



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 ⓘ



✿ Content ✿

- ✿ Ad creatives, including the caption, text, images, videos, and call-to-action, needs to be consistent with the promoted product or service on the landing page ⓘ
- ✿ Ads must not display elements related to TikTok without TikTok's permission ⓘ
- ✿ 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. ⓘ

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 of curing acne, removal of wrinkles, or treating hair loss

Skin Exposure

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 ⓘ

Promises

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

Data Handling

Ads must guarantee that any personal information which is collected in the ad is collected and processed securely and in accordance with local laws and that the privacy policy should be accessible to any individual whose data is being collected and processed ⓘ

Authenticity

Ad creatives & landing page must not display counterfeit or unauthorized replicas of a real product ⓘ

Privacy

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



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