

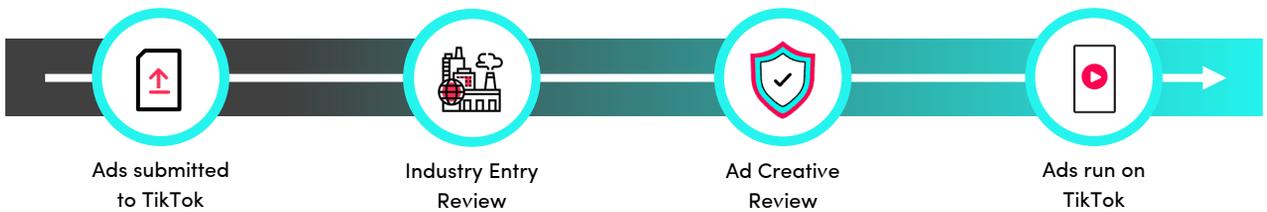
Internet Finance

Introduction To TikTok Ad Policies



TikTok's mission is to *Inspire Creativity and Bring Joy* to all users! To help us achieve this, all ads posted on TikTok must be ethical, legal, and appropriate for our community. Here are some guidelines to consider when planning for your next ad creative!

Ad Review Process



Industry Entry Review

After ads are submitted, products and services are categorised in adherence to local laws and culture. At TikTok, the Internet Finance industries are categorised as **Restricted** in general.

Restricted

In general, Internet Finance products or services must meet local laws and regulations to be allowed to promote in targeted market, such as:

- Age targeting
- Business licenses
- Certificates or registration from local authorities

Prohibited

Products or services that are illegal, dangerous and/or harmful to the community are not allowed to promote in all countries or regions. Examples:

- Crowdfunding (for AU and NZ)
- Digital currency exchange (for VN)
- Foreign exchange (for TW, VN)



Ad Creative Review Checkpoints

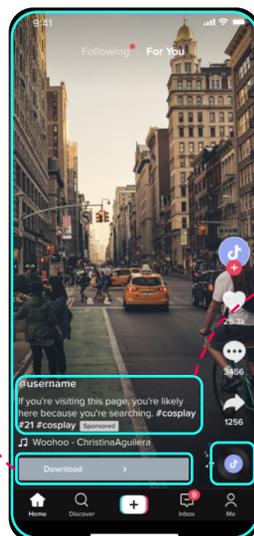
1 Targeting Region Information

- Age targeting / group
- Currency
- Language

Advertiser will input this information on TTAM when submitting your ads.

2 Landing Page

- Promoted products or services
- Functionality of landing page
- Consistency with Ad Creative



Ad Video / Image

Caption / Display Name

Audio

3 Ad Creative Elements

General Policy Guidelines



Respect and adhere to local laws and regulations



Consider and respect local social and cultural customs



Misleading information and untrue expressions are prohibited

Notable Ad Policies For Internet Finance Industry

Exaggerated Performance or Promise

All claims made in the ad creatives must be responsible and true. Claims must be realistic and substantiated with evidence.

Examples:

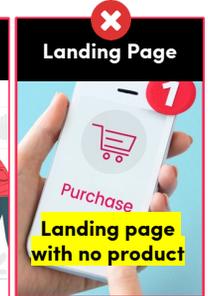
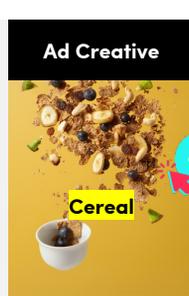
- Earn money in just 10 seconds!
- Guaranteed gains with 100% returns!



Landing Page Requirement

The landing page must be functional and features the product or service. Business information required by local laws must also be accurately displayed, such as:

- Contact detail
- Company name
- Business licensing



Intellectual Property Infringement

Any use or promotion of third party content, materials, products or services must be authorised by the copyright owner

Examples:

- Logo
- Watermark
- Music



Financial Advertising Standards

All ads must adhere to the Advertising Standards for all financial products and services, such as:

- **Accuracy:** Ads should accurately represent the product or service being offered. Claims made should be based on fact and not be misleading.
- **Information & Risk Disclosure:** All material information such as fees, risks, etc. must be clearly disclosed and easy for consumers to understand.
- **Targeting:** Ads should target appropriate audiences such as those above the legal age and should not take advantage of targeting vulnerable groups.
- **Compliance:** Advertisers should comply with all applicable laws and regulations, especially those related to digital advertising and consumer protection.
- **Transparency:** Ads should be clear about the advertiser's identity and any relationships associated with the product or service promoted.
- **Responsibility:** Ads should be social responsible and should not promote harmful or socially inappropriate behaviours.



Disclaimer: Information presented in this handout is valid at the point of publication. Please refer to the [Business Help Center](#) for the most updated policies. Follow us on TikTok (@tiktokadpolicy) to learn more about other policies!