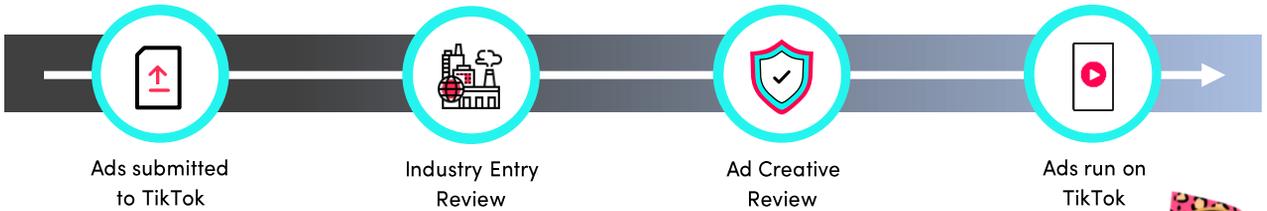


Introduction To TikTok Ad Policies

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, most travel products and services are **Allowed** or **Prohibited**; the categorisation of your product may change according to targeted region's laws and regulations

Allowed

Majority of Travel products and services are eligible to advertiser on TikTok. Examples:

- Transportations
- Tourist attractions
- Ticketing agencies
- Accommodations

Prohibited

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

- Gambling venues
- Casinos
- Adult attractions
- Alcohol drinking venues

Ad Creative Review Checkpoints

1 Targeting Region Information

- Age targeting / group
- Currency
- Language

Advertiser will include 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

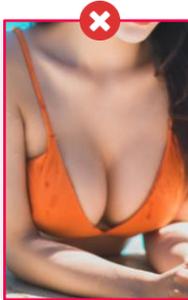
Notable Ad Policies For Travel Industry

Excessive Skin Exposure

Ad creatives and the landing page must not display excessive visible skin, particularly on intimate body parts.

Examples:

- Genitalia
- Buttocks
- Breasts



Adult & Sexual Content

Ad creatives and the landing must not portray any sexually suggestive elements, such as:

- Moaning or groaning
- Use of objects to reference intimate body parts
- Fetishes or kinks



Tobacco Products & Smoking

Ad creatives and the landing page must not display or promote tobacco, and tobacco-related products

Examples:

- Cigarettes
- Cigars
- Vaporiser



Ad Language

Ad creatives and the landing page needs to be consistent with target language, or with a language that is acceptable in target region

Acceptable alternatives:

- Translated narration in ad
- Subtitles in acceptable language

Example for Indonesia	✓	✓	✓	✗
Targeted Language	Bahasa Indonesia	Bahasa Indonesia	Chinese	Bahasa Indonesia
Ad Text	Chinese	Bahasa Indonesia	Chinese	Chinese
Narration or subtitles	Bahasa Indonesia	Chinese	Chinese	Chinese



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!