



## Media & Content 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 ⓘ



### \* Creatives \*

- \* Ads must contain a Privacy Policy link, and must not request information prohibited under our data collection policy ⓘ
- \* Ad creatives, including the caption, text, images, videos, and call-to-action, need to be consistent with the promoted product or service on the landing page ⓘ

### \* Pricing \*

- \* Ads must not make deceptive claims; omit information on fees, charges, and tariffs; or any of such ⓘ
- \* Ads must not contain mismatching or inconsistent information on promotion, price, discounts, products, etc. ⓘ

### \* Authenticity \*

- \* Ads must not contain an exaggerated performance promise concerning a product's effect ⓘ
- \* Ads must not feature content which infringes on/violates the rights of a third party ⓘ
- \* 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 ⓘ

### Adult Content

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

## ✳️ Prohibited ✳️

TikTok recommends reviewing the prohibited content guidelines before any campaign ⓘ

Examples of prohibited content:

- ✦ the use of prohibited adult products or services ⓘ
- ✦ political and issue-based ads ⓘ

## ✳️ HEC ✳️

Advertisers targeting the United States or Canada with housing, employment, or credit (HEC) ads must not use target categories such as age, gender, or other protected characteristics ⓘ

Examples of HEC ads:

- ✳️ freelance listings, recruiting opportunities, internships, accredited certification programs, or job fairs
- ✳️ credit card offers and loans

## ✳️ Medical ✳️

- ✳️ 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

## ✳️ Weightloss ✳️

Ads promoting weight loss/management, fasting products or services (including supplements, appetite suppressants, detox teas, etc.) are prohibited ⓘ

## ✳️ Smoking ✳️

Ads must not display or promote tobacco, tobacco-related products, e-cigarettes, or smoking-related behavior in real life, including but not limited to alternatives that imitate the act of smoking ⓘ

### 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)