



## Financial Services 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 Policy 🌀

- Ads must contain a Privacy Policy link, and must not request information prohibited under our data collection policy ⓘ
- A Privacy Policy is a statement or a legal document that states how a company or website collects, handles and processes data of its customers and visitors; it explicitly describes whether that information is kept confidential or is shared with or sold to third parties ⓘ

### Personal Info

Landing pages must not require users to download additional programs or input personal information in order to access the main content on the landing page ⓘ

### Creative Guidelines

Ad creatives 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 ⓘ

## 🚫 Deception 🚫

The promotion, sale, or solicitation of products or services that might be considered deceptive, misleading, or unlawful are prohibited

E.g., making deceptive claims; omitting information on fees, charges and tariffs; proposing harmful business models ⓘ

## Misrepresentation

Ads must not:

- 🚫 contain an exaggerated performance or promise concerning a product's effect such as "Get money in 10 seconds!" ⓘ
- 🚫 contain mismatching or inconsistent information on promotion, price, or discounts ⓘ
- 🚫 display counterfeit or unauthorized replicas of a real product ⓘ
- 🚫 feature content which infringes on/violates the rights of a third party ⓘ

## Excessive Purchasing

➔ Ads must not promote excessive purchasing of items assisted via delayed payment services such as credit cards, loan financing, and "buy now, pay later" services ⓘ

➔ Ads must not explicitly or implicitly suggest that "buy now, pay later" is a risk-free way of spending money ⓘ



### 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)