

## Alliance to Better Protect Minors Online

### Individual company statement: TikTok

### October 2020

Members of the Alliance agreed to submit a list of specific commitments and timeline for implementation to the European Commission. This template is intended to help formulate your actions and transmit them to the European Commission in a harmonised format.

#### Introduction

- Please complete the template according to your business model, when a question or section is not applicable please mark as N/A;
- Please contact [CNECT-ALLIANCE@ec.europa.eu](mailto:CNECT-ALLIANCE@ec.europa.eu) for any clarification you may need;

#### THE COMPANY INFORMATION

<b>Name of the company:</b>
TikTok
<b>Please provide a brief description of services/products your company offers to minors.</b>
<p>TikTok is a destination for short-form mobile video. It allows users to create, publish and share short-form videos, to watch videos other users have created and to interact with those videos and other users.</p> <p>TikTok is committed to creating a safe and positive experience for our users.</p> <p>There are three main ways we do this:</p> <ol style="list-style-type: none"><li>1. Our Terms of Service and Community Guidelines reflect our values and establish the kind of behaviour we expect from our community. We enforce these rules using a combination of cutting-edge technology and thousands of safety experts based around the world.</li><li>2. We develop robust safety policies and features, including restricting direct messaging to over 16s and allowing parents to manage their teen’s TikTok experience through Family Pairing.</li><li>3. We are committed to working collaboratively with industry partners, key non-profits, academics, and governments to identify, implement and, critically, share innovative solutions to better protect children online.</li></ol>
<b>Countries where products/services targeting (used by) minors are offered by your company.</b>

Our platform is now available via app in over 150 countries and in 75 languages including all EU Member States. We also offer a browser-based version.

## SECTION 1. USER-EMPOWERMENT

1. Identifying and promoting best practice for the communication of data privacy practices.		
Measures		Timeline for future actions
Current	Future	
<p><b>Privacy Policy:</b> TikTok has developed a summary of the Privacy Policy for its younger Users to ensure content publication is explained in an age-appropriate manner.</p> <p><b>Just-in-time in-app notices:</b> if a User changes their account from private to public, a just-in-time in-app notice is surfaced explaining the change in settings and discoverability when an account is set to public. A just-in-time notice is also surfaced when a User posts from a public account for the first time.</p> <p><b>Under 18 just-in-time in-app notices:</b> When a minor creates an account, they receive an unavoidable popup prompting them to consider making their account private.</p> <p>All users receive a popup before they post their first video reminding them their account is public and again prompting them to consider making it private.</p> <p><b>Video tutorials:</b> we created videos which provide instructions about how to implement various privacy and security settings which can be viewed via our</p>	<p>We will continue to consult with teenagers and parents to ensure the privacy and safety information we provide to our users is age appropriate, user friendly and aligns with how young people want to receive it.</p>	<p>Ongoing.</p>

<p>Safety Centre and via the TikTok handle @tiktoktips.</p> <p><b>Online Youth Portal:</b> TikTok’s Youth Portal was launched to provide easily understandable information to younger Users about privacy settings on the App. The Youth Portal itself is available in-app and on our website.</p> <p><b>Resources for parents:</b> mindful of our responsibilities to educate not only teens but also their parents, guardians and/or carers on various online safety issues, TikTok has a dedicated Parent Page which is available in-app and on our website. It contains information about the platform and helpful resources for parents of TikTok Users.</p>		
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<p><b>2. Providing accessible and robust tools that are easy to use and to provide feedback and notification as appropriate.</b></p>		
<p>Measures</p>		<p>Timeline for future actions</p>
<p>Current</p>	<p>Future</p>	
<p>We provide users with a reporting mechanism that enable them to report inappropriate content or behaviour they might be concerned about. TikTok users can report content (as detailed below) which they believe may violate our Terms of Service and/or Community Guidelines, or other content they are concerned about, both in-app and on our website. When reporting, users can either select from a list of reasons why they think something might violate our guidelines (such as violence or harm, harassment, or hate speech) or select “other”.</p> <p>Content users may report includes:</p> <ul style="list-style-type: none"> <li>• another’s user’s profile for reasons including pretending to</li> </ul>	<p>Going forward, we will continue to work to identify ways in which our reporting mechanisms can be enhanced including, for example, access, user journey and reporting categories. We will also continue to work to optimise our response times for feedback on reports.</p>	<p>Ongoing.</p>

<p>be someone else, posting inappropriate content, having an inappropriate profile picture or any other reason;</p> <ul style="list-style-type: none"> <li>● another user's videos for suspected violations that align with the categories of prohibited content set out in our Community Guidelines;</li> <li>● the audio used in another user's videos for suspected violations that align with the categories of prohibited content set out in our Community Guidelines;</li> <li>● comments on a user's video for suspected violations that align with the categories of prohibited content set out in our Community Guidelines;</li> <li>● a direct message from another user for suspected violations that align with the categories of prohibited content set out in our Community Guidelines;</li> <li>● a user during a livestream for suspected violations that align with the categories of prohibited content set out in our Community Guidelines;</li> <li>● Hashtags for suspected violations that align with the categories of prohibited content set out in our Community Guidelines;</li> <li>● Ads for suspected violations that align with the categories of prohibited content set out in our Community Guidelines.</li> </ul> <p>We have designed our reporting mechanisms to be easily found and user-friendly. We are continuously monitoring their effectiveness and exploring ways to improve them.</p> <p><b>Awareness of our reporting mechanisms</b></p>		
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<p>We make our users aware of our reporting features through a number of channels. Our Safety Centre is available in-app and on our website and includes dedicated sections for teens (our Youth Portal) and parents (our “For Parents” page). User reporting is also covered in our “You’re in Control” safety videos series which is available via the Safety Centre and via the TikTok handle @tiktoktips.</p> <p><b>Reporting process for users</b></p> <p>Users can report content via our website or in app. In app, users can access our report function to report a video, comment, hashtag or sound via our share icon. Videos and comments can also be reported by simply holding a finger down on the video or comment itself. Direct Messages and Accounts can be reported using the “...” icon at the top right of the screen. We take all reports from users seriously. Every report is reviewed by human moderators and we take action on reports quickly.</p> <p>Reported content is placed in a queue for our moderators to review, and the moderator can see the reason that the user gave for reporting the content. The user is informed about the outcome of their report on a video through a message to their inbox.</p>		
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<p><b>3. Promoting users’ awareness and use of information and tools to help them stay safer online and of their responsibility and duty to behave responsibly and respectfully towards others and foster trust, at the same time promoting minor’s digital empowerment.</b></p>		
Measures		Timeline for future actions
Current	Future	

<p><b>Safety videos:</b> in addition to user reporting, privacy and security (mentioned above), our safety videos cover a wide range of topics such as spreading misinformation, critical thinking, bias, dangerous challenges, taking a break, comment filters and following our community guidelines.</p> <p><b>Awareness campaigns:</b> TikTok celebrates Safer Internet Day as an opportunity to raise awareness and to reiterate its commitment to making our platform a safe space for our community.</p> <p>For example, in France, TikTok partnered with the French NGO e-Enfance to (i) publish a TikTok guide for parents and to (ii) launch an online safety quiz on TikTok to raise awareness among users about safety online.</p> <p>Other examples of awareness campaigns include:</p> <ul style="list-style-type: none"> <li>• On Italy's National Day Anti-Bullying and Cyberbullying we launched #nobullisimo. The campaign had two key messages; to stand against bullying and to encourage self-expression. This initiative generated over 25,000 videos and almost 6.5Million total views in one week.</li> <li>• On France's National Day Against Bullying at School, TikTok partnered with the French NGO e-Enfance to launch a #challenge (#TikTokerLove) in collaboration with various talented French TikTokers. This campaign was designed to stand against online bullying and to encourage users to spread positive behavior online.</li> </ul>	<p>We plan to expand the topics covered in our safety videos and, where possible, to take further steps to localise content for different Member States.</p> <p>We will continue to support Safer Internet Day.</p> <p>We will continue to work with NGOs to ensure that users and parents have access to key safety information from trusted sources. In doing so, we will seek to establish new relationships and expand our coverage and reach.</p>	<p>Ongoing.</p>
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<ul style="list-style-type: none"> <li>Germany: In 3 “Digital Wellbeing” events in Hamburg, Munich &amp; Berlin” we opened the dialogue for parents, parent bloggers as well relevant stakeholders within the youth protection realm, to introduce our TikTok for parents guide and help inform those interested what tools are available to better support and encourage the responsible social media use. Media literacy experts supported the guide and event to inform about safety features and protection measures.</li> </ul>		
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4. Promoting the use of content classification when and where appropriate.		
Measures		Timeline for future actions
Current	Future	
<p>Restricted Mode filters out content that may not be appropriate for all audiences. It can be switched on by all users and is also included within Family Pairing (see question 5 below). Family Pairing also includes the ability to switch off a teen’s access to our Search function.</p> <p>Where a video contains content that has been flagged as involving legitimate but high risk and dangerous physical activities or behaviours, the video is labelled accordingly.</p> <p>Users can also tell TikTok when they are not interested in the content of a video by simply long pressing the screen.</p> <p>Our privacy and safety settings allow users to control who can see and interact with their content and also what content they see. A user can switch off comments or restrict comments to</p>	<p>In Q4 2020, we will expand Family Pairing to include additional safety settings so that parents can collaborate with their teens to decide who can interact with their content.</p>	<p>Q4 2020 and ongoing.</p>

<p>friends or they can choose to set comment filters to hide specific words they'd prefer not to see. Users can decide who can Duet with their videos. They can also block another account which prevents the account owner from being able to view, interact or comment on their content.</p>		
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5. Promoting the awareness and use of parental control tools.		
Measures		Timeline for future actions
Current	Future	
<p>Our Family Pairing feature enables a parent to link their TikTok account to their teen's to provide greater visibility and oversight about the way their teen uses our platform. It currently includes the ability to regulate the following features:</p> <ul style="list-style-type: none"> <li>● Search: parents can decide whether their teen can input a search query to source content, users, hashtags or sounds.</li> <li>● Direct Messages: for older (16+) teens who are eligible to use our direct messaging service, parents can restrict who can send messages or turn off direct messaging completely.</li> <li>● Screen Time Management: parents can manage how long their teen can spend on TikTok each day.</li> <li>● Restricted Mode: parents can limit the appearance of content that may not be appropriate for all audiences.</li> </ul>	<p>We launched Family Pairing in March this year and it has been warmly received by families. As mentioned above in question 4, we will expand Family Pairing to include additional safety settings. Local markets in the EU will develop campaigns to raise awareness of the expanded offer.</p>	<p>Q4 2020 and ongoing.</p>

**SECTION 2. ENHANCED COLLABORATION**

<p><b>6. Intensifying cooperation between ourselves and with other parties such as Child Safety Organisations Governments, education services and law enforcement to enhance best practice-sharing.</b></p>		
Measures		Timeline for future actions
Current	Future	
<p>We are committed to working with child safety organisations to disseminate safety information about TikTok through trusted channels and to shape our internal policies and practices.</p> <p>We are a signatory to the Voluntary Principles to Counter Online Child Sexual Exploitation and Abuse and a member of the WeProtect Global Alliance. Our membership reflects our commitment to working collaboratively with industry partners, key non-profits, academics, and governments to identify, implement and, critically, share innovative solutions to better protect children online.</p> <p>We are a member of the ICT Coalition for Children Online, a coalition of companies from across the information and communications sectors who convene to help younger internet users across Europe to make the most of the online world and deal with any potential challenges and risks.</p> <p>We have been invited by DG HOME to participate in the work of the EU Internet Forum.</p> <p>Our Global Head of Law Enforcement is based in Dublin. We are in the process of building out our relationships with local law enforcement teams including:</p> <ul style="list-style-type: none"> <li>● Europol</li> <li>● French Police (PHAROS)</li> <li>● Dutch Police</li> <li>● Belgian Police</li> </ul>	<p>The Alliance to Better Protect Minors Online is an essential forum for industry partnership towards our shared goal - keeping children safe online and we hope our application to join will be welcomed by the existing membership.</p> <p>We will continue to identify and pursue opportunities to collaborate with child safety organisations, education services and law enforcement across the EU and worldwide to enhance best practice sharing.</p>	Ongoing.

<ul style="list-style-type: none"> <li>• Italian Postal Police</li> <li>• An Garda Siochana</li> <li>• Norweigan Police</li> <li>• Swedish Police</li> </ul>		
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<b>7. Identifying emerging developments in technology such as connected devices and with the support of the Commission, engage with other parties who also have a role to play in supporting child safety online.</b>		
Measures		Timeline for future actions
Current	Future	
Our partnerships described in question 6 above provide us with an opportunity to consider the impact of emerging technologies and to collaborate with other parties to support child safety online.	We will continue to work via forums such as the ICT Coalition, WeProtect Global Alliance and others to identify emerging technologies which may have an impact on child safety online.	Ongoing.

### SECTION 3. AWARENESS RAISING

<b>8. Supporting the development of awareness-raising campaigns about online safety, digital empowerment, and media literacy through both ad hoc and ongoing initiatives.</b>		
Measures		Timeline for future actions
Current	Future	

<p>Examples of TikTok’s work to support key online safety awareness-raising campaigns such as Safer Internet Day are set out above in question 3.</p> <p>We also support awareness of wider initiatives for issues which impact a children’s safety and wellbeing online. For example, in addition to our country-specific campaigns, for Anti-Bullying Week, TikTok asked creators to help spread the message that bullying, whether it is online or offline, is never okay. Our #ChangeStartsWithUs showed our support for children and young people experiencing bullying by encouraging our community to express a positive change they can make.</p>	<p>We will continue to support Safer Internet Day and to promote awareness campaigns that emphasise the importance of safety, respect and empowerment in the digital environment.</p>	<p>Ongoing.</p>
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<b>9. Promoting children’s access to diversified online content, opinions, information and knowledge.</b>		
Measures		Timeline for future actions
Current	Future	
<p>Diversity is essential to maintaining a thriving global community and bringing a diversity of videos is an important and intentional component of our approach to the recommendation system. We are committed to ensuring all users experience new perspectives and ideas.</p> <p>During the global pandemic, we partnered with global and local organisations to provide our community with trusted sources of information about Covid-19. We also hosted an informational page in our app that provides credible information from the World Health Organization that contains answers to common questions, offers tips on staying safe, and dispels some of the myths around COVID-19. We also introduced new policies banning medical</p>	<p>Developing and maintaining TikTok’s recommendation system is a continuous process as we work to refine accuracy, adjust models, and reassess the factors and weights that contribute to recommendations based on feedback from users, research, and data. We are committed to further research and investment as we work to build in even more protections against the engagement bias that can affect any recommendation system. This work spans many teams – including product, safety, and security – whose work helps improve the relevance of the recommendation system and its accuracy in suggesting content and</p>	<p>Ongoing.</p>

<p>misinformation and misinformation likely to cause societal panic and real-world harm, this covered new types of conspiracy theories linking Covid-19 to 5G.</p> <p>Our official account @tiktoktips (see above) includes videos covering topics such as: separating fact from opinion and spotting bias; questioning infographics; and distinguishing reputable sources from questionable ones.</p> <p>We are also committed to creating opportunities for learning on TikTok. In June, we launched a new programme in Europe in partnership with leading educators and NGOs to help educators share their talents and knowledge. This started with a €13M investment across Europe. In total, #LearnOnTikTok content has been viewed 26 billion times globally.</p>	<p>categories.</p> <p>We are constantly reviewing and refining our Community Guidelines and policies to ensure they are fully achieving their goals in ensuring TikTok is a safe space for creativity and self-expression.</p> <p>We plan to expand the topics covered in our safety videos and, where possible, to take further steps to localise content for different Member States.</p>	
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## SECTION 4. OTHER TYPES OF ACTIVITIES

<b>10. Other types of activities concerning online safety for minors.</b>		
Measures		Timeline for future actions
Current	Future	
N/A	N/A	