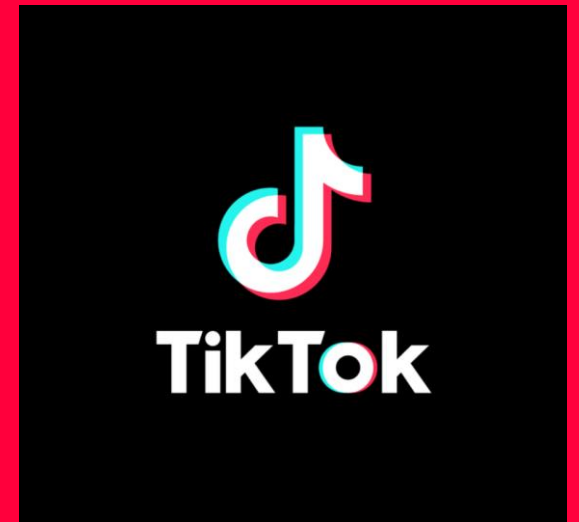


# TikTok's approach to privacy & security

Q&A session for WFA members



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# Who you'll be hearing from today



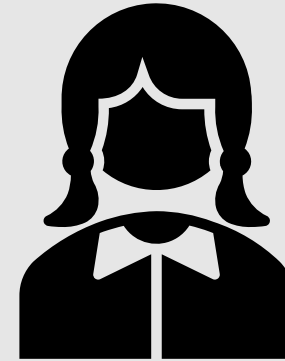
**Catherine Armitage**

Director of Digital Policy  
WFA  
[c.armitage@wfanet.org](mailto:c.armitage@wfanet.org)



**Dave Byrne**

Director of Strategy  
Trade Relations  
TikTok



**Matthew Soeth**

Trust & Safety Director  
TikTok





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**Our purpose:**

**Better marketing**

Connections

Knowledge

Leadership



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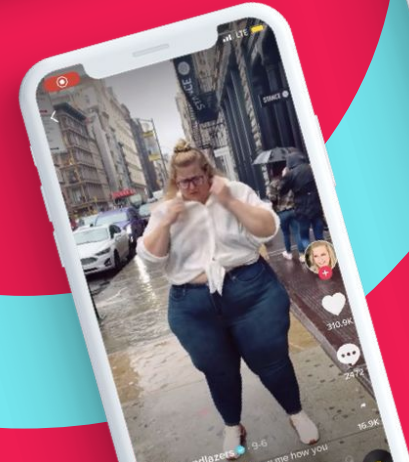
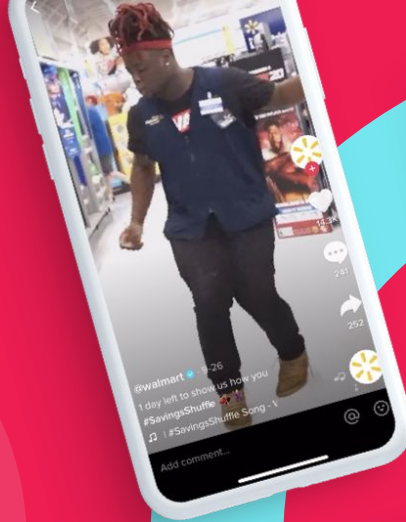
# WFA Digital Governance Exchange

Helping companies solve data challenges by sharing best practice around responsible data policies and practices



# TikTok

## User, Content, & Brand Safety



# Contents

- I Our Commitment
- II How we protect our users and content ecosystem
  - policies & controls
  - technology & people
  - education & partnerships
- III How we protect your brand
  - policies
  - resources and tools



# Our Commitment

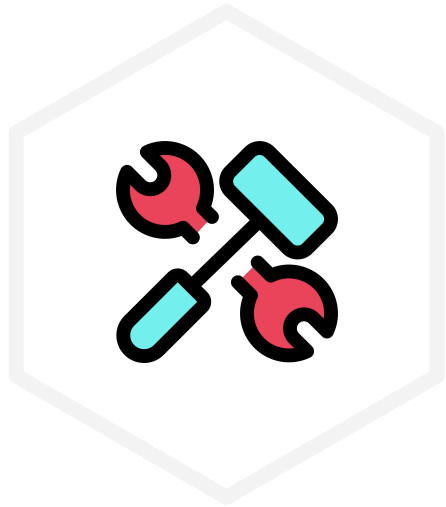
Our **mission** is to inspire creativity and bring joy

The safety and protection of our users is our **top priority**. And we have a number of measures in place to accomplish this.

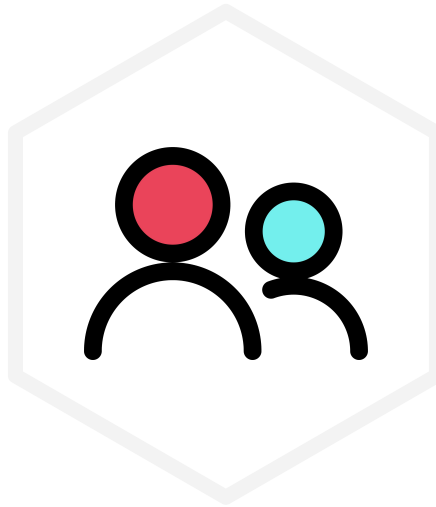
By protecting the safety of our users we create a **positive environment** for brands, and we remain committed to protecting you against appearing next to objectionable content when advertising on TikTok.



# How We Protect Our Users



Policies & Controls



Technology & People



Education & Partnerships

# Age Restriction

TikTok is an app for users aged 13 and over, per our [Terms of Service](#).

We've also set a 12+ App Store rating which enables parents to simply block it from their child's phone using device-based parental controls.

**Introducing new restrictions in April 2020:** only those aged 16 and over will be able to send and receive Direct Messages.

## TikTok remains deeply committed to enforcing the age restriction



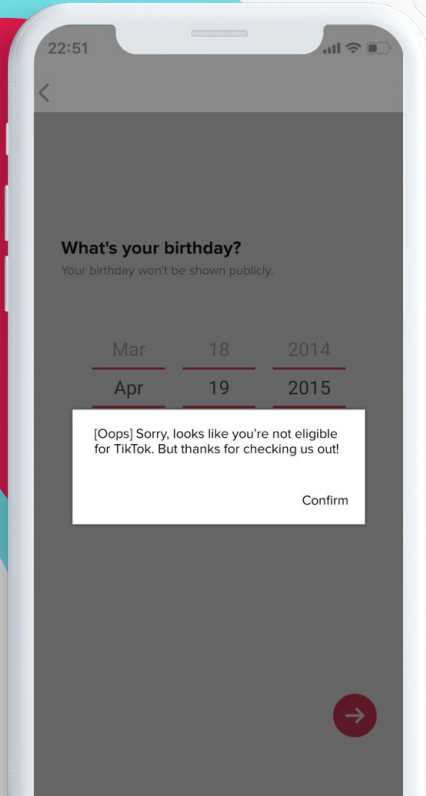
Users can report underage accounts.



Moderation teams provide support in ensuring user compliance with age restriction.



Accounts that don't meet our age restriction will be removed.



# Safety Controls

In addition to the protective measures and approaches we employ on the backend, we provide our users with a robust set of controls to manage their individual experience. We reference these controls on our Safety Center, blog, and safety educational videos and they are central throughout our app.

**Message controls:** Users can set to receive messages from friends only or disable messages altogether.

**Content controls:** At the account and video level, users can control who can view or interact with their videos

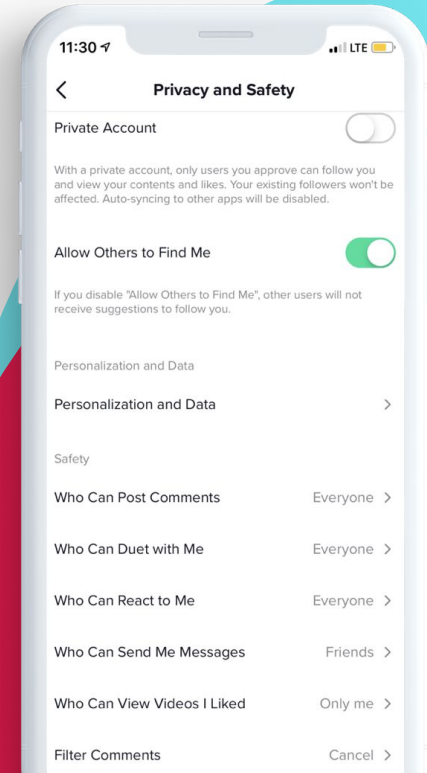
**Comment controls:** Users can restrict who can comment on their content

**Comment filters:** Allow users to automatically block specific keywords

**Reporting:** Users also have control over their feeds with in-app reporting. Users can easily report content or profiles that violates the Community Guidelines.

**Family pairing:** Allow a parent, family member or guardian to link their TikTok account to their teens and set controls over "Screen Time Management", "Restricted Mode", and "Direct Messages".

*Unlike other platforms, it's not possible to send images on TikTok in comments or messages*



# Community Guidelines

We take a holistic approach when crafting our policies and community guidelines. Our Community Guidelines reflect our values and define a common code of conduct on our platform.

We deeply value that our users come from a huge breadth of nationalities and cultures, and we take into account the cultural norms and local regulations of the countries we operate in.

We are continuously enhancing and updating TikTok's community guidelines and policies to promote a safety and positive app environment.



# Community Guidelines

1

## **Dangerous individuals & orgs**

We do not allow dangerous individuals or organizations to use our platform to promote terrorism, crime, or other types of behavior that could cause harm.

2

## **Illegal activities & regulated goods**

We prohibit the trade, sale, promotion, and use of certain regulated goods, as well as the depiction or promotion of criminal activities.

3

## **Violent & graphic content**

We do not allow content that is excessively gruesome or shocking, especially that promotes or glorifies abject violence or suffering.

4

## **Suicide, self-harm & dangerous acts**

We do not promote participation in activities that could lead to harm. We also do not permit users to encourage others to take part in dangerous activities.

5

## **Hate speech**

We do not tolerate content that attacks or incites violence against an individual or a group of individuals on the basis of protected attributes.

6

## **Harassment & bullying**

Users should feel safe to express themselves without fear of being shamed, humiliated, bullied, or harassed.

7

## **Adult nudity & sexual activities**

We do not allow sexually explicit or gratifying content on TikTok, including animated content of this nature.

8

## **Minor safety**

We are deeply committed to child safety and have zero tolerance for predatory or grooming behavior toward minors.

9

## **Integrity and authenticity**

Content that is intended to deceive or mislead any of our community members endangers our trust-based community. We do not allow such content on our platform.

10

## **Threat to platform security**

Our policies prohibit activities that undermine the TikTok service such as: hacking, spreading viruses, reverse engineering, automated scripts, and more

# Safety Education

We're committed to building a positive environment where creativity radiates and everyone feels safe,

TikTok's educational video series, 'You're In Control', uses popular TikTok creators in short videos that offer an entertaining way for users to learn about important settings and guidelines. The series educates users on options such as choosing a private account, enabling comment or message controls, and effectively supporting their community.



# Partnerships to Promote User Safety

Connect**Safely**

K&L GATES

National  
**PTA**

everychild.onevoice.®

**[Anti-Bullying  
Alliance]**



KEMENTERIAN  
PEMBERDAYAAN PEREMPUAN DAN PERLINDUNGAN ANAK  
REPUBLIK INDONESIA



**internet sehat**  
Wise While Online, Think Before Posting



**KIDS' DOOR**  
NPO法人 キッズドア



**OVA**



**Suicide Prevention  
India Foundation**



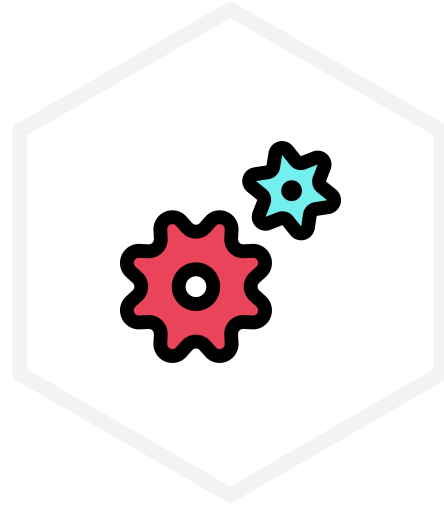
**NPO かなりバ**



# How We Protect Your Brand



Advertising Policies



Additional Tools & Resources

# Advertising Policies



Advertising contents shall respect the applicable laws and regulations of local market.



Misleading information and untrue expressions are prohibited.

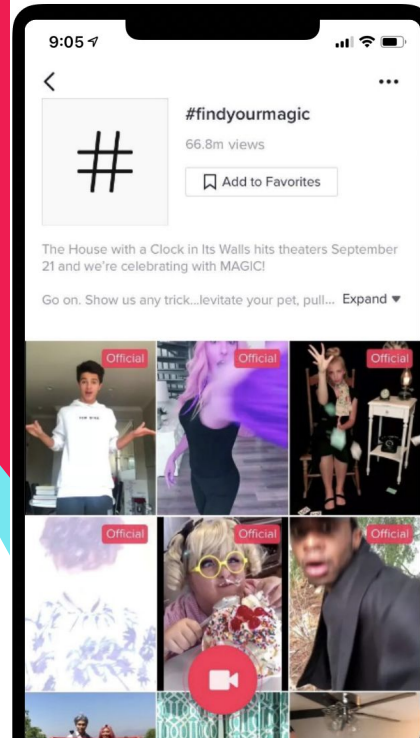


Social and cultural customs in the local market must be considered and respected.

Ad policies (including but not limited to)	Details
<b>Prohibited products or services</b>	Tobacco, adult content, etc.
<b>Misleading content</b>	Fake promotion code or other discount code, etc.
<b>Unfair competition</b>	Malicious comparisons or attacks, etc.
<b>Sensitive wording</b>	Vulgar language, texts or pictures containing bad behaviors, etc.
<b>Infringement protection</b>	Illegally usage of brand logos, other materials (all the images, videos, and music used in advertisement should be authorized)
<b>Political ads</b>	We will not allow paid ads that promote or oppose a candidate, current leader, political party or group, or issue at the federal, state, or local level – including election-related ads, advocacy ads, or issue ads. For more, see our <a href="#">ad guidelines</a> .

# Quality Monitoring on Hashtag Challenges

We provide services to curate the video aggregation page for sponsored hashtag challenges. High quality videos can be pinned to the top based on customized principles by advertisers.



## A few "Pin To Top" Principles

**Popularity** - Videos with more views, or higher engagement rate (more likes/shares/comments), etc.

**Relevance** - Videos can better embody brand concept or product features, i.e. using official background music, brand effect, etc.

**Diversity** - Videos with certain content categories or special talents which stay out of the box



**THANK YOU!**

Our mission is to inspire creativity and bring joy.

Our policies and tools are developed to promote a positive and safe environment for our community, and we trust that users will respect and utilize these measures to keep TikTok fun and welcoming for everyone.

