



Transparency Report - May 2024

1. Policies

- There is a regionalised approach to alcohol advertising on TikTok, with the category not being available in all markets currently.
 - No alcohol ads are available in Europe
 - Limited alcohol advertising tests ongoing in North America, with allow-listed companies and 25+ targeting as a requirement
 - Alcohol ads are allowed in Brazil, Japan, South Korea, Taiwan and Vietnam
 - You can see a full breakdown of our current alcohol ad policies across the globe [here](#)
- Our Community Guidelines do not allow the trade of alcohol on the platform. If we find content that violates those policies, we will remove it.
- We also place additional restrictions on content that includes alcohol, for example:
 - We do not allow content showing U18s consuming alcohol and will remove it from our platform
 - We do not allow content that provides instructions on how to make homemade spirits and we will remove it from our platform
 - Content showing adults consuming excessive amounts of alcohol is reserved for 18+ audiences only and is not [eligible for recommendation in the For You Feed](#)
- You can access TikTok's Community Guidelines, including those which cover alcohol [here](#), and TikTok's Creator Code of Conduct [here](#)
- Branded Content (paid partnership - partnership between creator and brand to organically promote alcohol) is not allowed in any market. You can see TikTok's branded content policies [here](#)

2. Gating technology

- TikTok has a 12+ rating in the App Store and Google Play, which enables parents to use device-level controls to block their teens from downloading TikTok
- To help keep people from using our platform if they're not yet old enough to do so, TikTok has implemented an industry-standard neutral “age gate” function where the registration page does not include a statement that the platform is only for individuals aged 13 and over
- If someone tries to create an account but does not meet our minimum age requirement, we suspend their ability to attempt to create another account using a different date of birth.

3. Age assurance mechanisms

Alongside our age gate, we have a number of methods to remove suspected underage accounts:

- [See here](#) for a full overview of our Age Assurance and Age Appropriate Experience work
- We train our safety moderation team to be alert to signs that an account may belong to a child under the age of 13. We also use other information provided by our users, such as keywords and in-app reports from our community, to help surface potential underage accounts
- When our safety team believes that an account may belong to an underage person, the account will be suspended
- If an account is being reviewed by one of our moderators for another violation and the moderator notices that the account holder appears to be under 13, the account will be removed or flagged for further review by our underage moderation team
- We publicly share the number of suspected under 13 accounts we remove from the platform through our quarterly [Community Guidelines Enforcement Reports](#)

4. Parental controls (and age appropriate design)

- We've created a [Guardian's Guide](#) to provide guardians an overview of TikTok and the many tools and controls we've built into the product to keep our community safe
- Our [Family Pairing tools](#) enable parents and guardians to customise their safety settings based on individual needs

- We prevent content with overtly mature themes from reaching audiences between ages 13-17 through [Content Levels](#)
- Under 16 accounts are set to [private by default](#), direct messaging is not available for 13-15s, and Live hosting and gifting are only available for 18+
- All accounts aged 18 or under will automatically have a [60 min daily screentime limit](#), and we set limits to ensure under 18s don't receive push notifications in the evening

5. Anything alcohol specific

- We conduct licensing checks for all alcohol advertisers
- No alcohol ads are allowed in European markets currently
- We maintain strict creative policies, including actors being required to obviously appear over 25. You can find more details of our ad creative policies [here](#)
- Every piece of creative and every landing page is reviewed manually in the US for the duration of the limited test
- During the limited testing phase in the US, adverts undergo thorough post monitoring to ensure safety and compliance after campaigns have gone live

6. Any third party verification of methodology

- Within the US testing phase, Nielsen ONE verification is a requirement for participation in our alcohol advertiser tests

7. Appeals process and complaints

- [See here](#) for a full overview of our complaints and reporting mechanisms
- Advertisers can request another review of their ad if they believe it was incorrectly rejected. For more information on this process [see here](#)
- Users are able to let us know if they want to see fewer ads from a particular advertiser via the 'Show Fewer Ads' toggle in our [About This Ad](#) screen