce), or a creator and TikTok (such as the Creator fund).

## Enforcement

### Public Interest Exceptions

We recognize that some content that would otherwise violate our rules ~~can~~may be in the public interest to view. ~~This does not simply refer to what the public may be interested in.~~ Public interest refers to topics that inform, inspire, or educate the community and enhance deliberation about matters of broad collective significance. We may allow content to remain on ~~the platform~~TikTok under one of the following public interest exceptions:

- Documentary
- Educational
- Medical and Scientific
- Counterspeech
- Satirical
- Artistic

Our approach to content moderation uses the same criteria, no matter who creates it. The most important factor we consider in looking at public interest exceptions is context, such as whether the content is raising awareness or criticizing harmful behavior~~captions, voice over, and similar signals. To help us in our review, we encourage creators you to clearly show the context using features such as captions, voice over, or stickers to help us in our review process.~~

We may add extra safety measures to some content allowed under a public interest exception, such as making it ineligible for the FYF or adding a label, an "opt-in" screen or warning information. We do not provide exceptions for public interest ~~exceptions for~~ content ~~that if it~~ may cause extreme harm, such as showing a suicide or sexual abuse of a young person.

## Detection and Reporting

We aim to remove content or accounts that violate our guidelines~~rules~~ before they are viewed or shared ~~by other people in order to reduce potential harm~~. Content first goes through an automated review process~~TikTok first goes through technology that reviews it against our guidelines~~. If content is identified as a potential violation, it will be automatically removed, or flagged for additional review by our ~~trust & safety team~~moderators.

Additional review will occur if a video~~content~~ gains popularity or has been reported. To support moderation accuracy, we apply additional quality assurance processes to some accounts that have already gone through additional validation processes, such as verified accounts.

~~Community members can report violations in-app and on our website. Although we work hard to enforce our guidelines, we cannot guarantee that all content shared complies with our guidelines or Terms of Service. Suspected violations can be reported in-app and on our website.~~ If you discover content or accounts that may violate our guidelines~~rules~~, please let us know so we can review it and take appropriate action ~~if warranted~~.

Learn more about our enforcement efforts through our [Transparency Center](#).

## Notice and Appeals

In keeping with our commitment to ensuring procedural fairness, we seek to provide notifications ~~to community members~~ if they you have violated our rules. If you have posted ~~a video, comment, audio, or livestreamed~~ content that we do not allow, you we will ~~be notified~~notify you and share the reason for the removal in the app along with the violation reason. If your account has been banned because of a violation, you will receive a banner notification when you next open the app, informing you of this account change. If you have posted content that is ineligible for the For You feed (FYF), or is otherwise restricted, this information will appear in the TikTok analytics tool.

If your account was banned, receive a notification of a or your content ~~violation violated, made ineligible for the FYF, or otherwise restricted, or account ban~~ and you believe that it was ~~done in an~~ error, then you can appeal the decision. You can view the status of your appeal in the in-app Safety Center, as well as the status of any reports you have filed about other content or accounts.

# Appendix

## *Website note on upcoming CG update*

On April ~~21~~<sup>17</sup>, ~~2023~~<sup>2024</sup>, we are updating our Community Guidelines to help keep TikTok safe, inclusive, and welcoming for everyone. Check out the new Community Guidelines [here](#).

## *In-app pop-up notification of CG update*

We have updated our Community Guidelines to help keep TikTok safe, inclusive, and welcoming for everyone. Check out what's new and learn more.