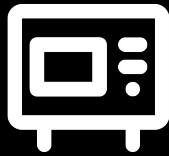




Electronics Policy Reminders

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 ⓘ



* Privacy *

Ads must contain a privacy policy link, and must not request information prohibited under our data collection policy ⓘ

Authenticity

- * Ads must not contain an exaggerated performance promise concerning a product's effect such as before-and-after comparisons, etc. ⓘ
- * Ads must not display counterfeit or unauthorized replicas of a real product ⓘ
- * Ads must not feature content which infringes on/violates the rights of a third party ⓘ

Consistency

Ads must not contain mismatching or inconsistent information on promotion, price, discounts, products, etc. ⓘ

TikTok

Ads must not display elements related to TikTok without TikTok's permission ⓘ

Pricing

Ads must not make deceptive claims; omit information on fees, charges, and tariffs; propose harmful business models; or any of such ⓘ



Content

- * Ads must not contain insulting, offensive, or distasteful messaging which could make users feel negative ⓘ
- * Ads must not display excessive visible skin or overly suggestive, sexually provocative behaviors ⓘ

* Prohibited *

TikTok recommends reviewing our prohibited content guidelines before any campaign ⓘ

Example of prohibited content:

- * Products that enable dishonest or cheating behaviors are prohibited, including AI apps that specifically promote cheating or misleading content ⓘ

Compliance

- * Ads containing medical claims will require a country's approved medical license or certification
- * Medical claims examples include but are not limited to claims on curing acne, removal of wrinkles, or treating hair loss

For further reading:

TikTok Business Help Center Advertising Policies

ads.tiktok.com/help/article/advertising-on-tiktok-first-things-to-note