



## Convenience Services 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 \*

- \* Ad creatives should not include still/static images as the main element of the video ⓘ
- \* 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 ⓘ

### \* Authenticity \*

- \* Ads must not contain an exaggerated performance promise concerning a product's effect ⓘ
- \* Ads must not display counterfeit or unauthorized replicas of a real product ⓘ
- \* Ads must not feature content which infringes on the rights of a third party ⓘ

### \* Adult Content \*

Sexual activities or behaviours that are overly suggestive or provocative are prohibited ⓘ

### \* Prohibited \*

TikTok recommends reviewing the prohibited content guidelines before any campaign ⓘ

## ★ Compliance ★

- ★ 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

## ★ 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. ⓘ

## ★ Behaviors ★

Ads must not display dangerous (or harmful) behaviors without safety protection ⓘ

## ★ 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

## ★ Dating ★

Ads that promote dating applications or services must target users aged 18+. Services and ads focused on transactional relationships or sexual encounters are prohibited.

Dating apps need to meet a number of requirements and are only allowed with prior written permission. Advertisers must be actively working with a TikTok Sales Representative ⓘ

### 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)