



## Culture & Sports Policy Reminders

The following content is valid as of Oct 5, 2023 and subject to change. Up-to-date information on industry, creative, and regional advertising policies can be found on the TikTok Business Help Center ⓘ



### ☀️ Harm ☀️

Ads must not display dangerous (or harmful) behaviors without safety protection ⓘ

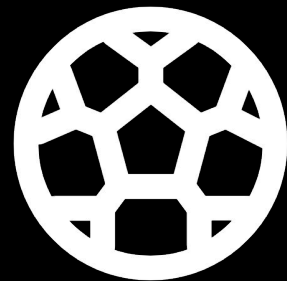


### ☀️ Authenticity ☀️

- ☀️ Ads must not feature content which infringes on/violates the rights of a third party ⓘ
- ☀️ Ads must not contain mismatching or inconsistent information on promotion, price, discounts, products, etc. ⓘ
- ☀️ Ads must not contain an exaggerated performance promise concerning a product's effect such as before-and-after comparisons, etc. ⓘ

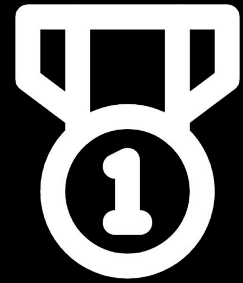
### ☀️ Prohibited ☀️

Reviewing the prohibited content guidelines before any campaign is recommended ⓘ



## ☀️ **Gambling** ☀️

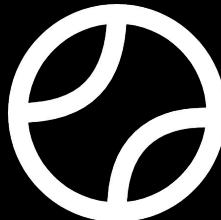
Ads promoting fantasy sports or other gambling related content are prohibited ⓘ



## ☀️ **Alcohol**



Display or promotion of alcohol brand names, bar scenes, or scenes of drinking in real life are prohibited in some ad targeting regions ⓘ



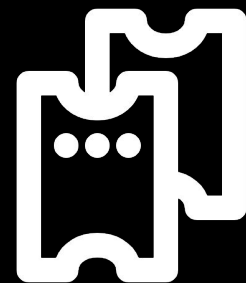
## ☀️ **Body & Weight** ☀️

- ☀️ Ads must not promote or reinforce negative or unhealthy body images and must not exploit insecurities to conform to certain beauty ideals or standards ⓘ
- ☀️ Ads must not promote weight loss/management fasting products or services (including supplements, fat burning pills, appetite suppressants, weight loss/detox teas, or lollipops) ⓘ



## ☀️ **Adult Content** ☀️

Ads must not display excessive visible skin or overly suggestive, sexually provocative behaviors ⓘ



### **For further reading:**

TikTok Business Help Center Advertising Policies

[ads.tiktok.com/help/article/advertising-on-tiktok-first-things-to-note](https://ads.tiktok.com/help/article/advertising-on-tiktok-first-things-to-note)