



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

*For the period: October 1 to December 31, 2023  
Submitted to Office of the Attorney General for California: April 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 second Terms of Service Report covering TikTok's activity for the fourth quarter (**Q4**) of 2023.

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 has no finish line. We are proud of our efforts in this second Terms of Service Report, 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).

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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.

## 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 content that “attacks a person or group because of protected attributes, including: 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, such as racial supremacy, misogyny, anti-LGBTQIA+, and antisemitism.” We define “protected attributes” as “personal characteristics that we are born with, are immutable, or cannot change without severe psychological harm, and which may result in disproportionate stigmatization.” 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.”
- **[Violent Behaviors and Criminal Activities](#)**: We define this category to include “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, kidnapping, financial crimes, and cybercrime.”
  - Violent political organizations are defined as “non-state groups that commit violent acts that primarily 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 defined as “groups who target people based on 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, which includes “inaccurate, misleading, or false content that may cause significant harm to individuals or society, regardless of intent,” is not allowed on TikTok. 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 likewise do not allow misinformation about civic and electoral processes, 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.
  
- **Harassment and Bullying:** We define this category to include “language or behavior that harasses, humiliates, threatens, or doxxes anyone,” which includes “retaliatory harassment (but excludes *non*-harassing counter speech).” We consider “doxxing and expressing a desire for someone to experience serious physical harm” as serious forms of harassment that are subject to removal from our platform. 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.” We also disallow [Sexual Exploitation and Gender-Based Violence](#) 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 behaviors that may spam or mislead our community” are prohibited, which include “conducting covert influence operations” and “operating spam or impersonation accounts.” This includes any attempt to “sway public opinion while also misleading individuals, our community, or our systems about an account’s identity, approximate location, relationships, popularity, or purpose.” 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 Terms make clear that “[w]e do not allow any hateful behavior, hate speech, or promotion of hateful ideologies. This includes content that attacks a person or group because of 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 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 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.

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

- Promoting violence, exclusion, segregation, discrimination, and other harms on the basis of a protected attribute;
- Promoting any hateful ideology or claiming supremacy over a group of people on the basis of protected attributes;
- Demeaning 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 criminals, animals, and inanimate objects;
- Using a hateful slur associated with a protected attribute;
- Denying well-documented historical events that harmed groups based on a protected attribute, such as denial of the Holocaust or the genocide against the Tutsi in Rwanda;
- Promoting or advertising conversion therapy or related programs that attempt to change a person’s sexual orientation or gender identity;
- Intentionally targeting people who are transgender or gender non-conforming by referring to them using their former name or gender rather than their current name or expressed gender (deadnaming or misgendering); and
- Facilitating the trade of any items that promote hate speech or hateful ideologies, such as books and clothing with hateful logos.

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, 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 political organizations, and individual perpetrators of 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. We use computer vision models to detect visual signals, emblems, 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 Terrorism](#), to detect and remove extremist content. We block searches related to keywords and organizations associated with violent extremism. Furthermore, in limited



emergency situations, we disclose user information to law enforcement to prevent the imminent risk of death or serious physical injury to a person. Among the types of content we prohibit under this category are:

- 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 materially supporting any violence committed by a violent political organization; and
  - Promoting or materially supporting individuals who are perpetrators of mass violence or who promote hateful ideologies.
- **[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](#) and our database of previously fact-checked claims to help assess the accuracy of content. Additionally, we add warning labels to content related to unfolding or emergency events which have been assessed by our fact-checkers but cannot be verified as accurate, and we prompt people to reconsider sharing such content. Content is ineligible for the FYF if it contains general conspiracy theories or unverified information related to emergencies. To be cautious, content that warrants fact-checking is also temporarily ineligible for the FYF while it is undergoing review. 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;
- Medical 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 that poses a risk to public health;
- Climate change misinformation that undermines well-established scientific consensus, such as denying the existence of climate change or the factors that contribute to it;
- Dangerous 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, and causing prejudice towards a group with a protected attribute;
- Specific conspiracy theories that name and attack individual people; and
- 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.



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

- General 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”;
- Unverified information related to an emergency or unfolding event where the details are still emerging; and
- Potential high-harm misinformation while it is undergoing a fact-checking review.

As detailed in the [Civic and Election Integrity](#) sub-section of our Community Guidelines, elections are important moments of community conversation and promote the values of an open society. We try to balance enabling topical discussions, while also being a platform that brings us together and does not divide us. We do not allow paid political promotion, political advertising, or fundraising by politicians and political parties (for themselves or others). Our [political ads policy](#) includes both traditional paid ads 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, 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 ineligible for the FYF if it contains unverified claims about the outcome of an election.

- **[Harassment](#):** We do not allow language or behavior that harasses, humiliates, threatens, or doxxes anyone, including retaliatory harassment. 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 someone or expressing disgust on the basis of their personal characteristics or circumstances, such as their physical appearance, intellect, personality traits, and hygiene;
  - Showing someone being physically bullied by another person or group;
  - Degrading victims of violent tragedies, such as claiming that they deserved to die or that surviving members are lying about the event;
  - Expressing a desire for a person to die, get a serious disease, or experience some other severe physical harm;
  - Degrading someone with profanity or obscene language;
  - Threatening or encouraging others to doxx, share account information, blackmail, or to hack someone’s account; and
  - Promoting coordinated harassment of a person or attempting to create conflict between people, such as calling for others to flood comments with abusive language.
- **[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.

- **Controlled Substance Distribution**: Our Policies prohibit showing or promoting recreational drug use, or the trade of drugs. Among the types of content we prohibit under this category are:
  - Showing or promoting young people possessing or consuming drugs or other regulated substances;
  - Showing or promoting adults consuming drugs or other regulated substances for a recreational purpose;
  - Facilitating the trade or purchase of drugs, or other regulated substances;
  - Providing instructions on how to make homemade spirits, 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 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 of regulated, prohibited, or high-risk goods and services, such as illegal drugs, prescription and over-the-counter drugs, and other 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 remove their content or 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 direct access to our fact-checking partners.

## **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
- 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 stnot 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. 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 <sup>3</sup>	Items flagged by users and civil society partners	Actioned items resulting in removal	Source of action <sup>4</sup>		Appeals of actioned content	Reversals of actions on appeal
			Automated Moderation	Human Moderation		
Hate Speech	1,084,519	579,892	66,172	517,194	108,098	63,673
Extremism or radicalization	230,730 <sup>5</sup>	183,623	12,356	172,715	34,428	19,377
Disinformation or Misinformation	1,339,842	235,130	119,866	115,406	42,637	8,516
Harassment	1,143,725	734,789	252,490	488,336	158,650	95,287
Controlled Substance Distribution <sup>6</sup>	95,566	1,372,118	816,231	560,402	67,266	40,344

<sup>2</sup> The information provided in this section of the report pertains to Q4 2023 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> TikTok does not in all instances categorize content using the precise definitions provided in AB 587. Data has been included from relevant TikTok content categories that we believe most appropriately fall under the content categories specified in AB 587. Thus, the metrics provided in this report may in some instances include content not falling into one of these categories, and may in other instances not include all such content that was flagged and/or actioned. As discussed in Section 2 of this Report, the term "foreign political interference" is not explicitly defined in our Terms or Community Guidelines; however, this type of conduct would be prohibited pursuant to different provisions of our Policies and actioned accordingly. As a result, we are not able to isolate and report on content flagged and actioned because it constitutes foreign political interference.

<sup>4</sup> In some cases, an item of content may be subject to moderation multiple times, such that the items broken out by source of action will not necessarily equal the total number of unique actioned items.

<sup>5</sup> Users may report items of content such as videos or comments 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."

<sup>6</sup> In addition to prohibiting showing or promoting illegal drug use, TikTok prohibits showing, promoting, or facilitating the trade of alcohol or tobacco products, and does not allow showing or promoting young people possessing or consuming alcohol or tobacco products. The metrics reported for this category of content are not isolated to content flagged or actioned for showing or promoting illegal drug use, and may include content pertaining to alcohol or tobacco use that violates TikTok's policies.



## 2. Comments

Category of content	Items flagged by users	Actioned items resulting in removal <sup>7</sup>
Hate Speech	1,191,788	224,852
Extremism or radicalization	130,941 <sup>8</sup>	11,951
Disinformation or Misinformation	220,625	16,474
Harassment	1,417,004	607,305
Controlled Substance Distribution	1,723	6,268

## 3. Livestreams

Category of content	Actioned items resulting in the suspension of a livestream
Hate Speech	161,289
Extremism or radicalization	1,908
Disinformation or Misinformation	8,149
Harassment	56,296
Controlled Substance Distribution	108,247

## 4. Users and groups

Items resulting in action against user <sup>9</sup>	Appeals of user actions	Reversals of user actions on appeal
6,606,094	366,032	140,635

<sup>7</sup> The available metrics for removed comments only include those actioned by human moderators, as the basis for removed comments actioned by automated moderation tools are not categorized based on the definitions provided in Section 22677(a)(3). The large majority of comments are actioned by automated moderation tools. Metrics for Q4 appeals of actioned comments are unavailable at this time due to technical changes in how they are tracked; however, we will strive to provide this data in subsequent reports.

<sup>8</sup> See footnote 5 above.

<sup>9</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**

# Community Guidelines

Last updated, March 2023

## Overview

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.

To help ensure a safe, trustworthy, and vibrant 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 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 built on four pillars:

1. **Remove violative content** from the platform that breaks our rules
2. **Age-restrict mature content** 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 our recommendation system is appropriate for a broad audience
4. **Empower our community** with information, tools, and resources

Our guidelines are organized by topic area, with each rule in bold. Under each section you can click for more information 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 note this upfront so you don't have to repeatedly read the phrase "including, but not limited to").

If you are ever in doubt about what to share, keep in mind this core value -- "be kind and treat others the way that you would want to be treated." Thanks for helping to keep TikTok a welcoming space for everyone!

## More information

Keeping our community both safe and vibrant requires finding the right balance between enabling expression and preventing harm. We do this through a mix 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.

- 1. Remove violative content.** 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 [Terms of Service](#) 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](#).
- 2. 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](#).
- 3. Maintain For You feed (FYF) eligibility standards.** The FYF offers an opportunity for viewers to discover new content and for creators to reach new audiences. But promotion by our recommendation system is not guaranteed. Content that is not appropriate for a broad audience will be ineligible for the FYF. A summary of these standards can be found [here](#).
- 4. Empower our community.** We want to make sure you have the right information to help you manage your experience on TikTok. For certain content, we add labels, "opt-in" screens, or warnings to provide more context or notice. Our [safety toolkit](#) helps you to filter out any content with specific hashtags or comments that you are not comfortable seeing. We also offer [account controls](#) and in-app features with [safety resources](#).

## Community Principles

TikTok has eight guiding community principles that help embody our [commitment to 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.

<b>Balance</b>	<ol style="list-style-type: none"><li><b>1. Prevent harm</b></li><li><b>2. Enable free expression</b></li></ol>
<b>Dignity</b>	<ol style="list-style-type: none"><li><b>3. Foster civility</b></li><li><b>4. Respect local context</b></li></ol>

	<p><b>5. Champion inclusion</b></p> <p><b>6. Protect individual privacy</b></p>
<b>Fairness</b>	<p><b>7. Provide transparency and consistency</b></p> <p><b>8. Be fair and just</b></p>

## 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](#), and we seek to align with international legal frameworks, such as the [International Bill of Human Rights](#) and the [Convention on the Rights of Children](#). 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 is a place for joy. We consider the many ways that content or behaviors may cause harm to individuals or our diverse community. This includes physical, psychological, financial, privacy, and 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 human right by providing the opportunity to share freely on our platform and by proactively removing harassing behavior that can inhibit creator speech. 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 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 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.

- 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 human right of [equal protection](#), equity, and mitigating harms that disproportionately affect marginalized or underrepresented groups.
- 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. 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:** 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.
- 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. 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 is 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 and a dedicated [Privacy Policy](#). If we learn someone is below the minimum age on TikTok, we will ban that account. If an account holder believes they were incorrectly banned, they can [appeal](#) the decision. Community members can report those who they believe 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 of youth exploitation on our platform, we will ban the account, as well as any other accounts belonging to the person.

Our goal is to provide young people with an experience that is developmentally appropriate and helps to ensure a safe space for self-exploration. We take several steps including: (1) limiting

access to [certain product features](#), (2) developing [Content Levels](#) that sort content by levels of thematic comfort, (3) using restrictive [default privacy settings](#), 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 [Youth Portal](#) and in our [Guardian's Guide](#).

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 [self-generated CSAM](#). It includes implied or clearly visible sexual activities and sexual assault of young people, as well as the sexualization or fetishization of their body.

**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-restricted (18 years and older)

- Cosmetic surgery that does not include risk warnings, including before-and-after images, videos of surgical procedures, and messages discussing elective cosmetic surgery
- Activities that are likely to be imitated and may lead to any physical harm
- Significant body exposure of adults
- Seductive performances by adults
- Sexualized posing by adults
- Allusions to sexual activity by adults
- Blood of humans and animals
- Consumption of excessive amounts of alcohol by adults
- Consumption of tobacco products by adults

### FYF ineligible

- Any content created by an under-16 account
- Moderate body exposure of young people
- Intimate kissing or sexualized posing by young people

## 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 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

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, 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, 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 others to attack, 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 of our community members. Our differences should be respected, rather than a cause for division. **We do not allow any hateful behavior, hate speech, or promotion of hateful ideologies.** This includes content that attacks a person or group because of protected attributes, including:

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

## 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 attributes** are personal characteristics that we are born with, are immutable, or cannot change without severe psychological harm, and which may result in disproportionate



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 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 or claiming supremacy over a group of people on the basis of protected attributes
- Demeaning 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 criminals, animals, and inanimate objects
- Using a hateful slur associated with a protected attribute
- Denying well-documented historical events that harmed groups based on a protected attribute, such as denial of the Holocaust or the genocide against the Tutsi in Rwanda
- Promoting or advertising conversion therapy or related programs that attempt to change a person's sexual orientation or gender identity
- Intentionally targeting people who are transgender or gender non-conforming by referring to them using their former name or gender rather than their current name or expressed gender (deadnaming or misgendering)
- Facilitating the trade of any items that promote hate speech or hateful ideologies, such as books and clothing with hateful logos

### **Allowed**

- Self-referential slurs used by a member of a group with that particular protected attribute
- Educational and documentary content raising awareness against hate speech

## **3. Violent and Hateful Organizations and Individuals**

We want our creators to share what inspires them, but there is no 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 individual perpetrators of mass violence. If we become aware that any such actor 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 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 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

**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.

**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 that commit violent acts that primarily 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 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 materially supporting any violence committed by a violent political organization
- Promoting or materially supporting individuals who are perpetrators of mass violence or who promote hateful ideologies

## Allowed

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

## 4. Youth Exploitation and Abuse

TikTok is a 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 youth exploitation and abuse, including child sexual abuse material (CSAM), nudity, grooming, sextortion, solicitation, pedophilia, and physical or psychological abuse 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 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 a young person's life or serious physical injury.

If you or someone you know has experienced youth 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 have had sexual feelings towards a young person, you can connect to [support and resources](#).

## More information

**Child Sexual Abuse Material (CSAM)** refers to any sexualized material of a young person that is shared or created by anyone, including [self-generated CSAM](#). It includes implied or clearly visible sexual activities and sexual assault of young people, as well as the sexualization or fetishization of their body or body parts.

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

## NOT allowed

- Child sexual abuse material (CSAM) and youth nudity
- Promoting youth sexual exploitation, sexual abuse, and sexual fetishism
- Grooming behavior and sextortion
- 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 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 [Human Exploitation](#)*)

### **Allowed**

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

## **5. Sexual Exploitation and Gender-Based Violence**

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 sexual exploitation or gender-based violence, including non-consensual sexual acts, image-based sexual abuse, sextortion, physical abuse, and sexual harassment.**

If you or someone you know has experienced 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 any sexual contact that happens without the consent of everyone involved in the activity.

**Image-based sexual abuse** is the creation, manufacture, or distribution of nude, partially nude, or sexually explicit content without the consent of the person in the content, for the purpose of sexualizing their body, or portraying them in a sexual manner.

**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 behavior directed at a person.

### **NOT allowed**

- Non-consensual sexual acts that are real or fictional, including rape, molestation, and non-consensual touching
- 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 sharing their own experiences of sexual exploitation and gender-based violence
- Educational and documentary content related to the harms of sexual exploitation and gender-based violence

## 6. Human Exploitation

We are committed to upholding individual human dignity and ensuring our platform 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 to share their stories, and for migrants and refugees to be able to document their journeys, so we provide a space to do so.

### More information

**Human trafficking** involves earning a profit by exploiting others through the use of fraud, force, or coercion. Considered a form of modern slavery, it can include sex, labor, youth, or organ trafficking, forced marriage, exploitative begging, and the recruitment of youth 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 human trafficking and human smuggling activities
- Requesting support for being smuggled illegally into a different country

### 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)



- Survivors sharing their own experiences of human exploitation
- Educational and documentary content related to the harms of human exploitation

## 7. Harassment and Bullying

We welcome the respectful expression of different viewpoints but not toxicity or trolling. We 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.** This also includes responding to such acts with retaliatory harassment (but excludes *non-harassing* counter speech).

We allow 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. However, 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 doxing and expressing a desire for 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 celebrity. We do not identify people under the age of 18 as public figures.

### NOT allowed

- Degrading someone or expressing disgust on the basis of their personal characteristics or circumstances, such as their physical appearance, intellect, personality traits, and hygiene
- Showing someone being physically bullied by another person or group
- Degrading victims of violent tragedies, such as claiming that they deserved to die or that surviving members are lying about the event
- Expressing a desire for a person to die, get a serious disease, or experience some other severe physical harm
- Degrading someone with profanity or obscene language
- Threatening or encouraging others to doxx, share account information, blackmail, or to hack someone's account

- Promoting coordinated harassment of a person or attempting to create conflict between people, such as calling for others to flood comments with abusive language

### Allowed

- Criticism of an individual's content or actions (as long as it does not critique their characteristics)
- Responses to, or condemnation of, attacks or any other counter speech (as long as it does not involve retaliatory harassment)
- Critical comments of 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 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 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.

### More information

#### NOT allowed

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

#### Allowed



- Sharing messages of hope and stories of personal experiences overcoming suicide and self-harm urges (as long as there is no mention of suicide or self-harm methods)
- Sharing suicide and self-harm prevention content, such as information on suicide warning signs and 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 dangerous weight loss behaviors.**

Content is age-restricted 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** includes extreme dieting or fasting, bingeing, and intentional vomiting.

**Dangerous weight loss behaviors** include compulsive exercise, and using potentially harmful medication or supplements.

### NOT allowed

- Showing, promoting, or requesting coaching for disordered eating and other dangerous weight loss behaviors
- 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

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

- 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

- 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 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 gender affirmation surgery

### 3. Dangerous Activities and Challenges

We welcome when our community collectively participates in fun and creative trends. Most activities or challenges are appropriate for everyone and bring people together, but some carry 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 if it shows activities that are likely to be imitated and may lead to any physical harm. Content is ineligible for the FYF if it involves activities that are 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. 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 and challenges** include dares, games, tricks, and other acts performed by non-professionals that carry inherent or known risks and which may result in significant physical harm.

**Significant physical harm** typically requires professional medical treatment and creates 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 unlikely to require professional medical treatment and does not create 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 that involve visible or imminent significant physical harm, or promoting dangerous activities
- Showing or promoting the inappropriate use of dangerous tools, such as knives, axes, chainsaws, and welding torches
- Showing or promoting the eating or drinking of substances that are dangerous for humans to consume, such as rocks and detergent

- Showing or promoting dangerous driving behavior, such as exceeding the speed limit, running a red light, and distracted driving (including posing for a picture and live streaming while driving)

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

- Showing activities that are likely to be imitated and may lead to any physical harm

### FYF ineligible

- Showing activities that involve visible or imminent moderate physical harm, or promoting activities that are 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 performances

## 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 the guidelines in this section differ across regions.

### 1. Sexual Activity and Services

TikTok is a place where people can come to discuss or learn about sexuality, sex or reproductive health. We are mindful that certain content may not be appropriate 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 physical, mental and social well-being in all matters relating to the reproductive system and to its functions and processes.

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

### **NOT allowed**

- Penetrative sex, non-penetrative sex, and oral sex
- Physical sexual arousal, including sexual stimulation and physical responses to sexual arousal
- Fetish and kink activity
- Sexual services, including offering or asking for sexual services (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 a medical way

## **2. Nudity and Body Exposure**

We celebrate all shapes and sizes and want people to feel comfortable in how they present themselves and their bodies. We understand societies approach body exposure and clothing differently, so we seek to reflect prevailing cultural norms about nudity. **We do not allow nudity, including uncovered genitals and buttocks, as well as nipples and areolas of women and girls.** 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 all young people have the developmental maturity to respond to unwanted physical attention and uninvited sexualization, which may lead to psychological or physical harm. **We do not allow significant body exposure of young people.**

Content is age-restricted if it shows significant body exposure of an adult. Content is ineligible for the FYF if it shows moderate body exposure 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 showing intimate body parts that prevailing cultural norms indicate should be fully covered. This currently includes bare genitals and buttocks of anyone, as well as nipples and areolas of women and girls. 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 individuals who do not describe their gender in binary terms, and acknowledge the complexity of applying this policy. We start by looking at how someone self-describes using first-party information and indicators, such as captions, hashtags, and bio, and then may also look at how the person presents.

**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.

### **NOT allowed**

- Nudity of adults, 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](#)*)
- Significant body exposure of young people

### **Age-restricted (18 years and older)**

- Significant body exposure of adults

### **FYF ineligible**

- Significant body exposure of adults
- Moderate body exposure of young people

### **Allowed**

- Non-sexualized content showing areolas or nipples of:
  - 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
  - women in culturally expected contexts, such as breastfeeding and chestfeeding, at political protests, or at large celebration festivals such as Carnival
- Areolas and nipples of men and boys (including those who are transgender or intersex), or people who are non-binary
- Body exposure that appears in culturally expected contexts, such as athletes wearing sports apparel and swimsuits at a beach or festival



### 3. Sexually Suggestive Content

We welcome performances and dances where people can creatively express themselves, celebrate their 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 seductive performances or allusions to sexual activity by young people, or the use of sexually explicit narratives by anyone.** We do allow some artistic content with sexual references, such as song lyrics.

Content is age-restricted if it shows seductive performances or sexualized posing by adults, or 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 such as captions, hashtags, bio, and sounds. We also recognize that different regions have varying views on what is considered sexually suggestive, which further informs our assessment.

**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

- Sexually explicit narratives, such as vivid descriptions of sexual acts
- Seductive performances by young people
- Allusions to sexual activity by young people

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

- Seductive performances by adults
- Sexualized posing by adults
- Allusions to sexual activity by adults

## FYF ineligible

- Sex 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

## 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 if it shows human or animal blood. 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.

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

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

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

- Blood of humans and animals

### FYF ineligible

- 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 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

- Professional fighting, such as boxing and 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 cake

## 5. Animal Abuse

We want our platform to be 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.**

### More information

#### NOT allowed

- Slaughtering, mutilating, and abusing animals, including staged animal fighting
- Mistreatment and neglect of animals, such as malnourishment
- Animal body parts that are dismembered, mutilated, charred, burned, or severely injured
- Wildlife hunting without clear legal permission (poaching)
- Sexual activity between an animal and a human (bestiality)
- Facilitation of trade of all live animals, and any part of an endangered animal, such as products and medicine made from elephant ivory, tiger bones, rhino horns, and 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 to feel confident that they 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 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](#) 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 conspiracy theories or unverified information related to emergencies. To be cautious, content that warrants fact-checking is also temporarily ineligible for the FYF while it is undergoing review.

To help you manage your TikTok experience, we add warning labels to content related to unfolding or emergency events which have been assessed by our fact-checkers but cannot be verified as accurate, and we prompt people to [reconsider sharing](#) such content.

### More information

**Misinformation** includes inaccurate, misleading, or false content.

**Significant harm** includes severe forms of:

- 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 beliefs about unexplained events or involve rejecting generally accepted explanations for events and suggesting they were carried out by covert or powerful groups.

### 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 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 that poses a risk to public health
- Climate change misinformation that undermines well-established scientific consensus, such as denying the existence of climate change or the factors that contribute to it
- Dangerous 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, and 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 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"
- Unverified information 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)
- 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 of community conversation and promote the values of an open society. We try to balance enabling topical discussions, while also being a platform that brings us together and does not divide us. **We do not allow paid political promotion, political advertising, or fundraising by politicians and political parties (for themselves or others).** Our [political ads policy](#) includes both traditional paid ads 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, 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 ineligible for the FYF if it contains unverified claims about the outcome of an election.

Learn more about [Government, Politician and Political Party accounts](#), and our [election integrity](#) work.

## More information

**Misinformation** includes inaccurate, misleading, or false 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 censuses
- Final results or outcome of an election

### FYF ineligible

- Unverified claims about the outcome of an election that is still unfolding and may be false or misleading

## 3. Synthetic and Manipulated Media

We welcome the creativity that new artificial intelligence (AI) and other digital technologies may unlock. However, AI can make it more difficult to distinguish between fact and fiction, carrying both societal and individual risks. **Synthetic or manipulated media that shows realistic scenes must be clearly disclosed.** This can be done through the use of a sticker or caption, such as 'synthetic', 'fake', 'not real', or 'altered'.

We balance the expressive value that synthetic media has against the risk of harms to individuals. **We do not allow 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 prohibitions on hate speech, sexual exploitation, and serious forms of harassment (*learn more about public figures in [Harassment and Bullying](#)*).

## More information

**Synthetic media** is content created or modified by AI technology. It includes highly realistic digitally-created (fake) content of real people, such as a video of a real person speaking but their words have been modified or changed.

**Realistic scenes** include showing fake people, places or events that look like they are real.

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

### **NOT allowed**

- 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 adult private figure, and (3) an adult public figure when used for political or commercial endorsements, or if it violates any other policy
- 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

### **Allowed**

- Synthetic media showing a public figure in certain contexts, including artistic and educational content, such as a video showing a celebrity doing a popular TikTok dance, 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 may find interesting. **We do not allow the trade 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 followers, likes, or views.

### **More information**

#### **NOT allowed**

- Facilitating the trade 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 engagement metrics, such as "like-for-like" promises and 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 accounts are authentic and truthful. **We do not allow account behaviors that may spam or mislead our community.** This includes conducting covert influence operations, and operating spam or impersonation accounts. Parody/fan-based accounts are allowed, as long as they are 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.** If any of your accounts have been

banned, or restricted from using a feature, you must not set up or use a different account to get around the ban or restriction.

If we determine someone has engaged in any of these deceptive account behaviors, we will [ban the account](#), and may ban any new accounts that are created.

## More information

### **NOT allowed**

- **Spam**, including
  - Accounts that are operated: (1) in bulk, (2) through unauthorized automation, or (3) in order to distribute high-volume commercial content
  - 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, 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:
  - 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 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 on a different account
  - Opening a new account after an account has been banned for a severe violation

## **Regulated Goods and Commercial Activities**

We want everyone on TikTok to have access to information that can support them in making informed choices about their personal health and finances. To ensure we provide a space for people 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 by advertisers with TikTok's explicit permission, provided they are compliant 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, 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. **We do not allow the promotion of gambling services.**

### 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 a financial gain.

### NOT allowed

- Promoting gambling services, such as casinos, poker, slot games, roulette, lotteries, betting tips, gambling-related software, and apps.

## 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 showing or promoting recreational drug use, or the trade of alcohol, tobacco products, and 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 alcohol, tobacco products, and drugs.**

Content is age-restricted and ineligible for the FYF if it shows adults consuming excessive amounts of alcohol or 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

- Showing or promoting young people possessing or consuming alcohol, tobacco products, drugs, or other regulated substances
- Showing or promoting adults consuming drugs or other regulated substances for a recreational purpose
- 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
- 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)

- Consumption of excessive amounts of alcohol by adults
- Consumption of tobacco products by adults

### FYF ineligible

- Consumption of excessive amounts of alcohol by adults
- 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 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 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 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

- 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 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.** This includes instructions on how to manufacture regulated substances or firearms.

### More information

**Facilitation of 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:

- Alcohol and tobacco products
- Illegal drugs, prescription and over-the-counter drugs, and other regulated substances
- Firearms and explosive weapons
- Counterfeit products, such as luxury goods
- Fake currency, documents, and stolen information
- Sexual services, including offering or asking for sexual services (solicitation), sexual chats, imagery, pornography, member exclusive content, and streaming of adult content through a webcam, such as stripping, nude modeling, and masturbation (sexcamming)

- Live animals, and any part of an endangered animal, such as products and medicine made from elephant ivory, tiger bones, rhino horns, and 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

We value authentic viewpoints and want people to be open and honest about any goods or services discussed on our platform. 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. **Creators who promote goods or services in return for something of value must disclose it using our [branded content tool](#) or a caption in video (if the tool is unavailable in your region).** This includes paid partnerships and brand endorsement. For other types of material relationships, the creator must also make a clear disclosure about such connections in a video caption.

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

### More information

**Material relationship** refers to 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 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.

**Something of value** may refer to cash payments, free products, store credit, discounts, and special access to products, services, or events.

### REQUIRED disclosures

- Branded content, by using the [branded content toggle](#) (or a caption in video if the tool is unavailable in your region)
- 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 relationship or connection with a company or industry involved in the manufacture or sale of that product or service

## 6. Frauds and Scams

We want people to be able to use our platform 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 gain or to obtain an individual's personal information.

### NOT allowed

- Financial and individual-targeted scams, identity theft or phishing scams, and scams related to investments, financial transactions, or jobs
- Coordination, facilitation, or instructions on how to carry out scams
- Organizational fraud, such as money laundering and moving illegally acquired money for someone else (money muling)
- Recruitment 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 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 passwords
- Identity documentation, cards, or numbers, such as passports, government-issued identifications, and social security numbers
- Threats or encouragement to share personal information or to hack someone's 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 access to your account credentials to others or enabling others to conduct activities that violate our Community Guidelines
- 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 to discover a breadth of content, creators, and topics. In determining what gets recommended, the system takes into account factors such as 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 (such as videos that involve dieting, extreme fitness, sadness, or sexual suggestiveness). 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. 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 certain content that may not be appropriate 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 opens creators to a large audience, which is not always appropriate for some young people. To give youth suitable room for exploration, we also do not make eligible for the FYF any content from accounts of creators under the age of 16.

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.

## 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

#### 1. Youth Safety

- Any content created by an under-16 account

#### 2. Dangerous Activities and Challenges

- Showing activities that involve visible or imminent moderate physical harm
- Promoting activities that may 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)

### 3. Body Exposure

- Significant body exposure of adults
- Moderate body exposure of young people

### 4. Sexually Suggestive Content

- Sex products, such as sex toys
- Intimate kissing
- Sexualized posing
- Seductive performances by adults
- Allusions to sexual activity by adults

### 5. Shocking and Graphic Content

- 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, accidents, jump scare effects, and gory make-up
- Mildly graphic material that may cause disgust, such as 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

### 6. Misinformation

- General 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 "secret society"
- Unverified information 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

### 7. Civic and Election Integrity

- Unverified claims about the outcome of an election that is still unfolding and may be false or misleading

## 8. Fake Engagement

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

## 9. 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)

## 10. Alcohol, Tobacco, and Drugs

- Consumption of excessive amounts of alcohol by adults
- Consumption of tobacco products by adults

### Key definitions:

**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.

**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).

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

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

## Accounts and Features

### 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 on TikTok, we will ban that account.

Violating our guidelines can lead to enforcement actions on accounts. **We will ban accounts or users if they engage in: (1) a single severe content violation, (2) repeated content violations within a 90-day period, (3) circumvention, or (4) the operation of accounts dedicated to activity that violates our rules.** This includes all activities that indicate a primary purpose that is not allowed on our platform, such as accounts focused on hate speech, the trade of prohibited goods, spam, and impersonation (*learn more about circumvention and dedicated accounts in [Spam and Deceptive Account Behaviors](#)*).

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 a sexual crime or other serious offense against a young person. We may consider off-platform activity related to violence, hate, and child sexual 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 harder to find in search. Learn more about our general approach to [account enforcement](#).

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

Governments, politicians, and news entities 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 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**

**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 or threatening violence
- Showing or promoting non-consensual sex acts, such as rape and molestation
- Facilitating human trafficking
- Showing real-world torture
- Using another account after a permanent account ban, and continuing to violate our guidelines

## External Links

Our community members often share links in their profile, bio, or content to connect people 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. **Do not post links that direct people to content that would violate our guidelines.** If we find a link in violation of our guidelines, it will result in the link being removed or an account ban.

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.

## Comments and Direct Messages

Comments and direct messages on TikTok allow our users 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.**

Our guidelines listed above also apply to comments and messages. **A violation of our rules will result in the removal of the content or a restriction on sending direct messages, and may lead to an account ban.**

## 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.



# 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. **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 eligible in the FYF may be restricted from monetization features.

All commercial content on our platform 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](#). Commercial content includes 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 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 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 captions, voice over, and similar signals. We encourage creators to clearly show the context to help us in our review process.

We may add extra safety measures to some content allowed under a public interest exception, such as an "opt-in" screen or warning information. We do not provide public interest exceptions for content that 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 before they are viewed or shared by other people in order to reduce potential harm. Content on 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. Additional review will occur if a video gains popularity or has been reported.

Community members can [report](#) violations in-app and on our website. If you discover content or accounts that may violate our guidelines, please let us know so we can 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 have violated our rules. If you have posted a video, comment, audio, or livestreamed content that we do not allow, you will be notified 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 receive a notification of a content violation or account ban and believe that it was done in 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, 2023, 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.