



## Fashion 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 ⓘ



### Skin Exposure

The following are prohibited:

- ❖ focusing on individual sensitive body parts, such as abs, buttocks, chest, or groin (also applies to artwork)
- ❖ depicting side and under-breast, outline of genitalia, visible nipples through clothing
- ❖ micro bikinis, upskirt imagery



### ❖ Content ❖

The ad creative should not include still/static images as the main element of the video. Ensure that 70% of the ad's background is filled with moving content ⓘ

### TikTok Element

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

### ❖ ❖ ❖ Consistency ❖ ❖ ❖

Ad creatives and landing page must not contain mismatching or inconsistent information on promotion, price, discounts, products, etc.



## ❖ ❖ ❖ **Adult Content** ❖ ❖ ❖

Ads must not display:

- ❖ sexual activities or behaviours that are overly suggestive or sexually provocative
- ❖ overtly sexual/erotic dancing, such as grinding and daggering
- ❖ sexually suggestive behaviour such as actions designed to bring sexual content to mind without explicitly mentioning it
- ❖ sexual innuendo or humour which is distasteful or explicit
- ❖ sexual lyrics including sexual language used within music with references to sexual imagery, sexual acts



## ❖ **E-Commerce Info** ❖

E-Commerce ads must display complete and accurate information on the landing page ⓘ

Valid information required by local law includes: contact details, company name & address, business license, price displayed, terms & conditions, shipping information, privacy policy, returns & refunds policy

## **Replicas**

Ads must not display counterfeit or unauthorized replicas of a real product ⓘ

### **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)