

Proposed Commitments | June 2022

Labelling of Paid Ads and Branded Content

Branded Content

1. Extend the application of the TikTok Branded Content Policy and access to the Branded Content toggle by making it available to all EEA users.

Anticipated timeline: Already implemented. See screenshot at **Annex 1**.

2. Include a clear reference to the Branded Content Policy in the Terms of Service for EEA users ("**Terms**") so it is easily accessible to users and amend the Terms to require users who post Branded Content to comply with the Branded Content Policy.

Anticipated timeline: Already implemented. See <https://www.tiktok.com/legal/terms-of-service-eea?lang=en> for the English version of the new Terms effective as of 16 June 2022. The Terms are now available in 22 European languages.

3. Implement an updated Branded Content Policy in 22 European languages.

Anticipated timeline: By the end of June 2022.

4. Publicise the Branded Content Policy and toggle to raise user awareness about their obligations in relation to Branded Content (both legally and under TikTok's Terms and the Branded Content Policy) and improve compliance. For example, TikTok has created a dedicated Branded Content hub to raise awareness among creators about topics including the importance of disclosing Branded Content.

Anticipated timeline: Ongoing

5. Implement a reporting function in-app which allows users to report suspected undisclosed Branded Content. The reporting function will be made available as a new menu option accessible by longclicking, or clicking the share button, on user generated content and then selecting the category "Undisclosed Branded Content".

Anticipated timeline: Already implemented. See screenshot at **Annex 2**.

6. When the Branded Content toggle is turned on, review the content against the Branded Content Policy and Community Guidelines. This includes the use of automated and human review. Ensure that content which is deemed to be in breach of the Branded Content Policy is no longer displayed on the TikTok platform.

Anticipated timeline: Already implemented.

7. Use various keyword triggers to identify potential Branded Content. Where such a keyword is entered by a user when populating their caption and before the user can post the content, TikTok prompts the user to enable the Branded Content toggle, or turns it on automatically where a user has more than 10,000 followers. The use of the toggle will result in the video being reviewed by TikTok against the Branded Content Policy and Community Guidelines as set out above and, if the video is deemed to be in compliance with those policies, it is displayed on the TikTok platform with a clear disclosure.

Anticipated timeline: Already implemented. See screenshot at **Annex 3**.

8. Together with having already made the entry point to the Branded Content toggle available prominently at the top of the “post” page for creators who are part of the TikTok Creator Marketplace, include for all other EEA users further clarifying text on the post page to help provide a clear signpost to users as to where to access the Branded Content toggle.

Anticipated timeline: Technical implementation by the end of June 2022, and new app version available to all EEA users by the end of July 2022.¹

9. In parallel with the expansion of the Branded Content toggle to all EEA users, including the keyword triggers and the roll out of the specific reporting reason in respect of potential undisclosed Branded Content, TikTok will use the data obtained from these measures to further analyse any signals or other identifiers typically associated with undisclosed Branded Content and will continue to review and, where appropriate, enhance its approach to Branded Content on the basis of the insights obtained from this analysis.

Anticipated timeline: Ongoing

10. Implement interim changes to the Branded Content disclosure for EEA users.

Anticipated timeline: Technical implementation by the end of June 2022, and new app version available to all EEA users by the end of July 2022.² See attached screenshot at **Annex 4**.

11. Explore changes to the Branded Content label for EEA users including:

- a. Changing the disclosure for Branded Content from a hashtag to a label; and
- b. Adding a tool which facilitates users being able to tag the brand from which the user is receiving something of value.

Anticipated timeline: By the end of Q3 2022.

Paid Ads

12. Include an ad label on the Banner Ad at the top of the Discover page, directly underneath each Branded Hashtag Challenge in the Discover page, and directly underneath the Branded Hashtag Challenge on the landing page.

Anticipated timeline: Already implemented. Please note that the Discover Page has since been discontinued and Branded Hashtag Challenges are no longer discoverable in this manner.

13. Implement interim changes to the paid ad disclosure for EEA users.

Anticipated timeline: By the end of June 2022. See screenshot at **Annex 5**.

14. Conduct testing, performed with an independent third party provider, to assess a number of new ad label designs. This reflects TikTok’s willingness to redesign the current label in order to identify a mutually acceptable solution, which will enhance the clarity and prominence of the ad label for users. At a minimum, TikTok is committed to

¹ While the relevant product changes will be completed by the end of June 2022, it will be necessary to deploy a new version of the TikTok app for iOS/Android in order to make them available to all EEA users. While any such app updates are subject to approval from the relevant application store providers (i.e. Apple and Google), TikTok anticipates that the new versions should be available to all EEA users by the end of July 2022.

² See Footnote 1 above.

testing designs that reflect:

- a. An ad label that is larger than the current ad label;
- b. Font that is bigger than the font size in the current ad label;
- c. A variety of different backgrounds, levels of opacity and/or borders; and
- d. A number of alternative screen placements for the ad label.

Anticipated timeline: By the end of Q3 2022.

Personalised Advertising

15. Update the language in TikTok's ads policies to:

- a. Clarify that Section 3.4(E) of the Ad Creatives and Landing Page is applicable to all ads displayed in EMEA.
- b. Emphasise that users must be aged 13 or over to use the TikTok service. Therefore, for the purpose of the Ad Creatives and Landing Page policy, "minors" are users aged 13 - 17 inclusive.

Anticipated timeline: Already implemented. See section 3.4 "Protection of Minors" at <https://ads.tiktok.com/help/article?aid=9552>.

16. Amend TikTok's ads policies to make them more easily navigable by adding a side navigation and presenting them more clearly by placing the text in boxes with clear icons.

Anticipated timeline: Already implemented. See <https://ads.tiktok.com/help/article?aid=9552>.

17. Implement a reporting category for ads where users can report suspected direct exhortations to children in ads.

Anticipated timeline: Already implemented.

18. Explore the feasibility of adding a similar reporting category (i.e., where users can report suspected direct exhortations to children in suspected ads) for user generated content.

Anticipated timeline: Ongoing

19. Redesign and roll out the personalised ads permission prompt for EEA users to:

- a. Contain both acceptance and rejection options on the same layer, with equal prominence;
- b. Include additional key information about personalised ads in the prompt itself; and
- c. Include a link to additional information about what personalised advertising involves and the consequences of users consenting to receive such ads, which will be provided in a clear and user-friendly manner.

Anticipated timeline: The new "learn more" page titled "Ads and your data" is already live in all EEA languages supported in-app and available to users here:

<https://www.tiktok.com/safety/en/ads-and-data/>. The other measures will be implemented by the end of July 2022.

Virtual Items

20. Publish revised policies on virtual items to further enhance transparency for users. The existing Virtual Items Policy will be replaced with two separate policies for EEA users, the Coins Policy and the Rewards Policy:
- a. The Coins Policy will include provisions related to the purchase and use of Coins and sending of Gifts. This policy will use simple language and ensure key commercial terms are clear and easy for users to understand.
 - b. The Rewards Policy will explain to creators how they can receive rewards from TikTok. In particular, it will explain how Diamonds are awarded and how to redeem Diamonds for money. This policy will also use simple language and ensure key commercial terms are clear and easy for users to understand.

Anticipated timeline: Already implemented. See the English version of the Coins Policy here: <https://www.tiktok.com/legal/coin-policy-eea?lang=en> and the Rewards Policy here: <https://www.tiktok.com/legal/rewards-policy-eea?lang=en>. Both policies will be effective as of 16 June 2022.

21. The revised Coins Policy and Rewards Policy will be made available in 22 European languages.

Anticipated timeline: Already implemented.

22. Update the TikTok user interface to provide further clarity for users on their individual spending and how they interact with virtual items on the TikTok platform. In particular:
- a. On the “Balance” section of the TikTok app (where users can see how many Coins they have and recharge or “top-up” their Coin balance), a “Transaction History” button will be added for all EEA users. The Balance History button gives users the ability to easily see:
 - i. Their “Transaction History” which displays to the user the details of the Coins purchased in each instance (for example: “Purchased 65 coins in app, date “05/01/2022”, payment amount €0.99”). This will remind users how much they have previously spent on Coins.
 - ii. Their “Coin History” which will display to the user how they have used their Coins on the TikTok platform in each instance. This Coin History, which is available to users at the point where they recharge their Coin balance, will remind users of their previous use of Coins on the TikTok platform.
 - b. When a user recharges their Coin balance, a user will receive a notification to their TikTok inbox informing them of the amount of Coins purchased and how much this cost in local currency. Again, this provides users with a simple and easily accessible record of their spending on the TikTok platform.

Anticipated timeline: Already implemented.

23. Include a reminder to users to check how many Coins are needed for Gifts, and also what Gifts are available, in the “Frequently Asked Questions” or “FAQ” section of the TikTok Wallet.

Anticipated timeline: Already implemented.

24. Make information on minimum and maximum reward payments and transaction fees available in the new Rewards Policy by adding a clear signpost and links to a separate webpage displaying the information.

Anticipated timeline: Already implemented. See <https://www.tiktok.com/legal/payment-limit-and-fees?lang=en>.

25. In the Rewards Policy include hyperlinks to an article that provides an example of how Diamonds are awarded. Provide creators with details of the current conversion rate of Diamonds to money.

Anticipated timeline: By end of June 2022.

26. When an EEA user purchases Coins directly from TikTok via the WebApp, make clear their right to withdraw from the contract for the purchase of those Coins within 14 days (from the time that the user enters into the contract) for any Coins that remain unused:

- a. In the Coins Policy: *“You have 14 days to withdraw from your purchase of Coins and request a refund, starting from the day after you purchase Coins (the “Withdrawal Period”). [...] You will not be able to request a refund (i) after the Withdrawal Period or (ii) for any Coins you have used during the Withdrawal Period.”*
- b. In the purchase flow: *“By ticking the box, I agree to the Terms of Purchase for Coins and request the immediate credit of Coins to my account. I acknowledge that I will lose my right of withdrawal once I have used the Coins (at which point the contract has been fully performed).”*

Anticipated timeline: a) has already been implemented - please see the link to the Coins Policy further above. b) will be implemented by the end of Q3 2022.

27. When an EEA user first enters LIVE to send a Gift, display prominent text at the top of the Gifting panel stating that *“I understand that when I use my Coins for Gifts, Gifts are sent immediately and I will lose my right of withdrawal”*. In order to proceed with sending the Gift, the user will be required to click “Send” directly under the Gift.

Anticipated timeline: By the end of Q3 2022.

28. When an EEA user first enters LIVE to send a Gift, display prominent text at the top of the Gifting panel that provides an estimate of the unit price per Coin in local currency and invites the user to access more information about the costs of Gifts including the manner in which the price of Gifts can be calculated.

Anticipated timeline: By the end of Q3 2022.

29. Make available to EEA users on the Gifting panel (both in the prominent text (referenced above) and via the FAQ icon near the Recharge button) the FAQ, which will provide an estimate of the unit price per Coin in local currency and inform the user of the manner in

which the unit price per Coin can be calculated.

Anticipated timeline: By the end of Q3 2022.

Annex 1

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Branded content



Branded content



For branded content posts, turn on the toggle and follow our **Branded Content Policy**. Your post will be displayed as sponsored.

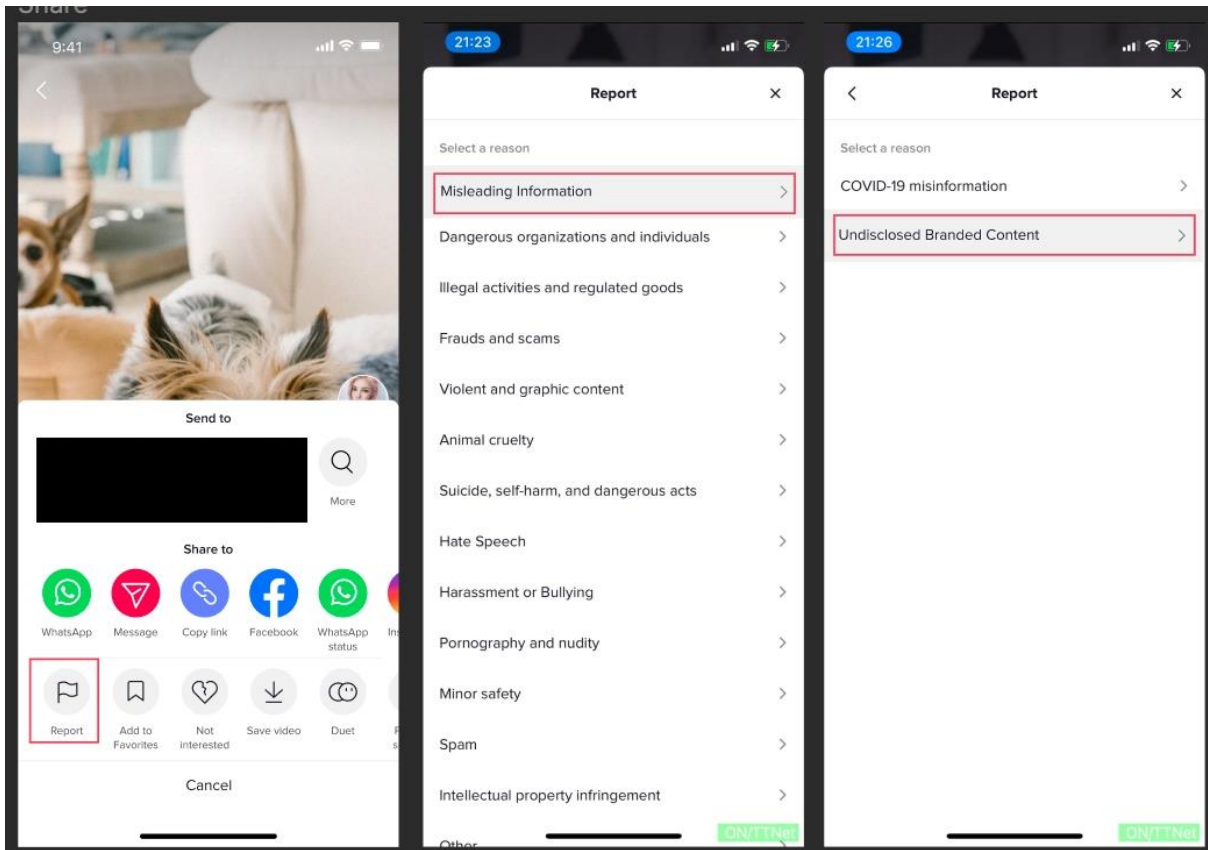
Link campaign

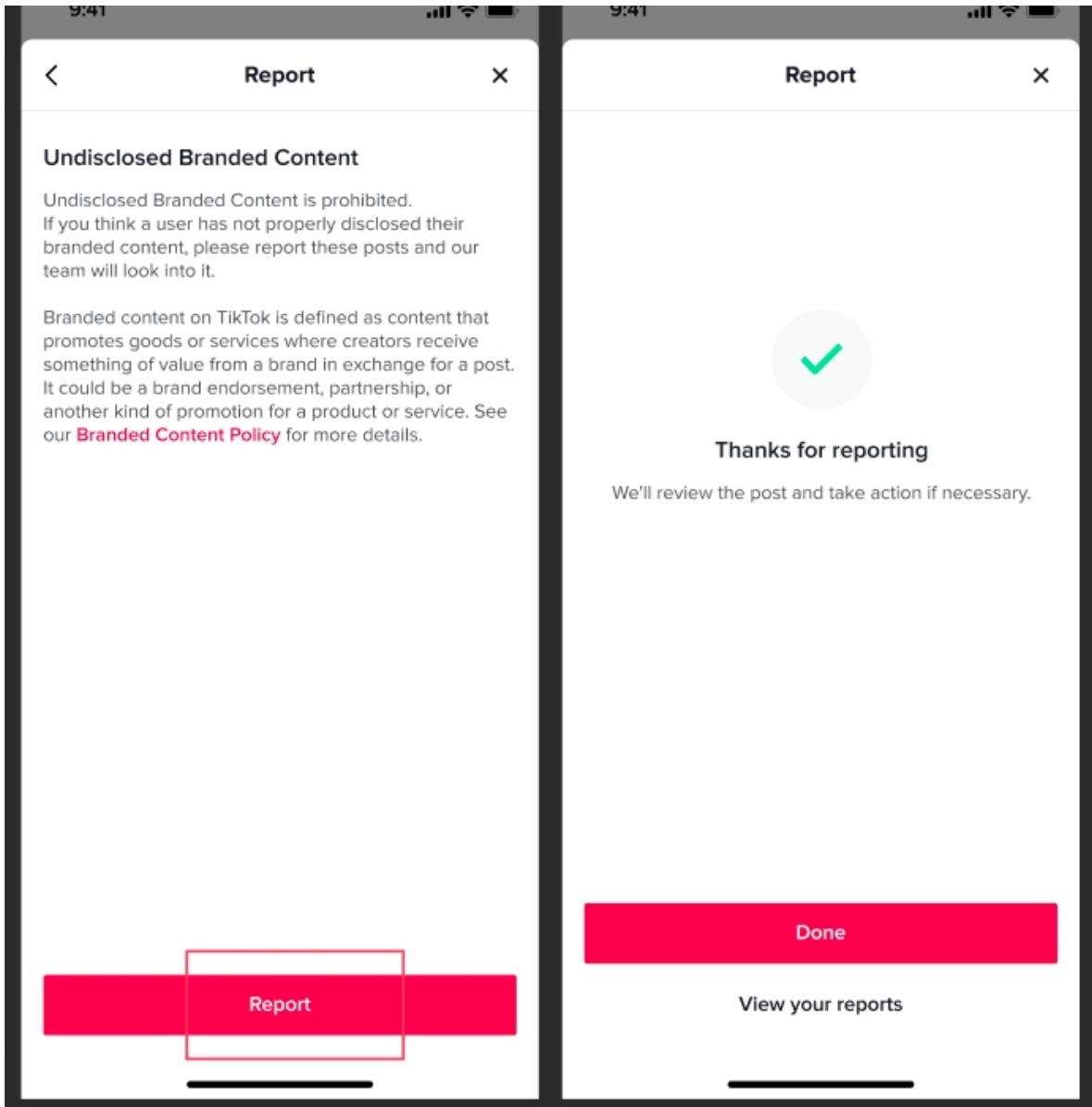
Select >

Link your post to a TikTok Creator Marketplace campaign.



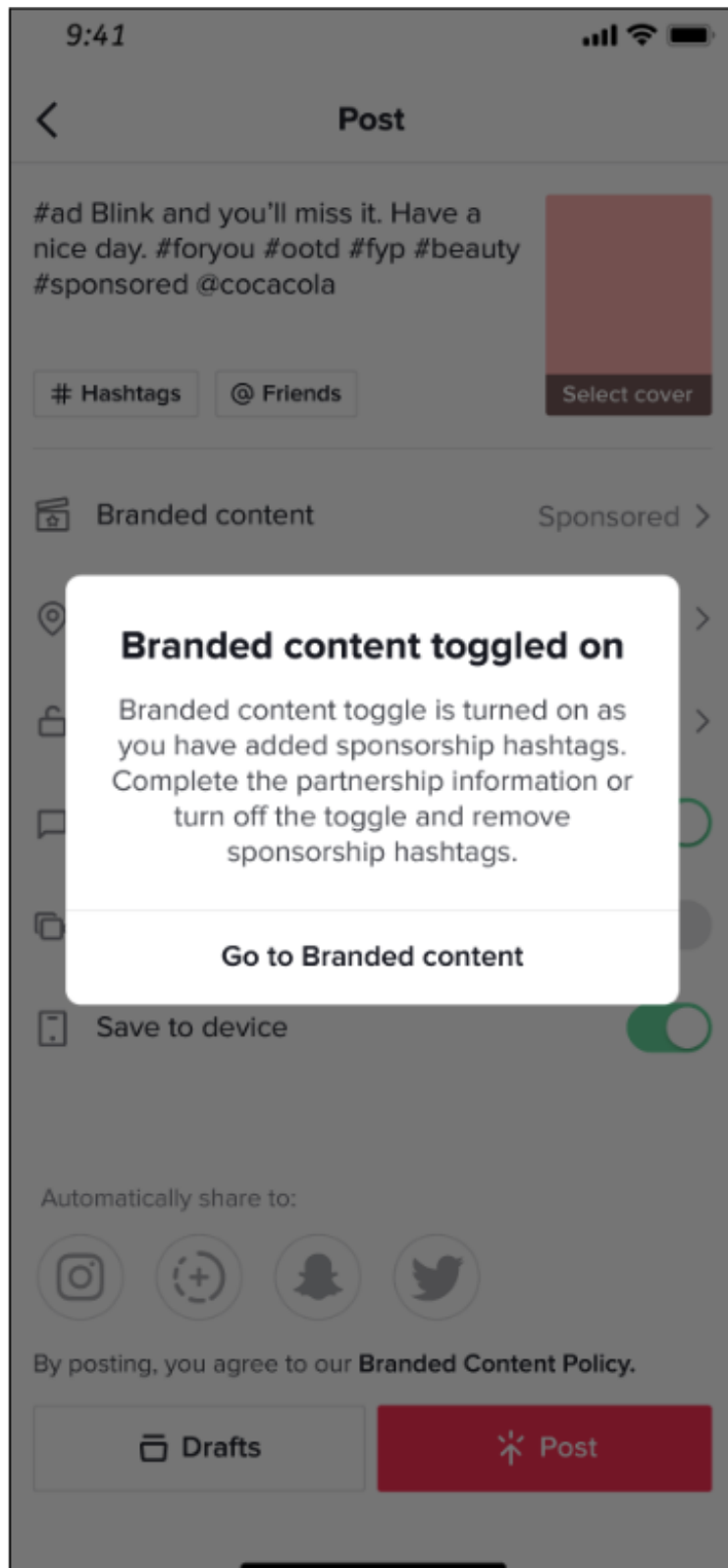
Annex 2



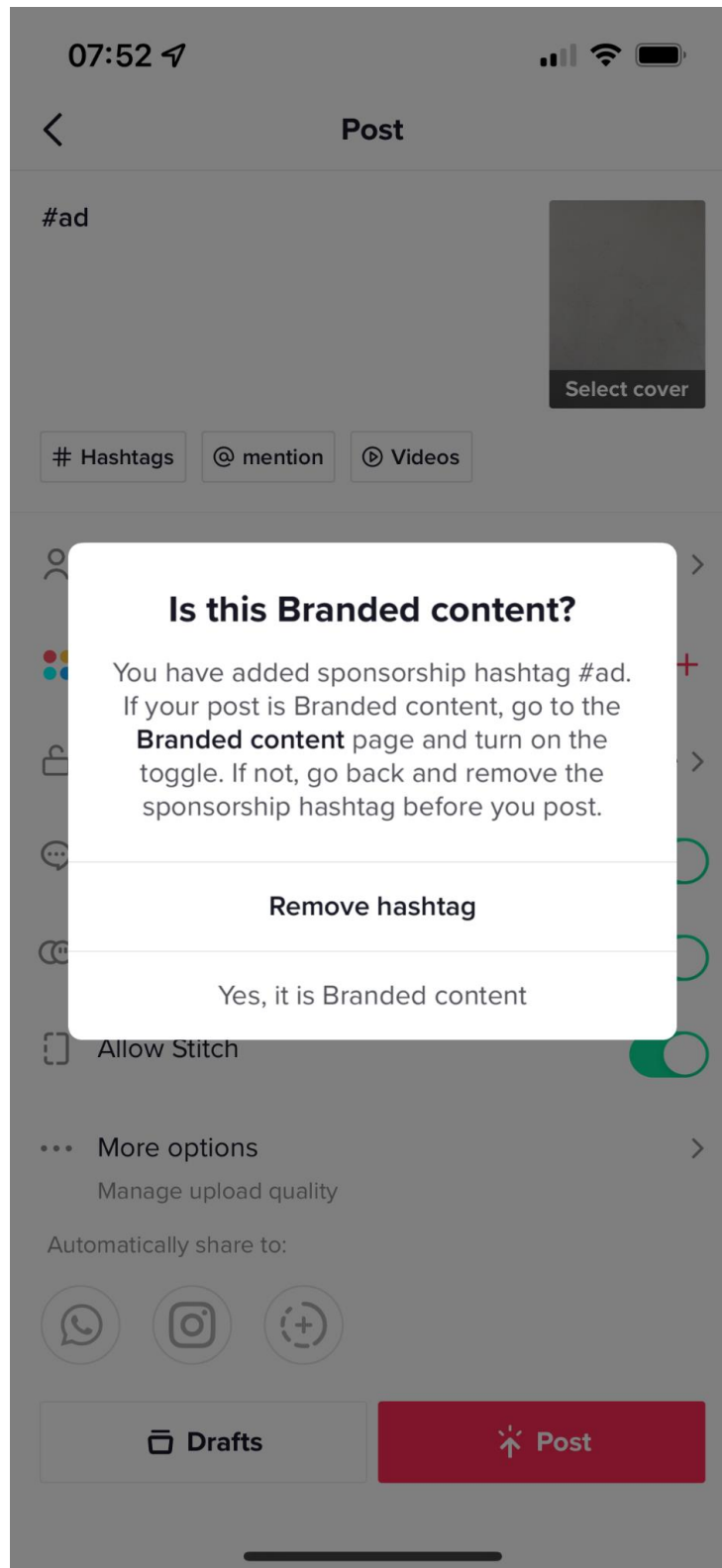


Annex 3

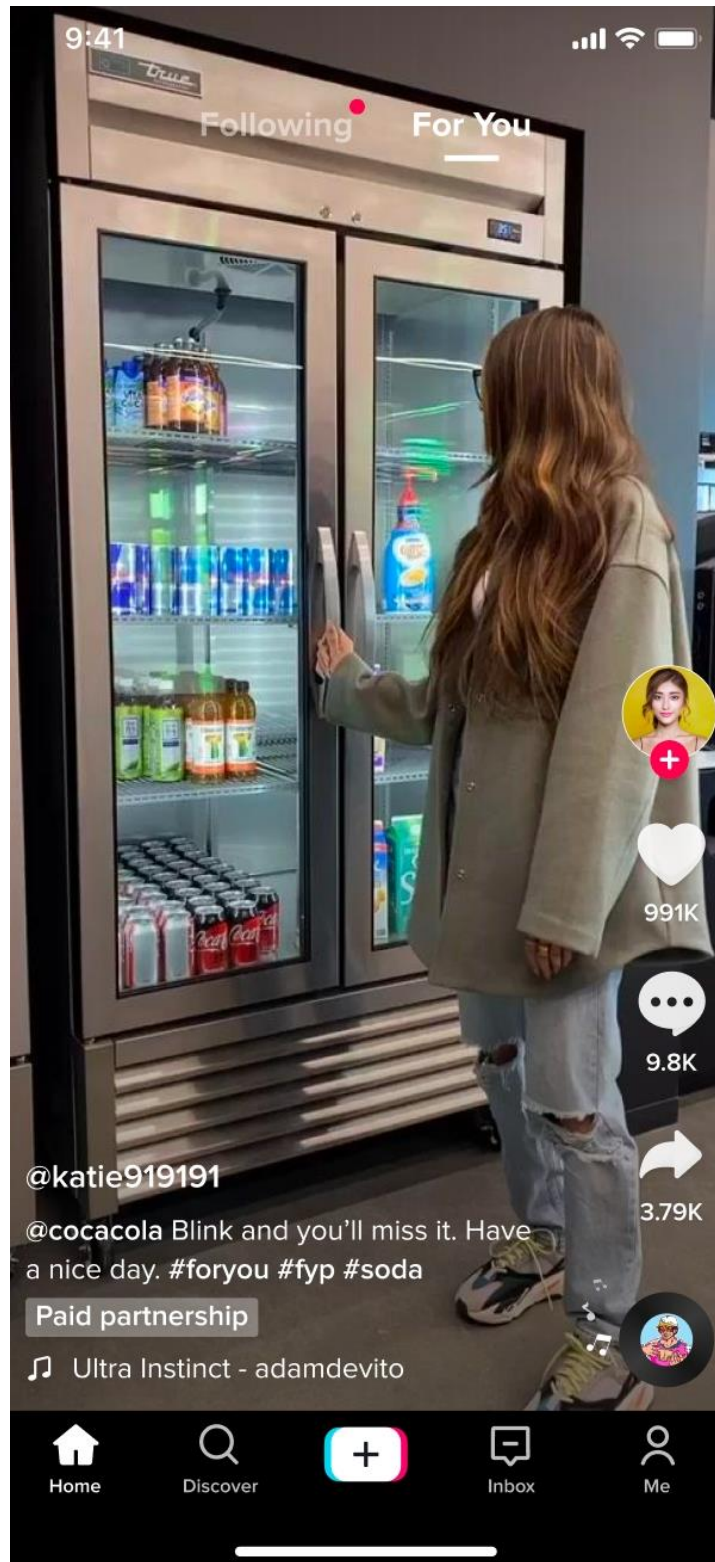
Users with more than 10,000 followers



Users with 10,000 or fewer followers



Annex 4



Annex 5

