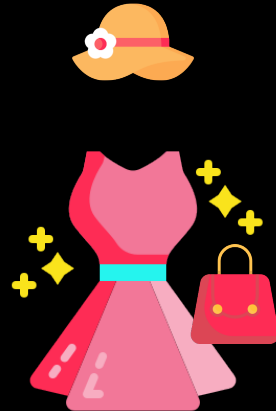


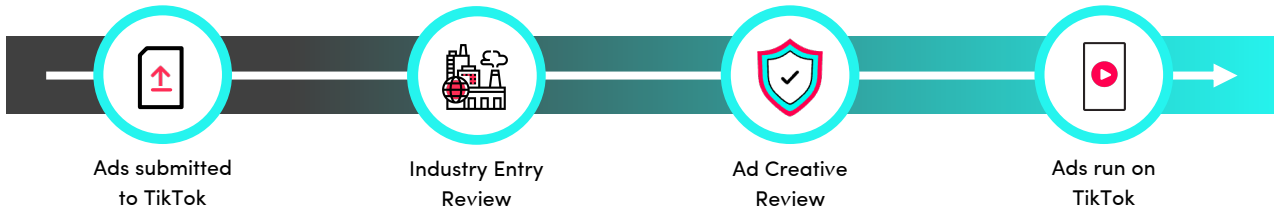
Clothing & Accessories

Introduction To TikTok Ad Policies

TikTok's mission is to *Inspire Creativity and Bring Joy* to all users! To help us achieve this, all ads posted on TikTok must be ethical, legal, and appropriate for our community. Here are some guidelines to consider when planning for your next ad creative!



Ad Review Process



Industry Entry Review

After ads are submitted, products and services are categorised in adherence to local laws and culture. At TikTok, most Clothing & Accessories products are **Allowed** or **Restricted**; the categorisation of your product may change according to the targeted region's laws and regulations

Allowed

Most Clothing & Accessories products are eligible to advertise on TikTok. Example:

- Shirts
- Watches
- Bags
- Shoes

Restricted

Some products may need to meet local laws and regulations to be eligible for advertising, such as:

- Age targeting
- Business licenses
- Certificates or registration from local authorities

Prohibited

Products that are illegal, dangerous and/or harmful to the community are not allowed to promote in all countries or regions. Examples:

- Weight loss products
- Adult supplies

Ad Creative Review Checkpoints

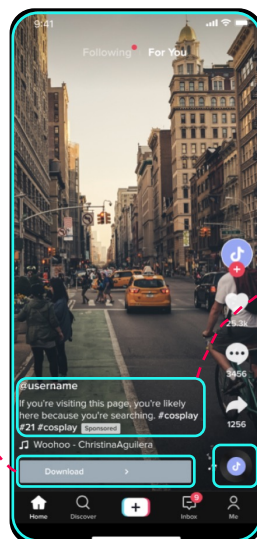
1 Targeting Region Information

- Age targeting / group
- Currency
- Language

Advertiser will include this information on TTAM when submitting your ads.

2 Landing Page

- Promoted products or services
- Functionality of landing page
- Consistency with Ad Creative



Ad Video / Image

Caption / Display Name

Audio

3 Ad Creative Elements

General Policy Guidelines



Respect and adhere to local laws and regulations



Consider and respect local social and cultural customs



Misleading information and untrue expressions are prohibited

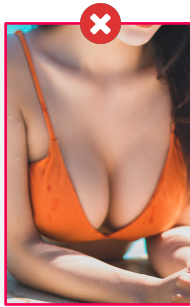
Notable Ad Policies For Clothing & Accessories Industry

Excessive Skin Exposure

Ad creatives and the landing page must not display excessive visible skin, particularly on intimate body parts

Examples:

- Genitalia
- Buttocks
- Breasts

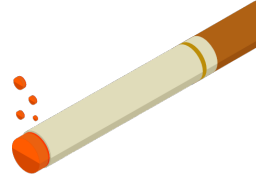
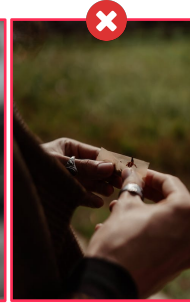


Tobacco Products & Smoking

Ad creatives and the landing page must not display or promote tobacco, and tobacco-related products

Examples:

- Cigarettes
- Cigars
- Vaporiser



Ad Language

Ad creatives and the landing page needs to be consistent with target language, or with a language that is acceptable in target region

Acceptable alternatives:

- Translated narration in ad
- Subtitles in acceptable language

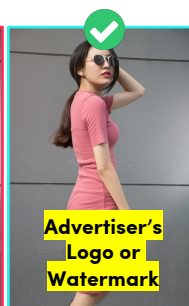
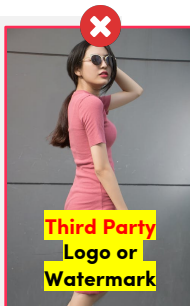
Example for Indonesia	✓	✓	✓	✗
Targeted Language	Bahasa Indonesia	Bahasa Indonesia	Chinese	Bahasa Indonesia
Ad Text	Chinese	Bahasa Indonesia	Chinese	Chinese
Narration or subtitles	Bahasa Indonesia	Chinese	Chinese	Chinese

Intellectual Property Infringement

Any use or promotion of third party content, materials, products or services must be authorized by the copyright owner

Examples:

- Logo
- Watermark
- Music



Disclaimer: Information presented in this handout is valid at the point of publication. Please refer to the [Business Help Center](#) for the most updated policies. Follow us on TikTok (@tiktokadpolicy) to learn more about other policies!