



## General 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 ⓘ*



### Review

TikTok recommends reviewing the prohibited content guidelines before all campaigns ⓘ



### ★ Authenticity ★

- ★ Ads must not feature content which infringes on/violates the rights of a third party ⓘ
- ★ Ads must not display counterfeit or unauthorized replicas of real products ⓘ
- ★ Ads must not contain malicious comparisons ⓘ

### ★ Pricing ★

Ads must not:

- ★ make deceptive claims, omit information on fees, charges, etc. ⓘ
- ★ contain mismatching or inconsistent information on the promotion, price, discounts, etc. ⓘ
- ★ promote excessive purchasing assisted via delayed payment services ⓘ

### Privacy

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

## Landing Page

Ads must not direct users to a non-functional landing page ⓘ

## ★ Behaviors ★

Prohibited:

- ★ overly suggestive or sexually provocative behaviors ⓘ
- ★ dangerous or harmful behaviors without safety protection ⓘ

## ★ Claims ★

Ads must not contain an exaggerated performance promise concerning a product's effect such as "get money in 10 seconds" or in "before and after" comparisons ⓘ

## Skin Exposure

Ads must not display excessive visible skin or focus on individual sensitive body parts ⓘ

## ★ Content ★

- ★ Ad creatives need to be consistent with the promoted product or service on the landing page ⓘ
- ★ Ads must not display elements related to TikTok without TikTok's permission ⓘ
- ★ Ad creatives should not include still/static images as the main element of the video ⓘ
- ★ Ads must not contain crude language, insulting actions, graphic violence, or drug use ⓘ

### 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)