



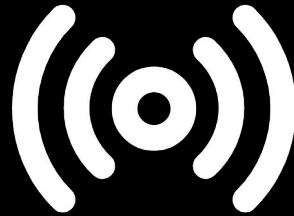
## Telecom Policy Reminders

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 ⓘ



### ❖ Authenticity ❖

- ❖ 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 ⓘ



### ❖ Creatives ❖

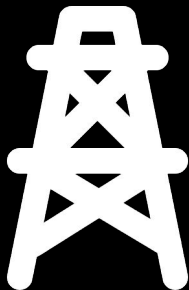
- ❖ Ads must contain a Privacy Policy link, and must not request information prohibited under our data collection policy ⓘ
- ❖ Ad creatives, including the caption, text, images, videos, and call-to-action, need to be consistent with the promoted product or service on the landing page ⓘ
- ❖ Ad creatives should not include still/static images as the main element of the video ⓘ

### ❖ Consistency ❖

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

## ❖ Prohibited ❖

Reviewing the prohibited content guidelines before any campaign is recommended ⓘ



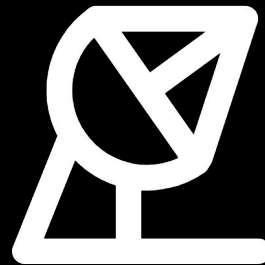
## ❖ Live Chat ❖

Ads that promote live chat services must target users aged 18+ and must not be sexually suggestive

Live chat apps are only allowed with prior written permission and need to meet a number of requirements; advertisers must be actively working with a TikTok Sales Representative ⓘ

## ❖ Politics ❖

- ❖ Ads that feature political or issue-based advertising are prohibited ⓘ
- ❖ Government entities may be eligible to advertise if working with a TikTok Sales Representative ⓘ



## Adult Content

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

## ❖ 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)