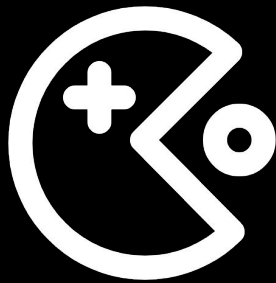




Gaming Policy Reminders

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. ⓘ

★ Prohibited ★

TikTok recommends reviewing the prohibited content guidelines before any campaign ⓘ

Examples of prohibited content:

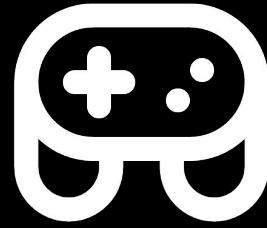
- ★ games of luck or chance, such as scratch-off games, bingo, or any other similar games or apps that could result in monetary or valuable prize gain ⓘ
- ★ products that enable dishonest or cheating behaviors ⓘ

★ ★ ★ Targeting ★ ★ ★

All video games must be targeted in line with their official age classification or app store rating ⓘ

★ Authenticity ★

- ★ Ads must not feature content which infringes on/violates the rights of a third party ⓘ
- ★ Ads must not contain malicious comparisons ⓘ



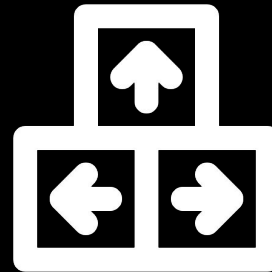
Offensive Content

- ★ Ads must not contain profanity and crude language, insulting actions, graphic violence, or drug use ⓘ
- ★ Ads must not display bloody or gruesome imagery or graphic images likely to shock or scare users ⓘ

Adult Content

Ads must not:

- ★ display excessive visible skin or nudity
- ★ overly suggestive, sexually provocative behaviors
- ★ make sexual references, or sexually portray a person ⓘ



Military Content

Ads should not promote, glorify, or advocate for war

For further reading:

TikTok Business Help Center Advertising Policies

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