



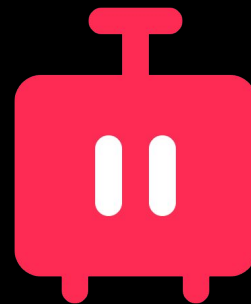
Travel Policy Reminders

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 ⓘ



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. ⓘ



Landing Page

- ✿ Ad creatives must not direct users to a non-functional landing page ⓘ
- ✿ Landing pages that require users to download additional programs or input personal information in order to access the main content on the landing page are prohibited ⓘ

✿ Privacy ✿

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



✿ Prohibited ✿

TikTok recommends reviewing our prohibited content guidelines before any campaign ⓘ

Examples of prohibited content:

- ✿ promotion or facilitation of access to casinos or gambling activities ⓘ
- ✿ display or promotion of 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 ⓘ
- ✿ display or promotion of alcohol brand names, bar scenes, or scenes of drinking in real life in some ad targeting regions ⓘ

Skin Exposure

Ads must not display excessive visible skin. The following are prohibited: ⓘ

- ✿ focusing on individual sensitive body parts, such as abs, buttocks, chest, or groin
- ✿ depicting side and under-breast, outline of genitalia, or visible nipples through clothing
- ✿ micro bikinis

Adult Content

- ✿ Sexual activities or behaviours that are overly suggestive or sexually provocative are prohibited ⓘ
- ✿ Ads must not display dangerous or harmful behaviors without safety protection ⓘ

For further reading:

TikTok Business Help Center Advertising Policies

ads.tiktok.com/help/article/advertising-on-tiktok-first-things-to-note