TikTok

2021 Annual Transparency Report

Australian Code of Practice on Disinformation and Misinformation

Executive Summary

TikTok and the Australian misinformation environment

At TikTok, our mission is to inspire creativity and bring joy. We're passionate about earning the trust of our community and strive to build it responsibly, equitably, and openly. An important element of trust is authenticity, and we are committed to helping authenticity thrive by both rapidly addressing misinformation on our platform and being transparent about our performance in doing so. With the growth in popularity of TikTok as a source of information for young people, providing authentic information and combatting misinformation has become even more imperative.

Our global [Transparency Report](#) provides visibility into the volume and nature of content removed for violating our Community Guidelines, and our [Newsroom](#) provides numerous insights into our work to counter misinformation related to recent cultural and societal issues, such as COVID-19, the Russia-Ukraine conflict and elections.

For these issues, and others, our fact-checking partners provide us advice on misinformation trends, which we use to further limit the spread of misinformation on TikTok. We also work with a range of external experts to understand what kind of misinformation is occurring elsewhere.

Cross-posting of misinformation is common across content platforms. For example, attempts to spread the false claims that the [Australian government had only recorded 83 deaths from COVID-19 from the beginning of the pandemic until February 2022](#), were encountered on multiple platforms, despite the Australian Bureau of Statistics figure being readily available. By being alert to content trends outside of TikTok, we can quickly issue guidance to our moderation teams to help them more easily identify and take action on violative content.

COVID-19 has continued to be a key focus of our efforts to combat misinformation over the past year, including claims around the effectiveness of vaccinations and government restrictions. Information about our efforts in removing COVID-19 misinformation can be found [here](#).

Month	Number of Australian medical misinformation videos (removed from the platform)
January 2021	24
February 2021	61
March 2021	60
April 2021	12

May 2021	18
June 2021	104
July 2021	319
August 2021	656
September 2021	4,476
October 2021	2,769
November 2021	2,318
December 2021	1,765

The growth in medical misinformation removals trended alongside factors directly related to COVID-19, including the arrival of the Delta strain, government initiated measures to manage infections, including lockdowns and travel restrictions, as well as the parallel rollout of the vaccination program.

Other issues have been in sharp focus too, including the war in Ukraine where, since its beginning, attempts have been made across platforms to misrepresent old video footage and pictures depicting violence, explosions and military personnel in other parts of the world as new. Videos and pictures of official representatives have also been edited or subtitled inaccurately, trying to misguide audiences on what parties involved have said or done.

While TikTok isn't the go-to app for breaking news or politics and does not accept paid political ads, we prepared extensively for the Australian federal election. We are committed to providing trustworthy and relevant information to our users while actively addressing misinformation and attempts to influence political decisions.

With the support of the Australian Electoral Commission, TikTok launched a dedicated Election Guide on our platform in March 2022 to provide trusted and independent information to the Australian community. The Guide:

- promoted the importance of being enrolled to vote; and
- provided authoritative information on the election process.

It was accessible via a search for election-related content.

We know TikTok is a home where Australians express themselves – and with that in mind, we're focused on supporting our users with education and authoritative information on important public issues, to complement other safety tools and mechanisms.

Our global approach to misinformation and disinformation

At TikTok we do not allow misinformation on our platform. The Australian Code of Practice on Disinformation defines *misinformation* as:

a) Digital Content (often legal) that is verifiably false or misleading or deceptive;
b) is propagated by users of digital platforms; and
c) the dissemination of which is reasonably likely (but may not be clearly intended to) cause Harm.

Disinformation is defined as:

a) Digital Content that is verifiably false or misleading or deceptive;
b) is propagated amongst users of digital platforms via Inauthentic Behaviours; and
c) the dissemination of which is reasonably likely to cause Harm.

TikTok takes a broader definition of 'misinformation' as any content that is inaccurate or false. We do not make a distinction in our enforcement approach between misinformation and disinformation. While we encourage our community to have respectful conversations about subjects that matter to them, we will remove all misinformation that causes significant harm to individuals, our community, or the larger public, regardless of intent. We will also take action on any behaviour that seeks to deceive or mislead our community.

Our approach to misinformation is set out in our [Community Guidelines](#). The specific measures that we employ within our end-to-end effort to prevent misinformation are outlined in the discussion about Outcomes below.

Our Community Guidelines apply to everyone and everything on TikTok. We proactively enforce them using a mix of technology and human moderation. We also encourage our community members to use the [tools we provide on TikTok](#) to report any content they believe violates our Community Guidelines.

While we will remove any content that violates our Community Guidelines, we take a nuanced approach and allow reference to misinformation if the content could be in the public interest. Examples of this could include counterspeech and satirical content that does not cause harm.

Creators are notified of our decisions and can appeal if they believe no violation has occurred. We will suspend or ban accounts and/or devices that are involved in severe or repeated violations and we will consider information available on other platforms and offline in these decisions. When warranted, we will report the accounts to relevant legal authorities.

Commitments under the Code

TikTok has opted in to all Code commitments.

Outcome 1a: Signatories contribute to reducing the risk of Harms that may arise from the propagation of Disinformation and Misinformation on digital platforms by adopting a range of scalable measures.	☑
Outcome 1b: Users will be informed about the types of behaviours and types of content that will be prohibited and/or managed by Signatories under this Code.	☑
Outcome 1c: Users can report content or behaviours to Signatories that violate their policies under section 5.10 through publicly available and accessible reporting tools.	☑
Outcome 1d: Users will be able to access general information about Signatories' actions in response to reports made under 5.11.	☑
Outcome 2: Advertising and/or monetisation incentives for Disinformation are reduced.	☑
Outcome 3: The risk that Inauthentic User Behaviours undermine the integrity and security of services and products is reduced.	☑
Outcome 4: Users are enabled to make more informed choices about the source of news and factual content accessed via digital platforms and are better equipped to identify Misinformation.	☑
Outcome 5: Users are better informed about the source of Political Advertising.	☑
Outcome 6: Signatories support the efforts of independent researchers to improve public understanding of Disinformation and Misinformation.	☑
Outcome 7: The public can access information about the measures Signatories have been taken to combat Disinformation and Misinformation.	☑

Reporting against commitments

Outcome 1a: Reducing harm by adopting scalable measures

A robust policy framework
TikTok's Community Guidelines reflect our ongoing commitment to providing a safe platform for creative self-expression and fostering a trust-based community that promotes authentic behaviour. We undertake regular updates to ensure that people understand these guidelines, when and why we take action and what kind of content is not allowed on the platform.

In February 2022 we announced updates to our Community Guidelines to clarify or expand upon the types of behaviour and content we will remove from our platform or make ineligible for recommendation in the For You feed. This included the following new guidance:

> **Spam, inauthentic, or misleading content**
> We value authenticity and accuracy. We make ineligible for the FYF any content that tricks or manipulates users in order to inauthentically increase followers, likes, views, or other engagement metrics on the platform, including follow-to-follow, like-to-like, and misleading or manipulating users into clicking like or share buttons. Conspiratorial content that counters generally accepted beliefs and casts blame on a group or entity (rather than any living individual*) or that includes potentially misleading and harmful content about current, unfolding events where details are still developing, are also ineligible for recommendation.

conspiratorial content attacking an individual is considered harmful misinformation under our Community Guidelines.

The Community Guidelines continue to set out TikTok's robust policy approach to misinformation and other forms of inauthentic behaviour. Our Integrity and Authenticity (I&A) policies set out that we will remove content or accounts that involve spam or fake engagement, impersonation, or misleading information that causes significant harm.

Significant harm may apply to individuals, our community, or the larger public regardless of intent. It includes serious physical injury, illness, or death; severe psychological trauma; large-scale property damage, and the undermining of public trust in civic institutions and processes such as governments, elections, and scientific bodies. This does not include simply inaccurate information, myths, or commercial or reputational harm.

Appropriate resources to address misinformation and disinformation
We continue to build our teams, processes and technology to address the challenges faced by the spread of misinformation. We have evolved our methods in real-time to identify and combat harmful content, such as implementing additional measures to help detect and take action on livestreams that may broadcast unoriginal or misleading content.

Our 24/7 technology and human moderation capabilities are supported by third-party fact-checkers who review and verify reported content. In 2022 we boosted our Australian fact-checking capacity by adding Australian Associated Press (AAP) fact-checking support to our existing arrangement with Agence France-Presse (AFP). Our fact-checking partners make independent assessments about the veracity of claims on our platform. These contributions help us to strike a balance and prevent either under-moderating or over-moderating identified potential misinformation.

Where information is found to be false or misleading, we take proactive steps to remove the content in line with our Community Guidelines.
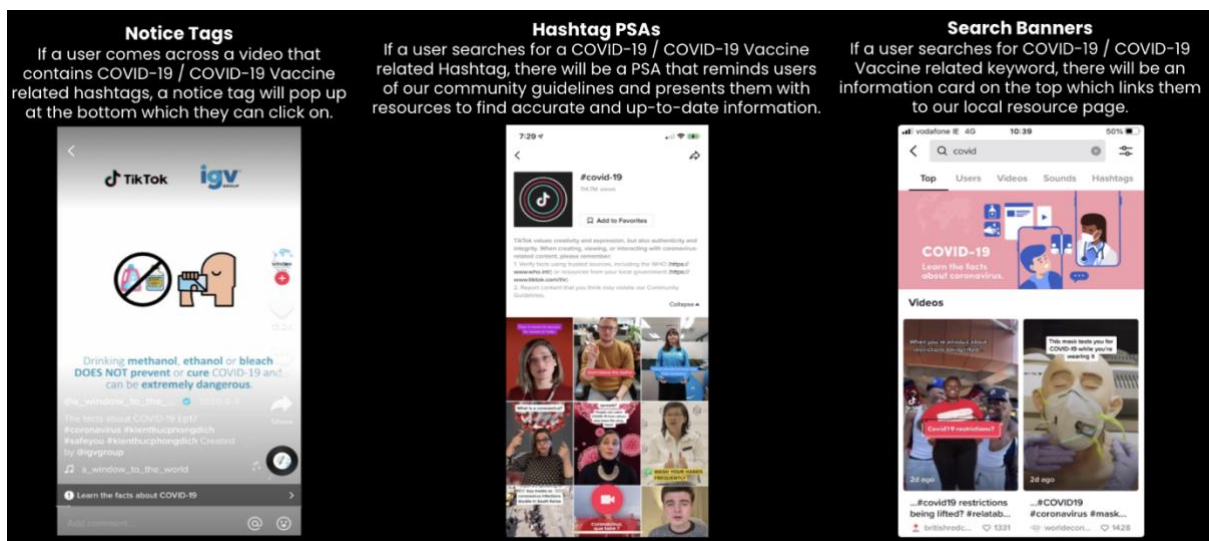
However, fact checks are sometimes inconclusive or content is not able to be confirmed, especially during unfolding events. In these cases, we need to strike a careful balance between countering misinformation and avoiding overreach. Our recommendation system on TikTok is also designed with safety as a key consideration and can be used in these cases to prevent unverified content from entering our users' For You feed.

Further, our Know The Facts campaign was implemented in Australia to prompt users to think twice before sharing content with unsubstantiated claims.

A viewer will see a warning banner on a video if the content has been reviewed but cannot be conclusively validated. If a viewer attempts to share the flagged video, they will see a prompt reminding them that the video has been flagged as unverified content. This additional step requires a pause for people to consider their next move before they choose to "cancel" or "share anyway." The video's creator will also be notified that their video was flagged as unsubstantiated content.

Warning Banner	Share Prompt	Creator Notification
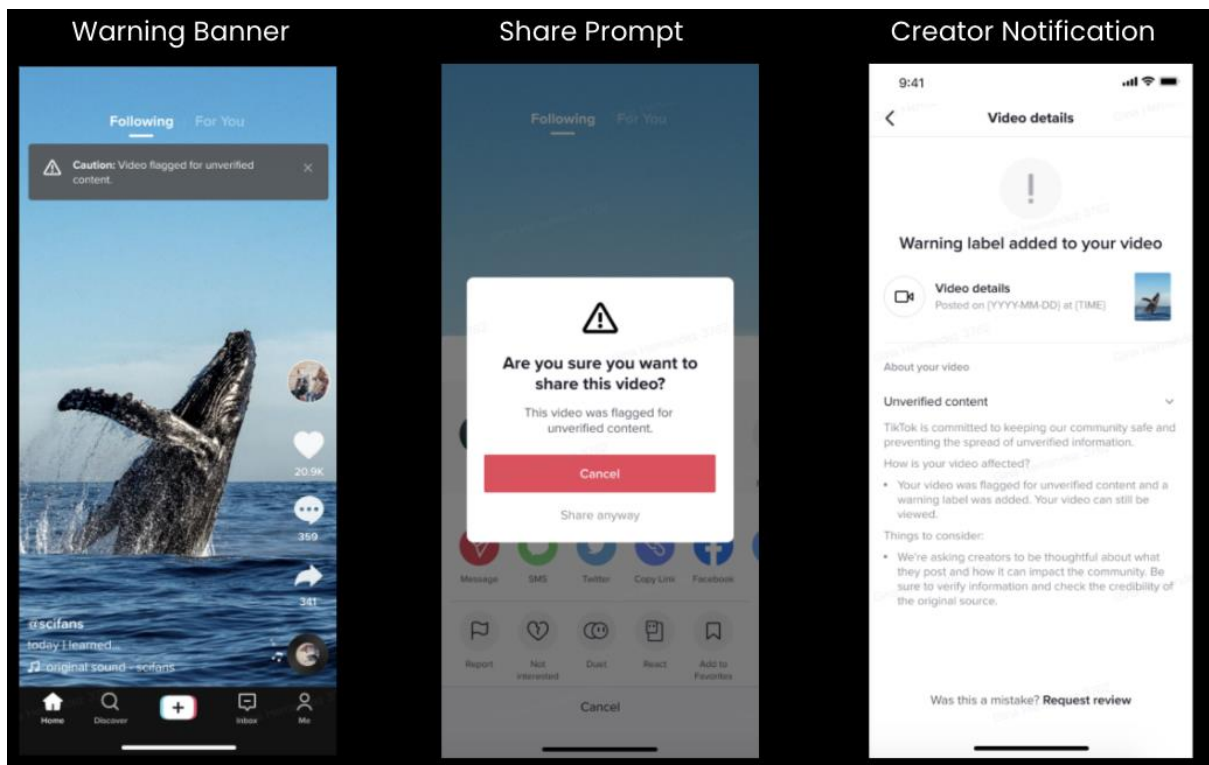
We also use hashtag identification within our search function to help refer our users to verifiable information, including on upcoming elections and as a means of taking action against COVID-19 and vaccine misinformation on the platform. When searching for terms related to COVID-19, we do not autocomplete anti-vaccine hashtags, redirect searches associated with vaccine or COVID-19 disinformation to our Community Guidelines and direct other users to our COVID-19 information hub.

Notice Tags	Hashtag PSAs	Search Banners
If a user comes across a video that contains COVID-19 / COVID-19 Vaccine related hashtags, a notice tag will pop up at the bottom which they can click on.	If a user searches for a COVID-19 / COVID-19 Vaccine related Hashtag, there will be a PSA that reminds users of our community guidelines and presents them with resources to find accurate and up-to-date information.	If a user searches for COVID-19 / COVID-19 Vaccine related keyword, there will be an information card on the top which links them to our local resource page.

Australian page views and user views for COVID-19 Information Hub (following user redirection to an Australia-specific page in October 2021)

Month	Page views	User views
October 2021	6,280	5,859
November 2021	3,051	2,819
December 2021	10,213	9,439
January 2022	22,960	21,340
February 2022	6,937	6,338
March 2022	4,843	4,473

Number of Australian videos tagged with COVID-19 information notices (Notice Tag) (where content includes COVID-19/vaccine related hashtags)

Month	Count
January 2021	2715
February 2021	2394
March 2021	1628
April 2021	4915
May 2021	7023
June 2021	14050
July 2021	34337
August 2021	42792
September 2021	31949
October 2021	21761
November 2021	11778
December 2021	23379

Outcome 1b: Inform users about what content is targeted

[The TikTok Community Guidelines](#) define a set of norms and common code of conduct for TikTok. The guidelines are available to users within the app and on our website and detail what is and is not allowed on the platform, to ensure it remains a welcoming space. Under the Integrity and Authenticity header, we set out clear guidelines for our users to help prevent harmful misinformation on our platform:

Do not post, upload, stream, or share:
- Misinformation that incites hate or prejudice
- Misinformation related to emergencies that induces panic
- Medical misinformation that can cause harm to an individual's physical health
- Content that misleads community members about elections or other civic processes
- Conspiratorial content including content that attacks a specific person or a protected group, includes a violent call to action, or denies a violent or tragic event occurred
- Digital Forgeries (Synthetic Media or Manipulated Media) that mislead users by distorting the truth of events and cause significant harm to the subject of the video, other persons, or society

Do not:
- Engage in coordinated inauthentic behavior such as the use of multiple accounts to exert influence and sway public opinion while misleading individuals, our community, or our systems about the account's identity, location, relationships, popularity, or purpose

As outlined under Outcome 1a, the TikTok Community Guidelines were last revised in February 2022. In developing our policy positions, TikTok listens to our community and consults widely with NGOs, regulators and academics and other experts. We also rely on the advice of the TikTok [Asia Pacific Safety Advisory Council](#), which was formed in [2020](#) to formally bring together a group of independent online safety experts to advise on issues related to trust and safety. The members of the council are thought leaders from academia, law and government from various sectors in the region.

They hold extensive knowledge across shared topics of interest including cyber wellness, mental well-being, minor protection and countering falsehoods. We made a deliberate choice to bring on board experts with strong independent opinions and the courage to challenge our thinking. Hearing from a diverse set of voices is valuable for TikTok when crafting products, policies and processes to serve the evolving needs of our growing community.

Outcome 1c: Users can easily report offending content

TikTok users can [report content](#) that they believe violates our Community Guidelines at any time within the app. 'Misleading information' is a distinct reporting category within our platform and appears as the first suggested issue when making a report about content.

Additionally, users can specify where the misleading information relates to COVID-19 misinformation, election misinformation or other misinformation.

In addition to reporting misinformation in video content, users can also report misinformation across other features of the platform. Users can report [comments](#) on videos, [direct messages](#) they receive from other users, [accounts](#), [sounds](#), [hashtags](#) and [auto-suggestions](#) generated when they search for something on TikTok.

As we continue to roll out new features, such as livestreams, our reporting functionalities continue to expand. Users can report [LIVE videos](#) and [comments](#) on livestreams if they encounter content that violates our Community Guidelines.
Non-users can make a report to us about content on our platform using our out-of-app [reporting form](#). We are also building relationships with regulators, NGOs and academics and establishing systems that enable direct reports to us of potential misinformation for review and action.

We have published posts about publicly available and accessible reporting tools. These are available on our website [here](#).

Outcome 1d: Information about reported content available

Information about TikTok's approach to violations of our Community Guidelines, which include violations of our misinformation policies, is available on our [website](#).
All creators are notified when their content has violated our Community Guidelines. Our goals are to enhance the transparency and education around our Community Guidelines to reduce misunderstandings about content on our platform.

Over the past year, TikTok has taken another step in our commitment to transparency and accountability with our refreshed online [Transparency Centre](#). The updated centre houses all of TikTok's historical Transparency Reports as well as our more interactive reports going forward.

Our Transparency Reports include:
- [Community Guidelines Enforcement Report](#) that offers quarterly insight into the actions we take to uphold our Community Guidelines and Terms of Service.
- [Information Requests Report](#) that provides bi-annual data on the legal requests for user information we receive from government and law enforcement agencies and the nature of our response.
- [Government Removal Requests Report](#) that details the requests we receive bi-annually from government agencies to restrict content and any actions we took as a result.
- [Intellectual Property Removal Requests Report](#) that shows the volume of copyright and trademark content take-down notices and our response on a bi-annual basis.

We gathered feedback from civil society organisations and experts as we developed our refreshed report formats and have put their input into action by introducing the ability to

download data in machine readable formats. Additionally, our reports are now much more visual, with interactive charts and graphs to better illustrate the data and our actions. They are also published in 26 languages.

Our goal is to make our Transparency Centre a one-stop shop to learn about how TikTok moderates and recommends content, develops products, and safeguards people's information.

Our latest Community Guidelines Enforcement Report details that in the fourth quarter of 2021, 0.60% of videos removed from our platform globally related to Integrity and Authenticity concerns. The Integrity and Authenticity category captures, among other things, videos containing misinformation, spam and impersonation.

Global results	% of videos removed that violated 'Integrity and Authenticity' guidelines	% of I&A videos removed before they were reported by users	% of I&A videos removed within 24 hours of being posted
Jan-Mar 2021	1.99	78.50	88.90
Apr-Jun 2021	0.77	88.30	86.20
Jul-Sep 2021	0.52	86.00	81.95
Oct-Dec 2021	0.60	85.50	75.70

Objective 2: Disrupt advertising and monetisation incentives for disinformation.

TikTok's advertising policy framework

TikTok is still a relatively new entrant into the Australian advertising market as a platform offering marketing solutions for brands and small and medium-sized businesses. Nevertheless, we have strict advertising policies and do not allow political ads or branded content. This includes the promotion, reference, or opposition of:

> (i) A candidate for public office
> (ii) A current or former political leader, political party, or political organization.
> (iii) Content that advocates a stance (for or against) on a local, state, or federal issue of public importance in order to influence a political decision or outcome. Cause-based advertising or public service announcements from non-profit organizations or government agencies may be allowed, if not driven by partisan political motives. In order to be approved, the advertiser must be actively working with a TikTok Sales Representative.

Our advertising policies also prohibit ads that exploit the current pandemic. We also do not allow ads that:

(i) promote products and services that make wide-sweeping guaranteed claims about efficacy in treating, protecting consumers from COVID-19 and related effects.

(ii) present COVID-19 in a distasteful manner, such as manipulating consumers' fear, anxiety, spreading misinformation to push sales.

(iii) provide medical advice, treatment plans, and promote other behaviour contrary to recommendations from local health experts, governments or trusted authority.

Additionally, we do not allow deceptive or misleading claims in paid content.

We continue to actively monitor this space and ensure our policies continue to reflect risks as they emerge.

Global Alliance for Responsible Media (GARM) membership

We are currently participating in GARM's Standards and Definitions working group, alongside advertisers, agencies and other platforms, to create a definition of misinformation for inclusion in the Global Brand Safety Floor and Suitability Framework. We expect more information and next steps to be shared outside of the working group in the coming months. GARM is currently in consultation with the Australian Association of National Advertisers (AANA) about partnering and amplifying this initiative in Australia.

Objective 3: Work to ensure the integrity and security of services and products delivered by digital platforms.

TikTok remains focused on preventing, detecting, and deterring influence operations on our platform and our systems help us identify, block, and remove inauthentic accounts, engagement, or other associated activities. We work with a number of industry-leading threat assessment platforms to bolster our ability to detect inauthentic activity and improve our safeguards against it. These partners take into account emerging trends or threats observed across the internet and on our platform to inform responses.

TikTok does not allow accounts that pose as another person or entity in a deceptive manner. When we confirm a report of impersonation, we may ask the user to revise their profile or we may ban the account. We do allow accounts that are clearly parody, commentary, or fan-based, including where the username indicates that the account is such and not affiliated with the subject of the account.

We also remove content or accounts that involve spam or fake engagement, reducing the opportunity for misinformation to spread on the platform. Under the Community Guidelines on Integrity and Authenticity, with regards to spam and fake engagement, users should not:

- Share instructions on how to artificially increase views, likes, followers, shares, or comments
- Engage in selling or buying views, likes, followers, shares, or comments

- Promote artificial traffic generation services
- Operate multiple TikTok accounts under false or fraudulent pretenses to distribute commercial spam
- Create malicious software or modify code to artificially increase views, likes, followers, shares, or comments.

Changes announced to our Community Guidelines in February 2022 strengthened our policies to promote greater safety, security and well-being on TikTok. We have prohibited unauthorised access to content, accounts, systems or data on TikTok, and prohibited the use of TikTok to perpetrate criminal activity.

In addition to educating our community on ways to spot, avoid, and report suspicious activity, we're opening our Fusion Centers this year; state-of-the-art cyber incident monitoring and investigative response centers in Washington DC, Dublin, and Singapore. TikTok's Fusion Center operations enable follow-the-sun threat monitoring and intelligence gathering, as we continue working with industry-leading experts to test and enhance our defences.

Objective 4: Empower consumers to make better informed choices of digital content.

With the safety of our users and community as our guiding priority, we have developed and enforced new protective measures to empower users with more context on content on TikTok.

In response to the war in Ukraine, we expedited the piloted rollout of our state-controlled media policy to bring viewers more source context for videos on our platform. Labels on videos will indicate when the creator is an entity for which a government exercises direct or indirect control over their editorial content or decision-making, which we hope will provide an additional layer of context for viewers and guide them to make well-informed decisions on the consumption of digital content.

TikTok is also committed to providing access to authoritative and credible information and resources about COVID-19. We want to do our part to make it easier for everyone to find and understand reliable information, and motivate our community to do their part.

Building on work with NSW Health to stream Dr Kerry Chant's LIVE Q&A, and supporting the NSW Government to livestream their daily COVID-19 press conferences on TikTok, we've partnered with UNICEF Australia to launch a dedicated in-app COVID-19 vaccine content hub specifically for Australians. The local resource, in addition to our global COVID-19 hub, aims to help fight vaccine hesitancy, surface accurate information on COVID-19 vaccinations, and galvanise support for this critical public health program amongst our community.

We believe that we are at our strongest when we work together, and partnering with trusted organisations like UNICEF Australia allows us to share authoritative information and resources about COVID-19 and vaccinations with our community. In 2021, we were proud to become a

founding member of UNICEF Australia's COVID Vaccination Alliance, which supports the global vaccine rollout.

As part of the local partnership, UNICEF Australia has created TikTok content around COVID-19 vaccinations that resonates with our community, and we're spotlighting these informative videos, along with links to accurate COVID-19 and vaccination resources, in our hub. The hub also features #COVIDVaccine related videos from UNICEF Australia ambassadors, verified TikTok creators, as well as Australian creators who are sharing their positive experiences around vaccination, alongside health updates from the Australian Government and UNICEF Australia.

As the discussion about the COVID-19 vaccines continues, we want to make it easy for our community to access credible public health information. Our dedicated COVID-19 vaccine hub brings these important resources and informative content together in one place, and is accessible through the TikTok app.

Video views as at 31 March 2022			
@NSWHealth's Videos		**@UNICEFAustralia's Videos**	
Video Count	121	Video Count	31
Total Video Views	16,323,677	Total Video Views	19,272,694

In addition to the more recent developments detailed above, we also have a number of ongoing initiatives to empower users to make better informed choices. For example, TikTok supports a number of initiatives globally, and within Australia, to boost media literacy. Much of this work focuses on our younger users, including through the establishment of a dedicated TikTok Youth Portal where teens and their families can learn about internet safety and the tools and controls built into TikTok. Further, our Get Media Smart video series, developed to help younger TikTok users navigate misinformation in collaboration with the Alannah & Madeline Foundation and popular Australian creators, continues to be available through the Alannah and Madeline Foundation's Media Literacy Lab.

Objective 5: Improve public awareness of the source of political advertising carried on digital platforms.

As noted above, TikTok does not allow paid political advertising on our platform.

Objective 6: Strengthen public understanding of Disinformation and Misinformation through support of strategic research.

TikTok is currently supporting a strategic research project to better understand perceptions of misinformation in the Australian context. The research aims to understand the extent to which users perceive themselves and others as vulnerable to the effects of misinformation more broadly and their confidence and willingness to report it.

Objective 7: Signatories will publicise the measures they take to combat Disinformation.

TikTok regularly publishes Transparency Reports to provide visibility into how we uphold our Community Guidelines and respond to law enforcement requests for information, government requests for content removals, and intellectual property removal requests.

Quarterly reports that outline the steps we take to keep TikTok safe and entertaining globally are available at: https://www.tiktok.com/transparency/en/reports/

Additionally, a full range of articles, blogposts and reports relating to our global and Australia-specific safety initiatives are available on the TikTok website, through our newsroom at: https://newsroom.tiktok.com/en-au/safety

In order to better inform Australian law-makers and policy, content safety, and security experts about the measures we take to combat misinformation and other community concerns, we also continue to operate our Transparency and Accountability Center tours. These virtual tours give insights into TikTok's content moderation processes, how our recommendation system operates and our approach to protecting privacy and upholding security.

Helping our community access authoritative information on the Holocaust
An example of where we have publicised our efforts to combat misinformation can be found on our website here.

To commemorate Holocaust Remembrance Day, TikTok announced a new safety measure to help counter hate and conspiracy content in January 2022.

TikTok partnered with the World Jewish Congress (WJC) and UNESCO to provide our global community with easy access to educational resources all year round so they can learn more about the Holocaust, the Jewish community and antisemitism.
If people search for a term related to the Holocaust – such as 'Holocaust victims' or 'Holocaust survivor' – they will see a banner at the top of the search results page that prompts them to visit aboutholocaust.org to learn more. For community members who search for terms related to the Holocaust that violate our Community Guidelines, we'll continue to block search results and additionally display this banner to direct them to the WJC and UNESCO educational resources.

Concluding remarks

Our most important commitment at TikTok is to keep our community safe. Content that is intended to mislead or deceive any of our users endangers our trust-based community.

We place great importance on the measures we can take to support platform integrity, so TikTok continues being a home where compelling, authentic content can thrive.

Although TikTok is only a recent entrant to the Australian market, we have established robust policies and tools to address the spread of misinformation. But we know this work never stops.

We will continue to address misinformation by investing heavily in technology and review teams, introducing in-app features, promoting trusted information from authoritative sources and developing policies to prevent its spread.

Appendix

Business and Content Context

TikTok's mission is to inspire creativity and bring joy. We are building a global community where people can create and share, discover the world around them, and connect with others across the globe. As we grow, we are committed to maintaining a supportive environment for our community.

At TikTok, we prioritise safety, diversity, inclusion, and authenticity. We encourage creators to celebrate what makes them unique and viewers to engage in what inspires them; and we believe that a safe environment helps everyone express themselves openly. We deeply value the global nature of our community, and we strive to take into account the breadth of cultural norms where we operate. We also aim to cultivate an environment for genuine interactions by only allowing authentic content on TikTok.