



Utility Software 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 ⓘ



❖ Privacy ❖

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

Landing pages that require users to download additional programs or input personal information to access the main content are prohibited ⓘ

❖ Authenticity ❖

Ads must not contain an exaggerated performance or promise concerning a product's effect. E.g., "Get money in 10 seconds!" ⓘ

Ads must not feature content which infringes on/violates the rights of a third party ⓘ

❖ ❖ Pricing ❖ ❖

Ads must not:

- ❖ contain mismatching or inconsistent information on promotion, price, discounts, products, etc. ⓘ
- ❖ make deceptive claims; omit information on fees, charges, and tariffs; propose harmful business models; or any of such ⓘ
- ❖ promote excessive purchasing of items assisted via delayed payment services such as credit cards, loan financing, and "buy now, pay later" services ⓘ

❖ Adult Content ❖

Ads must not display excessive visible skin or overly suggestive, sexually provocative behaviors ⓘ

❖ Prohibited ❖

TikTok recommends reviewing our 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 ⓘ
- ❖ dating apps or services that convey, imply, portray, or encourage transactional relationships, infidelity, sexual encounters, or any of such ⓘ
- ❖ the use of prohibited adult products or services ⓘ

❖ Weight ❖

Ads must not display or promote:

- ❖ performance promises referencing permanent changes to the human body ⓘ
- ❖ weight loss/management fasting products or services ⓘ

❖ Dating ❖

Ads that promote live chat or dating services are prohibited

- ❖ Exception: For South Africa, ads that promote dating applications or services must target 18+. Such ads must not be overtly sexual, reference transactional companionship or cheating, etc. ⓘ

❖ ❖ ❖ Finance ❖ ❖ ❖

Ads that promote following financial services: credit card, loans, securities, and fintech must comply with relevant laws and regulations, be licensed by regional authority, and may need to target 18+ only ⓘ

For further reading:

TikTok Business Help Center Advertising Policies

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