



Retail & E-Comm 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 ⓘ



E-Commerce Info

E-Commerce ads must display complete and accurate information on the landing page ⓘ

The valid information required by local law include but not limited to are:

1. Contact details(e.g., phone, email)
2. Company name
3. Company address
4. Business license
5. Price displayed in local currency
6. Terms & conditions, shipping information
7. Privacy policy, Returns policy, and Refund policy

Accuracy

- * Ads must not contain a malicious comparison with other brands ⓘ
- * Ads must not display counterfeit or unauthorized replicas of a real product ⓘ

✿ Financial Claims ✿

Ads must not make deceptive claims; omit information on fees, charges, and tariffs; propose harmful business models; or any of such



TikTok

Ads must not display elements related to TikTok without TikTok's permission ⓘ

Language

Ads must not contain an exaggerated performance or promise concerning a product's effect. E.g., through "before and after" comparisons ⓘ

Ads must not contain disgusting imagery that may cause an uncomfortable user experience. E.g., bodily fluids, visuals that show dirt coming out of pores, etc. ⓘ

Adult Content

Ads must not display excessive visible skin, sexual activities or behaviors that are overly suggestive or sexually provocative, or focus on individual intimate body parts ⓘ

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

Weightloss

Ads promoting weight loss/management, fasting products or services (including supplements, fat burning pills, appetite suppressants, weight loss/detox teas, or lollipops) are prohibited ⓘ

For further reading:

TikTok Business Help Center Advertising Policies

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