

Keeping our community in Singapore **safe on TikTok**



TikTok continues to be a platform where millions in Singapore come together to learn, create, discover and connect with a broader global community.

Singapore is home to TikTok's Asia Pacific Trust and Safety Hub, where safety professionals work with peers across the globe to ensure our global community is safe and empowered to create and enjoy content.



Asia Pacific Trust and Safety Hub in Singapore

- At the APAC Trust and Safety Hub, safety professionals with localised and regional expertise work with peers across the globe to ensure our global community is safe and empowered to create and enjoy content.
- The Hub includes roles in operations, product policy, law enforcement response, safety and integrity and more.
- Across the hubs in Americas, APAC, and EMEA, Trust and Safety teams cover all time zones and operate a 24/7 follow the sun coverage.
- Globally, more than 40,000 safety professionals keep the platform safe.



Home to the region's Transparency and Accountability Center

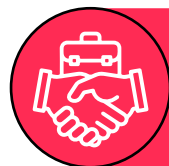
- The Singapore Transparency and Accountability Center, also our first in Asia-Pacific, opened at the end of 2023 and hosted more than 300 guests from civil society groups, the Singapore government and industry partners. Invited guests have the opportunity to observe our Trust and Safety practices, and evaluate our moderation systems, processes and policies in a holistic manner.
- At the Center, guests learn more about how we recommend content, tools and features that ensure content on the platform aligns with our Community Guidelines.



Local initiatives and resources

Launched local initiatives to strengthen discourse around mental wellness, through [Youth for Good](#) and the [Singapore Wellness Hub](#).

- **Youth for Good:** Supported by Ministry of Culture, Community and Youth, Ministry of Education, National Youth Council, and the Infocomm Media Development Authority, this educational programme raised awareness of mental well-being and cyber wellness issues amongst Singaporean youths.
- **Wellness Hub:** An in-app feature, the Hub offers users a safe space to share their personal lived experiences, find communities of support, and access mental health resources created jointly with partners and creators to prioritise their wellbeing. The Hub also includes local helplines to Samaritans of Singapore, TOUCH Community Services, INSIGHT Care Corner, and more.
- Launched an in-app campaign to educate the community on scams through the [Wellness Hub \(Scam Prevention Edition\)](#). The Scam Prevention Edition of the Hub merges education and entertainment to facilitate engagement with users of all ages on the platform.



Partnering for success

- In Singapore, TikTok has set up dedicated reporting channels with key local government agencies.
- We work with selected organizations as Community Partner Channels, providing an additional route for reporting content that they believe violates our Community Guidelines so that it can be reviewed by our teams.
- We welcome relevant insights from authorities and community partners such as SHE, TOUCH Community Services and AWARE, to enable us to assess escalated content better, especially for context dependent cases.
- We have local representation on the regional [Safety Advisory Council](#), which brings together independent online safety experts to help us develop forward-looking Community Guidelines and features that not only address the challenges of today but also prepare us to face future industry issues.

Creating a safe TikTok experience in Singapore

What are Community Guidelines

These [guidelines](#) apply to everyone and everything on our platform. They include rules for what is allowed on TikTok, as well as standards for what is eligible for the For You Feed (FYF). To address evolving risks and harms, these guidelines are updated on an ongoing basis.

Prior to any changes to our guidelines, we work with regional experts and local communities to help ensure that our global approach also considers the way harms are experienced across regions, and we allow for regional applications of our guidelines, while maintaining a baseline of internationally recognized human rights. For example, we have worked closely with Regional Safety Advisory Councils, IASP, Samaritans of Singapore, and members of our community to achieve this balance.

We have comprehensive policies in our Community Guidelines, which address all the categories of harmful content in the Code of Practice for Online Safety (“Online Safety Code”).

How we moderate content on TikTok

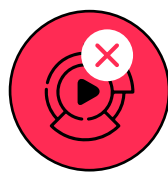
Every video posted on TikTok is initially reviewed by automated moderation technology. To support fair and consistent review of potentially violative content, human content moderators work alongside our automated moderation systems and take into account additional context and nuance which may not always be picked up by technology.

We use a combination of safety approaches to strike the right balance of creative expression and preventing harm:



Remove content that we do not allow

Everyone who joins TikTok has the ability to freely share content on the platform. However, we remove content — whether posted publicly or privately — when we find that it violates our rules.



Make ineligible for the For You Feed (FYF) content that does not meet our recommendation standards

The FYF is an opportunity to discover new content and reach new audiences, but it is not guaranteed that all content will be recommended. Content that does not meet our standards will be ineligible for the FYF. These standards can be found [here](#).



Restrict content that is not suitable for youth

We allow a range of content on our platform, but also recognize that not all of it may be suitable for younger audiences. We restrict content that may not be suitable so that it is only viewed by adults (18 years and older). A summary of restricted content categories can be found [here](#).



Empower our community with information, tools, and resources

We want to make sure you have the right information to help you manage your experience on TikTok. We may add labels, “opt-in” screens, or warnings to provide more context. Our [safety toolkit](#) can help to filter out content with specific hashtags or comments that you are not comfortable seeing, and we also offer [account controls](#) and in-app features with [safety resources](#).

Enforcement on Videos Originating in Singapore

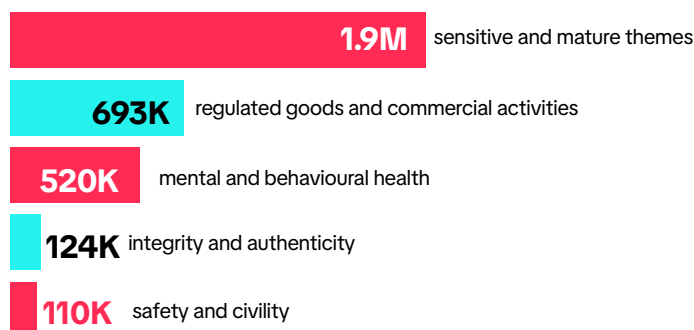
(1 April 2023 to 31 March 2024):

We proactively removed

2.6M (96.1%)

out of all video violations that originated from Singapore.

Distribution of the top 5 policy category violations:



Removal of underage accounts:



57.5K accounts

that originated from Singapore were removed on the basis that users were suspected to be under the age of 13.

Enforcement on User Reports from Singapore

(1 April 2023 to 31 March 2024):

740K

We evaluated 740,801 videos reported by end-users from Singapore

49K

Out of the 740K videos reported, 49,559 were removed.

90.7%

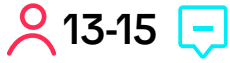


were removed within **24 hours**, calculated from when the report was submitted to when the video was taken down.

8 ways we protect our younger community members on TikTok in Singapore



1. Age-appropriate features

Our younger community members need to wait to use some of our features. For example:

- Accounts aged 13-15 years old cannot send or receive a direct message (DM) 
- Be at least 16 years old before anyone can Duet or Stitch with their content 
- Be at least 18 years old to host a LIVE or to send or receive gifts 

2. Age checks and assurance

Only people who confirm through our neutral age gate that they're 13 years old or older can set up a TikTok account.



We proactively work to remove potentially underage accounts that we identify or that have been reported in-app.

In Singapore, between 1 April 2023 to 31 March 2024, 57.5K accounts that were suspected to be under 13 years old were removed.

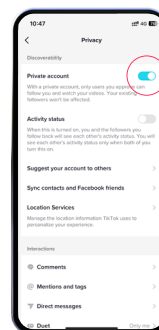
3. Safeguarding the teen viewing experience

Through our content levels system, we organise content based on thematic maturity, preventing content with overtly mature themes from reaching audiences between ages 13-17. When we detect that a video contains mature or complex themes, for example, fictional scenes that may be too frightening or intense for younger audiences, a maturity score will be allocated to the video to help prevent those under 18 from viewing it across TikTok.



4. Private by default

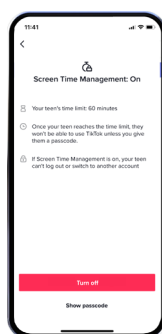
Our settings are designed to be private by default for accounts belonging to people aged 13-15, so only those they approve of as followers can watch their videos, and their account won't be suggested to others.



5. Screen time management

Teens on TikTok get extra support as they develop their digital habits, including a 60-minute daily screen time limit for accounts under 18 and a weekly recap of their time on TikTok.

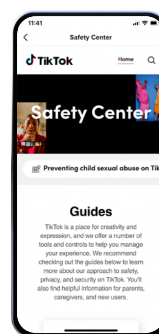
Accounts aged 13-15 don't receive push notifications after 9pm, or after 10pm for accounts aged 16-17.



6. Teen education

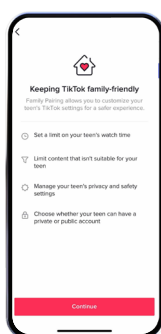
We've created a series of instructional videos and guides on our privacy settings, and support for topics such as bullying, eating disorders, online challenges and other digital safety topics which anyone can access on our Safety Centre.

Furthermore, our Privacy Policy has a section specifically about our teenage community members.



7. Empowering parents and guardians

Our Family Pairing features allow parents or guardians to link their account to their teens' and customise various safety and privacy settings - including their account type, who can comment on their videos, and how long they can spend on TikTok each day. You can learn more in our [Guardian's Guide](#).



8. Age-appropriate advertising policies

All ads on TikTok must comply with our [Advertising Policies](#), which help ensure people only see ads that are appropriate for their age. Moreover, ads must not display, facilitate or promote inappropriate behaviors involving young people, such as underage drinking or smoking.



Empowering our community with screen time tools

At TikTok, we work to support the well-being of everyone on our platform.



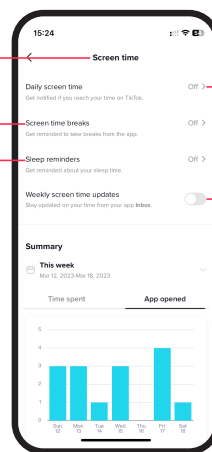
Screen Time Management

We help our community understand and control how they spend their time on TikTok. To access this, go to Settings and Privacy > Screen time.

Screen time dashboard: get insight into how and when you're using TikTok

Screen time breaks: get nudged to take a break from the app after a period of uninterrupted screen time

Sleep reminders: set a reminder to log off at a certain time of day



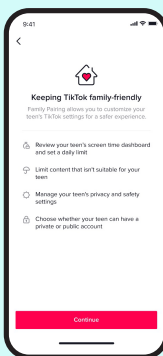
Daily screen time: set limits on how much time you can spend on the app each day

Screen time updates: receive weekly info about your screen time usage

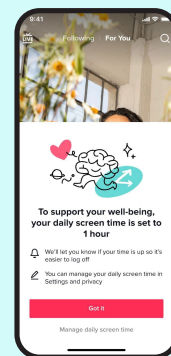


Tools for teens and families

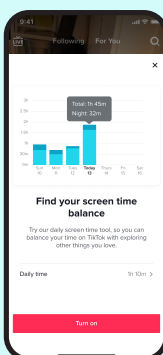
We offer tools, settings, and resources to support the digital well-being of teens and help families have important conversations about healthy digital habits.



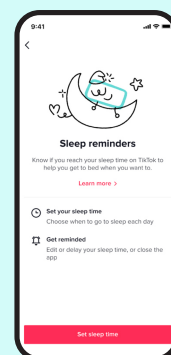
With **Family Pairing**, caregivers can set up screen time management features for their teens account, like a custom screen time limit for each day of the week and a schedule to mute notifications.



For those under 18, their daily screen time is set to **60 minutes by default**.



If teens decide to opt out of the 60-minute default and spend more than 100 minutes on TikTok in a day, we **prompt them to set a daily screen time limit**.






Sleep reminders encourage teens and families to set a reminder for the teen to log off at a certain time of day and mute push notifications for the following seven hours*

*Accounts aged 13-15 already do not receive push notifications from 9pm and accounts aged 16-17 have push notifications disabled from 10pm.

Safety and privacy protections for teens on TikTok

At TikTok, we consider the unique developmental needs of teens, meaning those accounts registered to teens 13-15 experience TikTok differently to those aged 16-17.

Feature	 13-15	 16-17	 18+
Direct messaging	Not allowed	Off by default	Friends by default
Account visibility	Private by default	Private pre-selected, option to set to Public	Public
Eligible for For You feed	Not eligible	Eligible	Eligible
Video downloads	Not allowed	Off by default	Allowed
Comment rules	Only Friends can comment	Followers by default	Everyone
Duet and Stitch	Not allowed	Off by default	Allowed
Going LIVE	Not allowed	Not allowed	Allowed
Daily screen time	60 minutes	60 minutes	Personal choice
Virtual gifting	Not allowed	Not allowed	Personal choice
Nighttime notifications	Disabled from 9pm	Disabled from 10pm	Personal choice

We work to educate families on the safeguards available to help them manage their TikTok experience at our [Youth Portal](#), [Safety Centre](#), and [in-app videos](#), and through partnerships with teachers' organizations, youth safety NGOs and educational institutions around the world.

How TikTok's For You Feed works

Providing our billion-strong global community with safe, inspiring and joyful TikTok experiences through our recommendation system.

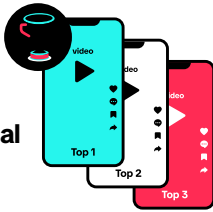
Our recommendation system is core to the TikTok experience. That's why it is designed to:

- Respect local contexts and cultural norms
- Maintain content neutrality and not take sides
- Provide a safe experience for a broad audience
- Champion original and creative expression
- Encourage discovery by promoting a variety of content

6.

Applying additional recommendation rules:

These rules are applied at different stages and provide an extra layer of protection. For example, content posted by accounts aged under 16 is not recommended to people they don't know.



1.

Understanding your preferences:

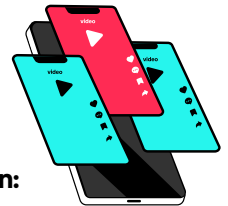
Everyone's For You Feed is different. You shape your For You feed by interacting with content, including likes and shares.



2.

Selecting videos for recommendation:

The recommendation systems selects videos that have gone through moderation against our **Community Guidelines**, including **For You eligibility standards**. Videos that break our rules are removed.



5.

Checking for similarity between videos and injecting variety:

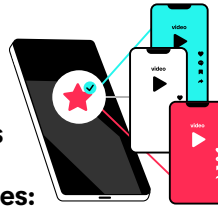
If some of your top-ranked videos are too similar to each other, the system will replace them with others to help you discover different types of content.



4.

Ranking videos based on their prediction scores:

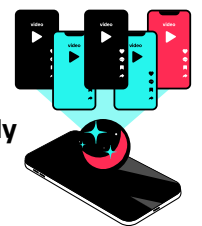
The system sorts videos by their prediction scores, from high to low. Your For You Feed is created from these top-ranked videos.



3.

Predicting how likely you are to interact with a video:

The system calculates a prediction score for each video based on how likely you are to interact with it.



How the For You Feed is created



How you can shape your For You Feed



Not interested: Tell us you're not interested in a video and we'll limit how much of that content we recommend in your feed.



Keyword filters: Add keywords – both words or hashtags – you'd like to filter from your For You feed.



For You refresh: Reset your For You feed anytime to explore new sides of TikTok.

Learn more [here](#)

TikTok 2024 Annual Online Safety Report for Code of Practice for Online Safety

1. This document and the attached graphical illustration of our policies, constitute TikTok’s annual Online Safety Report to the Infocomm Media Development Authority of Singapore (“**IMDA**”).
2. This report addresses TikTok’s obligation under Paragraph 25 of the Code of Practice for Online Safety (“**Online Safety Code**”) and sets out the measures that TikTok has put in place to enhance online user safety, particularly for children, and curb the spread of harmful content on our platform.
3. We are grateful for the template provided by IMDA which has assisted us in identifying the relevant information to be included in this report.
4. The sections below set out in detail our measures in place in compliance with corresponding provisions of the Online Safety Code.



PART A: User Safety

SECTION 1

Paragraph 8: End-users must be able to use the Service in a safe manner. In this regard, the Service must put in place measures to minimize end-users' exposure to harmful content, empower end-users to manage their safety on the Service and mitigate the impact on end-users that may arise from the propagation of harmful content.

And

Paragraph 9: Children in particular, may lack the capacity or experience to deal with the information and content available online and will need more protection to ensure a safer online space for them. In this regard, the Service must therefore also have specific measures to protect children from harmful content.

Measures in place For all End-Users in Singapore

TikTok is committed to creating a safe online space for all end-users of our platform. To this end, we have implemented various measures to minimise our end-users' exposure to harmful content, empower our end-users to manage their safety on our platform, and mitigate the impact on our end-users that may arise from the propagation of harmful content on our platform. Our measures include:

- Our **Community Guidelines** (see our response at **Section 2** for further details);
- Our **content moderation measures** (see our response at **Section 2** for further details);
- Our **Safety Centre** (see our response at **Section 4** for further details);
- Our **guides and resources on online safety** (see our response at **Section 4** for further details);

- Our **account settings, community controls, and content controls** (see our response at **Section 3** for further details); and
- Our **diversified recommendation system**. We've implemented measures to minimise recommending topics that may not be harmful as a single video but could potentially be problematic if viewed in clusters. This includes topics related to dieting, extreme fitness, sadness, and other well-being topics.¹

Differentiated or additional measures in place for Children

In addition to the measures outlined in our response at **Section 1** above, we have also implemented specific measures to protect young children from potentially harmful content.

- **Age Restriction:** Only individuals 13 years and older are permitted to register for a TikTok account. We will ban accounts which we learn have been created by individuals below 13 years of age.² We also provide users with the option to report accounts if they believe such accounts may belong to someone under the minimum age.
- **Age Appropriate Defaults:** We also prioritise child safety on our platform by providing youths between the ages of 13 and 17 with differentiated accounts with age-appropriate settings. Please refer to our response at **Section 11** for more details.

1. <https://newsroom.tiktok.com/en-sg/introducing-a-way-to-refresh-your-for-you-feed-on-tiktok-sg>
<https://newsroom.tiktok.com/en-sg/more-ways-for-our-community-to-enjoy-what-they-love-sg>.

2. <https://www.tiktok.com/community-guidelines/en/youth-safety>.

The image shows a smartphone screen displaying the TikTok Privacy settings menu. The menu items include: 'Discoverability', 'Private account' (with a green toggle), 'Suggest your account to others' (with a grey toggle), 'Find your contacts', 'Personalization and data', 'Ad authorization', 'Privacy', 'Allow your videos to be downloaded' (with a grey toggle), 'Who can send you direct messages' (set to 'No one'), 'Who can Stitch with your videos' (set to 'No one'), and 'Who can Duet with your videos' (set to 'No one').

Callouts from the text explain the following settings:

- Private account:** Accounts 13-15 are set to private by default, which means only someone who is approved as a follower can view their videos.
- Suggest your account to others:** When publishing their first video, we ask 13-15 year olds to consider who can watch their content.
- Who can send you direct messages:** When someone aged 16-17 joins, their Direct Messaging setting deciding who can message them is set to 'No One' by default.
- Who can Stitch with your videos:** Accounts 13-15 aren't able to send or receive direct messages.
- Who can Duet with your videos:** Video downloads, Duet, and Stitch are only available on content created by people 16 and over.
- Who can Duet with your videos:** Live stream is only available for people 18 and over.

Figure [1] Example of Age Restrictions and Appropriate Defaults

- **Guardian’s Guide:** We empower parents / guardians to manage their children’s safety on our platform with our Guardian’s Guide. Our Guardian’s Guide introduces parents / guardians to our platform, our safety and privacy tools, and additional local resources from our Safety Partners.³ Our Guardian’s Guide may be accessed [here](https://www.tiktok.com/safety/en-sg/guardians-guide/).
- **Family Pairing Feature:** We also offer parents / guardians the Family Pairing feature. This feature allows parents / guardians to link their accounts to their children’s accounts to control content, privacy, and safety settings for their children. For example, parents / guardians can set password-protected screen time and content preferences for their children's accounts.⁴ Please refer to our response at **Section 10** for more details.

3. <https://www.tiktok.com/safety/en-sg/guardians-guide/>; <https://www.straitstimes.com/singapore/parenting-education/tiktok-from-filtering-out-harmful-content-to-restricting-followers-the-parents-guide-to-keeping-youths-safe-on-tiktok>.
 4. <https://www.tiktok.com/safety/en/guardians-guide>.

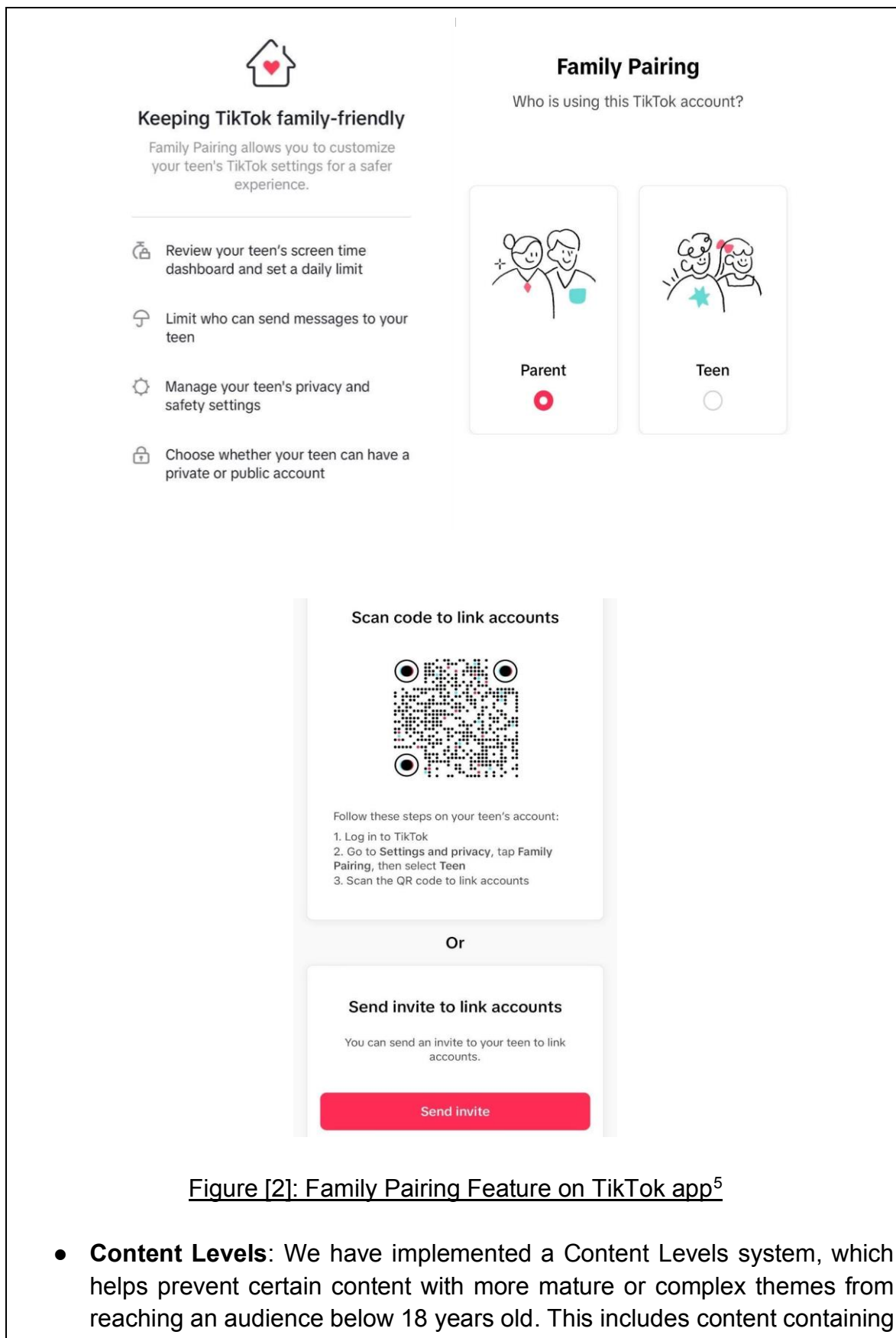


Figure [2]: Family Pairing Feature on TikTok app⁵

- **Content Levels:** We have implemented a Content Levels system, which helps prevent certain content with more mature or complex themes from reaching an audience below 18 years old. This includes content containing

5. Screenshots from TikTok App.

strong and frightening imagery or suspenseful scenarios, vulgar dialogue, graphic violence and gore in a fictional, documentary, or news context, sexualized behaviour (but not nudity, which is a violation of our policies), strong use of alcohol or tobacco by adults, detailed drug references, detailed discussions of mature or complex themes without endorsement of harmful behaviour, and dangerous stunts by non-professionals without serious physical harm.⁶

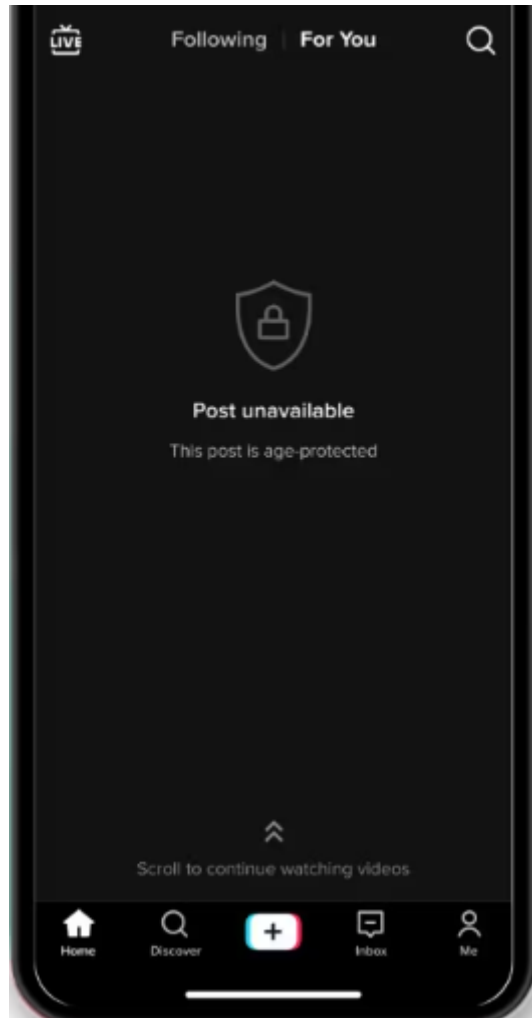


Figure [3]: Content Levels on TikTok app⁷

6. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/content-levels-on-tiktok-posts>.

7. <https://newsroom.tiktok.com/en-us/more-ways-for-our-community-to-enjoy-what-they-love>.

SECTION 2

Paragraph 11: End-users' exposure to harmful content must be minimised via reasonable and proportionate measures. These measures include, but are not limited to, a set of community guidelines and standards, and content moderation measures that are put in place and effected by the Service. The Service's community guidelines and standards must address the categories of harmful content in paragraph 4 and must be published.

Our Community Guidelines

Our Community Guidelines establish rules and standards for what is allowed on our platform. They apply to all end-users and anything that is posted on our platform.⁸ Our Community Guidelines are published on our website and easily accessible in-app.⁹ Our Community Guidelines may be accessed [here](#).

Our Community Guidelines address all the categories of harmful content in Paragraph 4 of the Online Safety Code. These are further detailed below.

Our Community Guidelines are updated periodically to address evolving harms. Prior to any changes to our Community Guidelines, we work with regional experts and local communities to help ensure that our global approach also considers the way harms are experienced across regions, and that we allow for regional applications of our guidelines, while maintaining a baseline of internationally recognized human rights. For example, we have worked closely with Regional Safety Advisory Councils, IASP, Samaritans of Singapore, and members of our community to achieve this balance.¹⁰

8. <https://www.tiktok.com/community-guidelines/en/overview>.

9. <https://www.tiktok.com/community-guidelines/en/overview>.

10. <https://newsroom.tiktok.com/en-sg/community-guidelines-update-sg>.

(a) Sexual content

Our Community Guidelines restrict sexual content on our platform, such as:

- Content that depicts explicit sexual activities: We do not allow sexual activity or services on our platform. This includes (i) sexual services, including *offering or asking for sexual acts (solicitation), sexual chats, imagery, pornography, member exclusive content, and streaming of adult content through a webcam, such as stripping, nude modelling, masturbation (sexcamming), and (ii) sexual chats, imagery, or pornography*.¹¹ We specifically do not allow content showing (i) *penetrative sex, non-penetrative sex, or oral sex*, or (ii) *physical sexual arousal, including sexual stimulation and physical responses to sexual arousal*.¹²
- Content that depicts or promotes deviant sexual behaviour: We do not allow content showing (i) sexual activity between an animal and a human (*bestiality*)¹³, or (ii) content showing *fetish or kink activity*¹⁴. We also do not allow *gory, gruesome, disturbing, or extremely violent* content.¹⁵
- Content relating to or encouraging sexual offences under the Penal Code, the Children and Young Persons Act, and the Women's Charter: We do not allow content showing nudity of adults and young people, *including photography and digitally created images, such as manga and anime*, or semi-nudity or significant body exposure of young people, such as extremely cropped shirts, or only wearing underwear or lingerie.¹⁶ We also do not allow showing, promoting, or engaging in youth sexual or physical abuse or exploitation. This includes *child sexual abuse material (CSAM), grooming, sextortion, sexual solicitation, paedophilia*, and physical or psychological harm of young people. We do not allow sexual communications with minors. Please note that minors under 16 do not have access to direct messaging. Please also refer to our response at **Section 6** for more details. If we become aware an account holder has a severe violation¹⁷ or has committed a sexual offense against a young person, we will ban the account, as well as any other accounts belonging to that person.

11. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#1>.

12. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#1>.

13. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#5>.

14. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#1>.

15. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes>.

16. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes>.

17. <https://www.tiktok.com/community-guidelines/en/accounts-features#1>.

We do not allow showing, promoting, or engaging in adult sexual or physical abuse or exploitation on our platform. This includes non-consensual sexual acts, image-based sexual abuse (e.g. distribution of an individual's intimate images without their consent), sextortion, physical abuse, and sexual harassment. End-users who have experienced an intimate privacy violation on our platform can report the violation to us. We also encourage end-users who have experienced abuse or exploitation to contact a local helpline, service provider, or emergency services.¹⁸

- Content that depicts sexual activity, even in fictional context: As mentioned above, we do not allow content *showing nudity of adults and young people, including photography and digitally created images, such as manga and anime.*
- Content with implied or obscured depiction of sexual activities: We do not allow content by young people that can be viewed as sexually suggestive on our platform. This includes intimate kissing, sexualised framing, sexualised behaviour, or showing sex products. We also do not allow *sexually explicit language, such as graphic descriptions of sexual acts or arousal.* In addition, content is restricted to end-users who are 18 years of age and above and ineligible for the “For You” feed if it shows intimate kissing, sexualised framing, or sexualised behaviour by adults, or if it shows sex products.¹⁹
- Content containing nudity in sexual context: *We do not allow nudity on our platform. This includes bare genitalia, buttocks, breasts of women and girls, and sheer clothing. We also do not allow semi-nudity or significant body exposure of young people.* In addition, content is ineligible for the “For You” feed if it shows body exposure of a young person that may present a risk of uninvited sexualisation. Lastly, content is restricted to end-users who are 18 years of age and above and ineligible for the “For You” feed if it shows semi-nudity of an adult.²⁰
- Content containing the frequent use of sexual references or innuendos intended for sexual gratification: See response above in relation to content with implied or obscured depiction of sexual activities.

18. <https://www.tiktok.com/community-guidelines/en/safety-civility#5>.

19. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#3>.

20. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#2>.

(b) Violent content

Our Community Guidelines prohibit violent content on our platform, such as:

- Content that depicts extreme violence or cruelty inflicted on persons such as dismemberment of persons, beheading: We do not allow content showing (i) *real-world torture and graphic violence*, or (ii) *dismembered, mutilated, charred, burned, or severely injured bodies*.²¹
- Content that depicts abuse or torture on persons or animals, such as footage of infliction of grievous injury and pain with close-up details: We do not allow content showing *real-world torture and graphic violence*.²² We also do not allow animal abuse, cruelty, neglect, trade, or other forms of animal exploitation on our platform, including content depicting slaughtering, mutilating, or abusing animals, including staged animal fighting.²³
- Content providing instruction on or encouraging acts of terrorism or extreme violence: We do not allow any hate speech, hateful behaviour, or promotion of hateful ideologies. This includes explicit or implicit content that attacks a protected group. We do not allow content promoting violence, segregation, discrimination, and other harms on the basis of a protected attribute. We also do not allow promoting or inciting violence, such as encouraging an attack or others to attack, praising a violent act, or recommending people bring weapons to a location to intimidate others, or providing instructions on how to commit criminal activities that may harm people, animals, or property.²⁴
- Content concerning terrorism or internal security related to offences: We do not allow the presence of violent and hateful organizations or individuals on our platform. These actors include violent extremists, violent criminal organizations, violent political organizations, hateful organizations, and individuals who cause serial or mass violence. If we become aware that any of these actors may be on our platform, we will conduct a thorough review - including off-platform behaviour - which may result in an account ban. We also do not allow (i) accounts operated by organizations or individuals that promote violence or hateful ideologies on or off-platform, (ii) providing

21. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#4>.

22. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#4>.

23. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#5>.

24. <https://www.tiktok.com/community-guidelines/en/safety-civility#1>.

material support to violent political organizations or promoting violence caused by them, or (iii) promoting (including any praise, celebration, or sharing of manifestos) or providing material support to: hateful organizations, individuals who cause serial or mass violence, or promote hateful ideologies, violent criminal organizations, or violent extremists.²⁵

- Content relating to incitement of violence, mass order or rioting: As mentioned above, we do not allow content promoting violence, segregation, discrimination, and other harms on the basis of a protected attribute.
- Content with implied/obscured depiction of violence or gore such as violent content that is blurred or masked: We do not allow *gory, gruesome, disturbing, or extremely violent content* on our platform. Content is restricted to end-users who are 18 years of age and above and ineligible for the “For You” feed if it shows human or animal blood, extreme physical fighting, or graphic footage of events that would otherwise violate our rules but are in the public interest to view. Content is also ineligible for the “For You” feed if it shows fictional graphic violence or potentially distressing or mildly graphic material. We apply an “opt-in” screen or warning information to some content, such as human or animal blood, wild animals attacking each other, professional fighting, or potentially distressing or mildly graphic material.²⁶
- Content with implied/obscured depiction of abuse or torture on persons or animals such as content showing infliction of abuse that is partially obscured: See above.

(c) Suicide and self-harm content

Our Community Guidelines address suicide and self-harm content on our platform in the following manner:

- Content that encourages, endorses or provides instructions on self-harm (including acts that can result in death) or suicide: We want TikTok to be a place where users can discuss emotionally complex topics in a supportive way without increasing the risk of harm. We do not allow showing, promoting, or sharing plans for suicide or self-harm, and related challenges, dares, games, and pacts, including naming or describing methods.

25. <https://www.tiktok.com/community-guidelines/en/safety-civility#1>.

26. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#4>.

In addition, we may contact local emergency services, if there is a specific, credible, and imminent threat to human life or serious physical injury, such as sharing details about a plan to self-harm.²⁷ We encourage end-users who have thoughts of suicide or self-harm to contact a local suicide prevention helpline or emergency services.²⁸ Please see our response at **Section 5** for further details.

- Content that depicts graphic details of self-harm (e.g., wounds or injuries shown): As mentioned above, we do not allow showing or promoting suicide or self-harm.
- Content relating to abetment of suicide: We do not allow showing or promoting suicide or self-harm hoaxes, or sharing plans for suicide or self-harm.²⁹
- Content with implied or non-detailed depictions of self-harm (e.g., healed scars, blurred visuals). As mentioned above, we do not allow showing or promoting suicide.

However, we do allow (i) sharing messages of hope or stories of personal experiences overcoming suicide or self-harm urges (as long as there is no mention of suicide or self-harm methods), (ii) sharing suicide or self-harm prevention content, such as information on suicide warning signs or how to access professional help, and (iii) sharing accurate information that is trying to reduce panic about suicide hoaxes.

- Content that may encourage or mislead children to, or provide instructions on how to engage in dangerous acts that could result in physical harm, such as challenges that involve dangerous stunts or element: We do not allow showing or promoting dangerous activity and challenges. This includes prohibitions on dares, games, tricks, inappropriate use of dangerous tools, and eating substances that are harmful to an individual's health. Content which shows any activity that is likely to be imitated and which may lead to any physical harm is strictly restricted to individuals 18 years of age and above and will be displayed with warning information to this type of content.³⁰

27. <https://www.tiktok.com/community-guidelines/en/mental-behavioral-health>.

28. <https://www.tiktok.com/community-guidelines/en/mental-behavioral-health>.

29. <https://www.tiktok.com/community-guidelines/en/mental-behavioral-health>.

30. <https://www.tiktok.com/community-guidelines/en/mental-behavioral-health>.

- Content that may encourage, endorse or provide instructions to children on how to intentionally injure one's own body which could result in a negative or adverse impact on health: We want TikTok to be a place that encourages self-esteem and does not promote negative social comparisons. We do not allow showing or promoting disordered eating and dangerous weight loss behaviours, or facilitating the trade or marketing of weight loss or muscle gain products. In particular, we do not allow (i) showing, describing, promoting, or offering or requesting coaching for disordered eating or dangerous weight loss behaviours, including: extreme low-calorie diets, bingeing and intentional vomiting, misusing medication or supplements for weight loss, exercising through serious injuries or illness, (ii) showing or promoting unhealthy body measurement and "body checking" trends, such as comparing body part size to household objects, or (iii) facilitating the trade or marketing of weight loss or muscle gain products.³¹ Certain content regarding weight management, weight loss, body types and cosmetic surgery are restricted to users who are 18 years and older.

(d) Cyberbullying content

Our Community Guidelines prohibit cyberbullying content, or content that is likely to cause harassment, alarm or distress to the target person or group on our platform, such as:

- Using threatening, abusive or insulting words or behaviour: We do not allow any violent threats, promotion of violence, incitement to violence, or promotion of criminal activities that may harm people, animals, or property. If there is a specific, credible, and imminent threat to human life or serious physical injury, we report it to relevant law enforcement authorities. We also do not allow undermining an individual's physical safety, by threatening them, or expressing a desire for them to die, get a serious disease, or experience some other severe physical harm.³² We do not allow any hateful behaviour, hate speech, or promotion of hateful ideologies. This includes content that attacks a person or group because of protected attributes.³³

31. <https://www.tiktok.com/community-guidelines/en/mental-behavioral-health>.

32. <https://www.tiktok.com/community-guidelines/en/safety-civility#2>.

33. <https://www.tiktok.com/community-guidelines/en/safety-civility>.

- Posting or threatening to post personal information of the target person online, or information of other persons that would lead to the identification of the target person: We do not allow threatening or inciting others to doxx or blackmail someone, or to share or hack account information. We regard doxing as publishing personal information about someone online with a malicious intent.³⁴
- Threats or derogatory or dehumanising statements or references related to the target person’s characteristics: We do not allow the presence of violent and hateful organizations or individuals on our platform. This includes groups who target people on the basis of protected attributes, including inciting hate, dehumanizing individuals or groups, and promoting hateful ideologies.
- Unlawful stalking of the target person: We do not allow content that includes personal information that may pose a risk of stalking, violence, phishing, fraud, identity theft, or financial exploitation. This includes content that someone has posted themselves or that they consented to being shared by others.³⁵ Other examples of prohibited behaviour include promoting coordinated harassment of a person, degrading a person with profanity or obscene language, and degrading a person or expressing disgust on the basis of their personal characteristics or circumstances.³⁶
- Impersonating the target person or group by using threatening, abusive or insulting words under their name: We also prohibit impersonation on our platform, including operating accounts that pose as another person without disclosure. In addition, we do not allow content that includes personal information that may pose a risk of stalking. We offer support resources and tools to our end-users that can help limit harmful interactions, such as restricting options for comments and messaging.³⁷
- Content that is likely to mock, humiliate or cause embarrassment to the target person: We do not allow degrading an individual who has experienced physical distress, or on the basis of their personal appearance, intelligence, or personal circumstances (such as hygiene, or health or medical history). We also do not allow degrading or revictimizing people who have experienced a tragedy, such as claiming that they deserved it or belittling or denying their experience.

34. <https://www.tiktok.com/community-guidelines/en/safety-civility#2>.

35. <https://www.tiktok.com/community-guidelines/en/privacy-security>.

36. <https://www.tiktok.com/community-guidelines/en/safety-civility#7>; <https://www.tiktok.com/community-guidelines/en/integrity-authenticity#6>; <https://www.tiktok.com/community-guidelines/en/privacy-security#1>.

37. <https://www.tiktok.com/community-guidelines/en/safety-civility#7>; <https://www.tiktok.com/community-guidelines/en/integrity-authenticity#6>; <https://www.tiktok.com/community-guidelines/en/privacy-security#1>.

- Encouragement or calls for coordinated harassment/ bullying of other children: We do not allow inciting others to harass a person, or promoting coordinated harassment, such as advocating for people to post comments with abusive language, or to maliciously report an account.³⁸

(e) Content endangering public health

Our Community Guidelines prohibit content that may endanger public health on our platform, such as:

- Content promoting regulated medicinal or health products, for purposes which are not approved by the relevant authorities in Singapore, and may result in serious harm or death to individuals: We do not allow the trade or marketing of regulated, prohibited, or high-risk goods and services. This includes alcohol, tobacco products, regulated substances, firearms and other dangerous weapons, sexual services, animals, counterfeit goods, and instructions on how to manufacture regulated substances or firearms.³⁹ In addition, we do not allow misinformation that may cause significant harm to individuals or society, regardless of intent. We rely on independent fact-checkers, guidance from public health authorities, and our database of previously fact-checked claims to help assess the accuracy of content.⁴⁰
- Content concerning acts that will likely impede, circumvent or breach measures that are put in place to protect public health: As mentioned above, we do not allow misinformation that may cause significant harm to individuals or society on our platform, regardless of intent. In this context, this would include:
 - Misinformation that poses a risk to public safety or may induce panic about a crisis event or emergency, including using historical footage of a previous attack as if it were current, or incorrectly claiming a basic necessity (such as food or water) is no longer available in a particular location

38. <https://www.tiktok.com/community-guidelines/en/safety-civility#7>.

39. <https://www.tiktok.com/community-guidelines/en/regulated-commercial-activities#4>.

40. <https://www.tiktok.com/community-guidelines/en/integrity-authenticity#1>

- Medical misinformation, such as misleading statements about vaccines, inaccurate medical advice that discourages people from getting appropriate medical care for a life-threatening disease, and other misinformation that poses a risk to public health

Content is ineligible for the “For You” feed if it contains health misinformation that may cause moderate harm, such as an unproven recommendation for how to treat a minor illness. We may apply warning labels to health content that has been assessed by our fact-checking partners and cannot be verified as accurate. We may also send prompts to reconsider sharing such content.⁴¹

(f) Content facilitating vice and organised crime

Our Community Guidelines address a number of categories of content facilitating vice and organised crime, such as:

- Gambling: We do not allow the facilitation or marketing of gambling or gambling-like activities on our platform. Content is restricted to end-users who are 18 years of age and above and ineligible for the “For You” feed if it shows or glamorises gambling or gambling-like activities.⁴²
- Content concerning offences relating to psychotropic substances, dangerous drugs, narcotics or tobacco products: We do not allow the trade of alcohol, tobacco products, and drugs on our platform. We do not allow showing, possessing, or using drugs on our platform. We also do not allow showing young people possessing or using alcohol, tobacco products, or drugs on our platform. Content is restricted to end-users who are 18 years of age and above and ineligible for the “For You” feed if it discusses drugs or other regulated substances, shows adults using excessive amounts of alcohol, or promotes tobacco products. Content is restricted to end-users who are 18 years of age and above if it shows adults using tobacco products.⁴³

41. <https://www.tiktok.com/community-guidelines/en/integrity-authenticity#1>.

42. <https://www.tiktok.com/community-guidelines/en/regulated-commercial-activities#1>.

43. <https://www.tiktok.com/community-guidelines/en/regulated-commercial-activities#2>.

- Firearms and Dangerous Weapons: Our platform does not allow the trade or marketing of firearms or explosive weapons, or content showing or promoting them if they are not used in a safe or appropriate setting.⁴⁴
- Trade of Regulated Goods and Services: We do not allow the trade or marketing of regulated, prohibited, or high-risk goods and services on our platform. This includes alcohol, tobacco products, regulated substances, firearms and other dangerous weapons, sexual services, animals, counterfeit goods, and instructions on how to manufacture regulated substances or firearms.⁴⁵
- Violent and Criminal Behaviour: We do not allow any violent threats, promotion of violence, incitement to violence, or promotion of criminal activities that may harm people, animals, or property on our platform. Our policy is to make a report to the relevant law enforcement authorities if we detect a specific, credible, and imminent threat to human life or serious physical injury.⁴⁶
- Violent and Hateful Organisations and Individuals: We do not allow the presence of violent and hateful organisations or individuals on our platform. These actors include violent extremists, violent criminal organisations, violent political organisations, hateful organisations, and individuals who cause serial or mass violence. If we become aware that any of these actors may be on our platform, our policy is to conduct a thorough review and ban their accounts if necessary. We also do not allow anyone to promote or provide material support to violent or hateful actors on our platform.⁴⁷ Please see our response at **Section 6** for more details.
- Human Trafficking and Smuggling: We do not allow human trafficking and smuggling on our platform. Our policy is to make a report to the relevant law enforcement authorities if we detect a specific, credible, and imminent threat to human life or serious physical injury.⁴⁸
- Frauds and Scams: We do not allow attempts to defraud or scam members of our community on our platform. We also prohibit content that includes personal information that may pose a risk of phishing, fraud, identity theft or financial exploitation.⁴⁹

44. <https://www.tiktok.com/community-guidelines/en/regulated-commercial-activities#3>.

45. <https://www.tiktok.com/community-guidelines/en/regulated-commercial-activities#4>.

46. <https://www.tiktok.com/community-guidelines/en/safety-civility#1>.

47. <https://www.tiktok.com/community-guidelines/en/safety-civility#3>.

48. <https://www.tiktok.com/community-guidelines/en/safety-civility#6>.

49. <https://www.tiktok.com/community-guidelines/en/regulated-commercial-activities#6>; <https://www.tiktok.com/community-guidelines/en/privacy-security#1>.

We developed our Community Guidelines in partnership with experts from a variety of disciplines. We regularly review and update our Community Guidelines to evolve alongside new behaviours and risks.⁵⁰

Our Content Moderation Measures

Our proactive content moderation approach is two-pronged and involves review by both automated moderation technology and human moderation.⁵¹ We operate our content moderation processes in accordance with the following four pillars:⁵²

1. Removing violative content from the platform that violate our Community Guidelines;
2. Age-restricting mature content (that does not violate our Community Guidelines but which contains mature themes) so it is only viewed by adults (end-users who are 18 years of age and older);
3. Maintaining “For You” feed eligibility standards to help ensure any content that may be promoted by our recommendation system is appropriate for a broad audience; and
4. Empowering our community with information, tools, and resources.

Automated Review.⁵³

When our end-users upload content to our platform, it will be first reviewed by our automated moderation technology, which aims to identify content that violates our Community Guidelines before it is viewed, shared, or reported to us. While undergoing this review, the content is visible only to the uploader. If our automated moderation technology identifies content that potentially violates our Community Guidelines, there are two possible outcomes. Firstly, where there is a high degree of confidence that the content violates our Community Guidelines, such as clear-cut violations, involving nudity or youth safety, the content will be automatically

50. <https://www.tiktok.com/transparency/en/content-moderation/>.

51. <https://www.tiktok.com/transparency/en/dsa-transparency/> (TikTok’s DSA Transparency Report (October to December 2023) at pgs 3-4).

52. <https://www.tiktok.com/transparency/en/dsa-transparency/> (TikTok’s DSA Transparency Report (October to December 2023) at pg 3).

53. <https://www.tiktok.com/transparency/en/dsa-transparency/> (TikTok’s DSA Transparency Report (October to December 2023) at pgs 3-4), <https://www.tiktok.com/transparency/en/content-moderation/>.

removed from our platform. Secondly, where the potentially violative content requires further review, it will be flagged and reviewed by our human moderation teams.

We use a variety of automated moderation tools, including:

- Computer vision models, which help to detect potentially violative items (e.g. visual signals, emblems, logos, and objects that are known to be associated with extremist and hate groups) in the content uploaded onto our platform. This technology helps us determine whether content is likely to contain material which violates our Community Guidelines.
- Keyword lists and models, which are used to review text and audio content to detect material which violates our Community Guidelines. We work with various external experts, like our fact-checking partners, to inform our keyword lists.
- De-duplication and hashing technologies, which enable us to recognise copies or near copies of content that we have previously detected and found to be in violation of our Community Guidelines. This technology prevents further re-distribution of violative content on our platform. We work closely with external groups, such as Tech Against Terrorism, Family Online Safety Institute, Tech Coalition, National Centre for Missing & Exploited Children, Internet Watch Foundation, WePROTECT Global Alliance, who help us to more quickly detect and remove violative content that has been identified from our platform.

Our automated moderation technology also sends video content that reaches certain levels of popularity (e.g. a high number of views) to our human moderators for further review. This reduces the likelihood of inappropriate content being widely disseminated.

We continue to invest in and improve our automated moderation technology to more effectively remove violative content at scale and reduce the number of incorrect removals.

Human moderation:⁵⁴

In addition to our automated moderation technology, we train human moderation teams to moderate content in **more than 70 languages**. Our human moderation

54. <https://www.tiktok.com/transparency/en/dsa-transparency/> (TikTok's DSA Transparency Report (October to December 2023) at pg 4); <https://www.tiktok.com/transparency/en/content-moderation/>.

teams are also trained to appreciate local context when assessing potential content violations. We also have specialised moderation teams for complex issues, such as misinformation. Our moderators are a crucial component of our content moderation processes because they can consider additional context and nuance which may not be picked up by technology.

When potentially violative content or popular content is flagged by our automated moderation technology for further review, our moderators will review the content and determine if such content should be removed from our platform. Our moderators also review reports of potentially violative content raised by our end-users.

SECTION 3

Paragraph 12: End users must have access to tools that enable them to manage their own safety and effectively minimise their exposure to, and mitigate the impact of, harmful content and unwanted interactions on the Service.

Paragraph 12(a): Tools to restrict visibility of harmful content and/or unwanted comments

We provide a number of tools that allow our end-users to limit their exposure to harmful content.⁵⁵ These include:

- **Restricted Mode:** Restricted Mode on TikTok limits exposure to content that may not be suitable for everyone, such as content that contains mature or complex themes.⁵⁶ Some features are unavailable if a user is on Restricted Mode, including access to the Following feed, going LIVE, and gifting on LIVE. Restricted Mode can be turned on or off any time. Parents and guardians can also manage Restricted Mode for their teens through Family Pairing.

We use automated systems and human moderation to decide which

55. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

56. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/restricted-mode>.

content is suitable for Restricted Mode. Our automated systems identify suitable content using a variety of factors, including whether an account has recently violated our Community Guidelines.

We aim to only show content that's suitable for all audiences in Restricted Mode. A user shouldn't see mature or complex themes, such as:

- Profanity
- Sexually suggestive content
- Realistic violence or threatening imagery
- Firearms or weapons in an environment that isn't appropriate
- Illegal or controlled substances/drugs
- Explicit references to mature or complex themes that may reflect personal experiences or real-world events that are intended for older audiences

Users can report content they believe is unsuitable for Restricted Mode. Reported content may be removed entirely if we deem that the content violates our Community Guidelines.

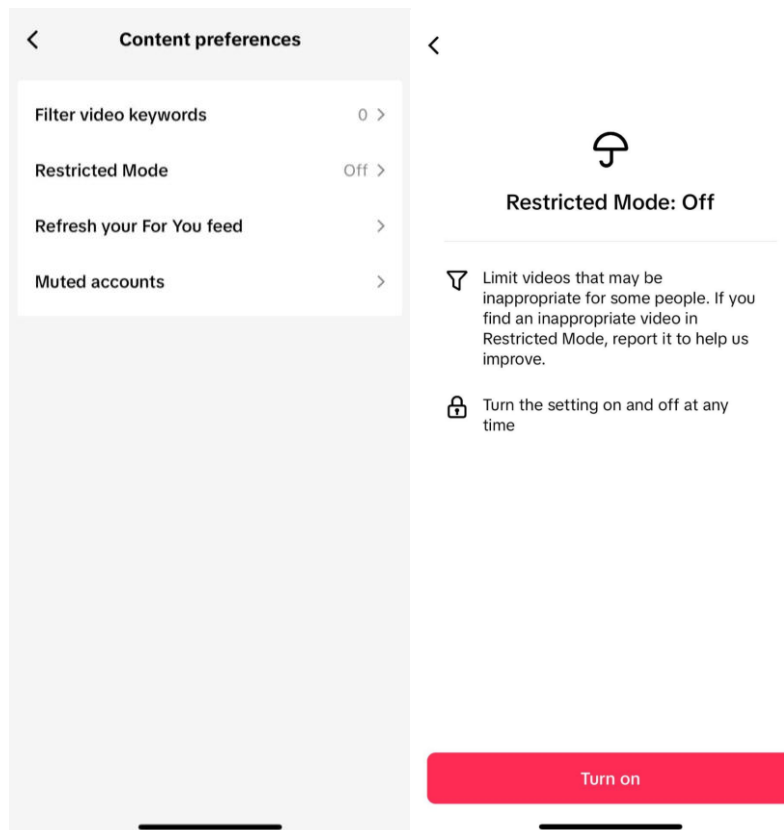


Figure [4] Restricted Mode on TikTok App⁵⁷

57. <https://newsroom.tiktok.com/en-us/tiktok-parental-guide>

- **Filter Video Keywords Feature:** Our end-users can use this feature to create a custom list of up to 100 keywords and exclude videos that use those specified keywords from their “For You” feed and Following feeds.⁵⁸

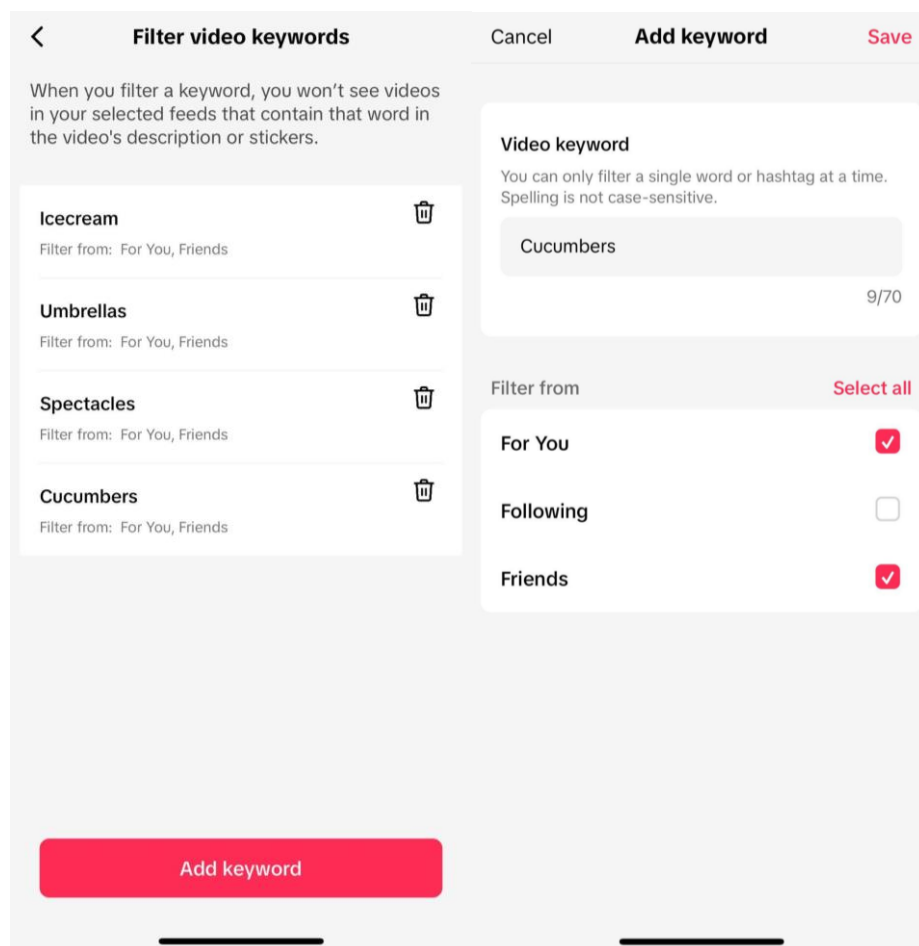


Figure [5] Filter Video Keywords Feature⁵⁹

- **“Not Interested” Feature:** Our end-users can use this feature to indicate videos they are not interested in. This feature automatically skips similar videos in recommending content for end-users’ For You Feed.⁶⁰ To access this feature, videos can long press on the relevant video and simply click on the “Not Interested” button as indicated in Figure [6A]. A notification will then appear saying “We’ll show fewer videos like this. Details.” Upon clicking on “Details”, the pop up at Figure [6B] will appear.

58. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

59. [Screenshot from TikTok App](#).

60. <https://newsroom.tiktok.com/en-eu/introducing-a-way-to-refresh-your-for-you-feed-on-tiktok>, <https://newsroom.tiktok.com/en-gb/giving-more-ways-for-our-community-to-enjoy-what-they-love>.

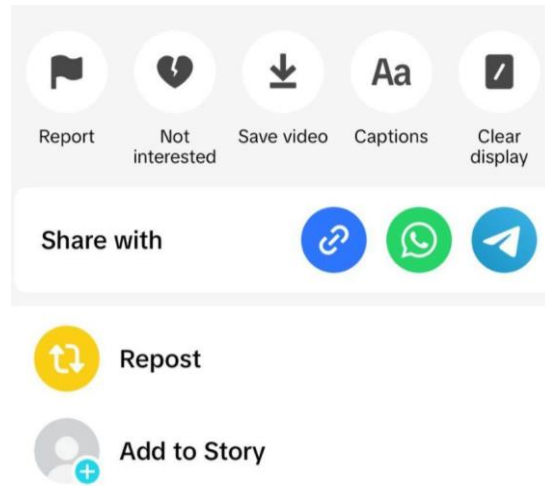


Figure [6A] “Not Interested” Feature⁶¹

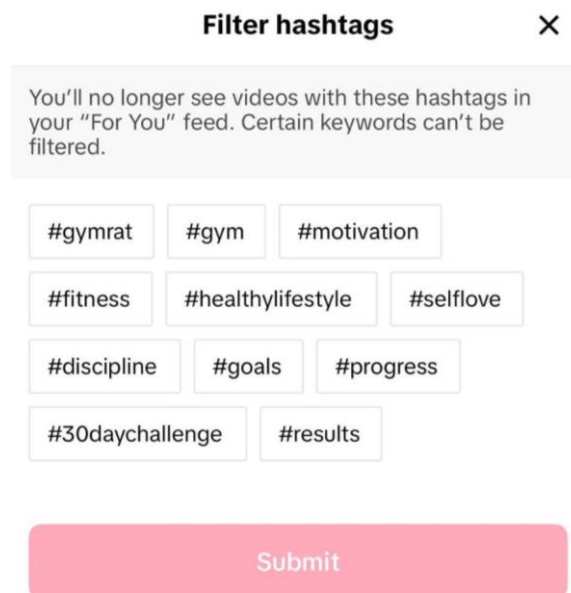


Figure [6B] “Not Interested” Feature Notification⁶²

- **Refresh “For You” Feed Feature:** Our end-users can refresh their “For You” feed if they are no longer satisfied with the content appearing on their “For You” feed. When this feature is enabled, our recommendation system will surface content based on new interactions as if the end-user just signed up for TikTok for the first time.⁶³

61. Screenshot from TikTok App.

62. Screenshot from TikTok App.

63. <https://newsroom.tiktok.com/en-eu/introducing-a-way-to-refresh-your-for-you-feed-on-tiktok>.

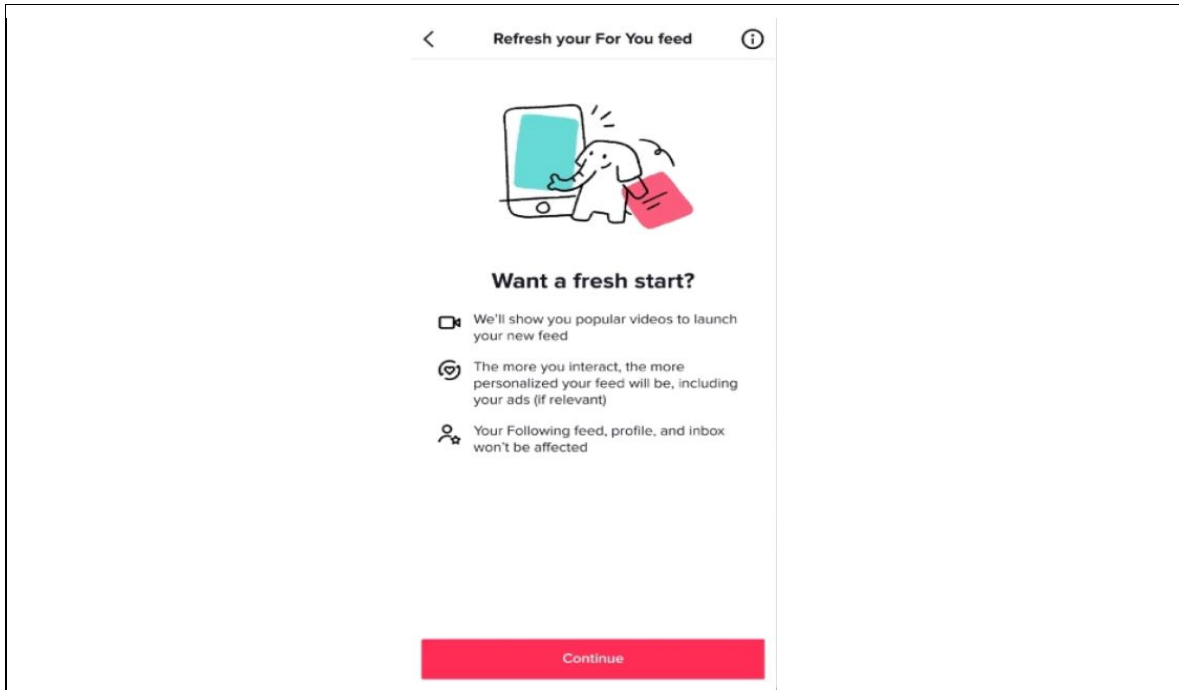


Figure [7] Refresh “For You” feed Feature⁶⁴

We also provide a number of tools that allow our end-users to limit their exposure to unwanted comments.⁶⁵ These include:

- **Restrict Comments:** Our end-users can decide whether to allow comments on their videos as well as who can leave such comments.⁶⁶

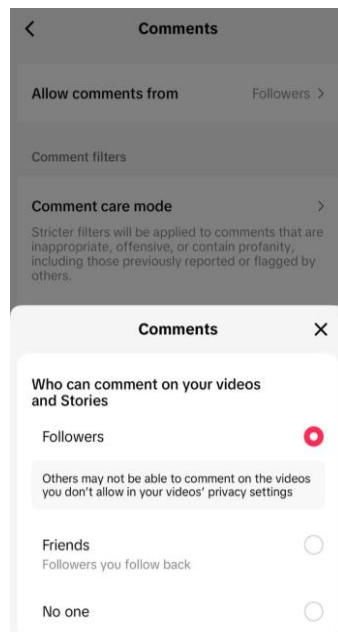


Figure [8] Comment Restriction⁶⁷

64. <https://newsroom.tiktok.com/en-eu/introducing-a-way-to-refresh-your-for-you-feed-on-tiktok>.

65. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

66. <https://www.tiktok.com/safety/en/community-controls/>.

67. Screenshot from TikTok App.

- **Filter Comments:** Our end-users can filter comments they do not want to see. For example, under the Comment Care Mode, they can opt to apply stricter filters to the comments posted on their videos. Turning this feature on allows users to filter comments that have been flagged by multiple users, are similar to previously reported comments or which are inappropriate.⁶⁸ Under the Filter Keywords feature, they can also create a custom list of keywords to have comments containing those keywords automatically hidden.⁶⁹

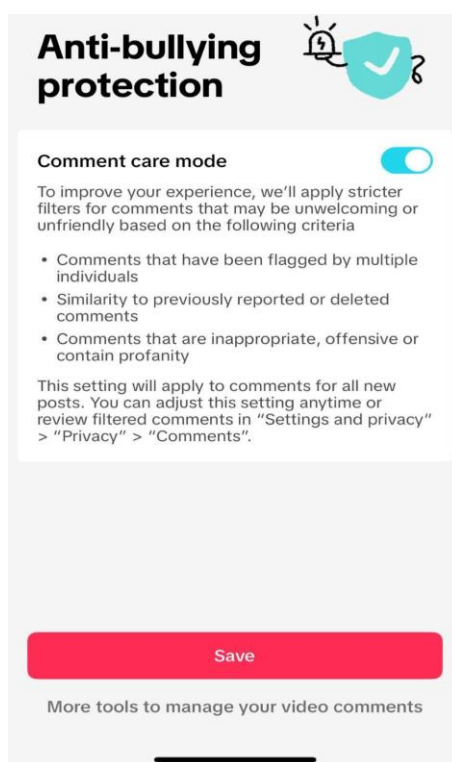


Figure [9A] Comment Care Mode⁷⁰

68. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/comment-care-mode>.

69. <https://www.tiktok.com/safety/en/community-controls/>.

70. Screenshot from TikTok App.

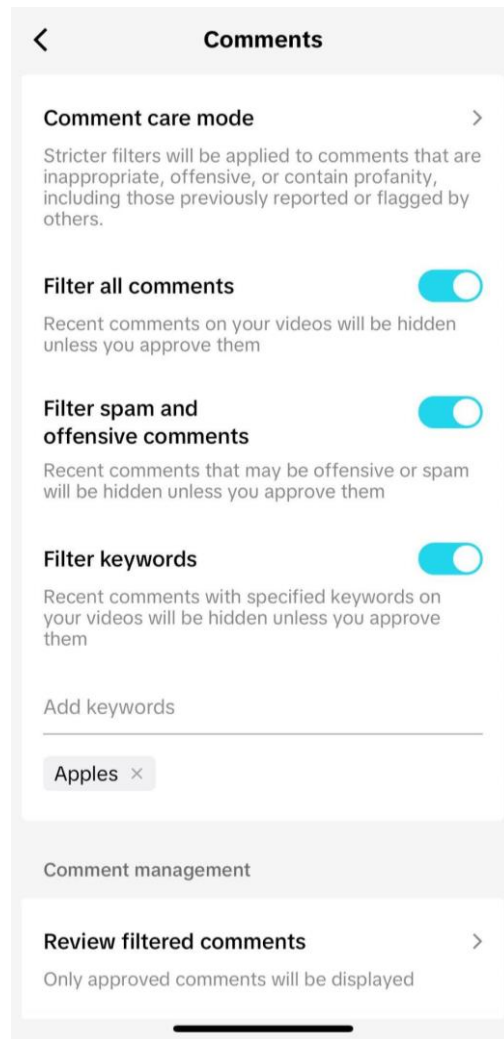


Figure [9B] Filter Keywords Feature⁷¹

- **Delete or Report Comments:** Our end-users can remove comments that they do not wish to see, or report them if they think it violates our Community Guidelines.

Paragraph 12(b): Tools to limit visibility of the end-user’s account, including profile and content, as well as contact and/ or interactions with other end-users

In addition to managing their interactions in comments, we also empower our end-users to restrict the visibility of their accounts, including their profile and content.

71. Screenshot from TikTok App.

We also enable our end-users to limit contact and/or interactions with other end-users. Our end-users can:

- **Choose to have a private account:** With a private account, our end-users can approve or deny follower requests. Only people they have approved as followers can view their videos, read their bios, and interact with their videos.⁷² End users aged between 13 and 15 have their accounts set to private by default.
- **Limit viewership of their videos:** Our end-users can choose who can view their videos on the post page each time they publish a video. They can choose to make their videos only visible to themselves, to their 'Friends' (i.e. followers that they follow back), or to the wider TikTok community.⁷³
- **Control who messages them:** Direct messaging is not a feature available for accounts of users aged between 13 and 15. While direct messaging is set to 'No one' by default for accounts of end-users aged 16 and 17, these end-users have the option to change this control to Suggested friends (followers you follow back and people you may know) or Friends (followers you follow back).⁷⁴
- **Block an account:** Our end-users can block an account to prevent another person from viewing their content or sending them direct messages.⁷⁵
- **Remove a follower:** Our end-users can remove another person from following them so their content will no longer appear in that other person's Following feed.⁷⁶
- **Control who their accounts are suggested to:** Our end-users can control whether their accounts are suggested to their 'Contacts', 'Facebook friends', or 'People who open or send links to them'.⁷⁷ They have the option to also turn the 'Suggest your account to others' setting off. The setting to suggest end-users accounts to others on TikTok is set to 'off' for end-users between the ages of 13 and 17, whether the account is private or public. We also do not suggest these accounts to mutual connections.

72. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>; <https://www.tiktok.com/transparency/en-us/protecting-teens/>; <https://www.tiktok.com/safety/en/account-settings/>.

73. <https://www.tiktok.com/safety/en/community-controls/>.

74. <https://www.tiktok.com/safety/en/community-controls/>.

75. <https://www.tiktok.com/safety/en/community-controls/>.

76. <https://www.tiktok.com/safety/en/community-controls/>.

77. <https://www.tiktok.com/safety/en/account-settings/>; <https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/suggested-accounts>.

- **Control who can see their liked videos:** Our end-users can prevent others from seeing the videos they have ‘liked’ on our platform.⁷⁸
- **Turn off video downloads:** Our end-users can prevent another person from downloading their videos to that other person’s devices. By default, the videos of our end-users with private accounts cannot be downloaded.⁷⁹
- **Control who can Duet with them:** The Duet feature allows another TikTok user to use our end-users’ content to create a split screen video using the same audio. Our end-users can control who can make a Duet with their content. They can enable or disable Duets for all their videos or specific videos.⁸⁰ For end-users aged 13 to 15, no one can duet with their videos. For end-users aged 16 to 17, similarly no one can duet with their videos if the account is private. If the account is public, only Friends (followers the end-user follows back) can duet with the end-user’s videos. An end-user aged 16 to 17 may change this control to ‘Everyone’ or ‘Only me’ in their privacy settings.
- **Control who can Stitch their content:** The stitch feature allows our end-users to clip and integrate scenes from another person’s video into their own video. End-users can control who can Stitch their content. They can enable or disable Stitch for all their videos or specific videos.⁸¹ For end-users aged 13 to 15, no one can stitch with their videos. For end-users aged 16 to 17, similarly, no one can stitch with their videos if the account is private. If the account is public, only Friends (followers the end-user follows back) can stitch with the end-user’s videos. An end-user aged 16 to 17 may change this control to ‘Everyone’ or ‘Only me’ in their privacy settings.

Paragraph 12(c): Tools to limit location sharing

We also provide our end-users with tools to limit location sharing. Our end-users can:

78. <https://www.tiktok.com/safety/en/community-controls/>.

79. <https://www.tiktok.com/safety/en/community-controls/>.

80. <https://www.tiktok.com/safety/en/community-controls/>.

81. <https://www.tiktok.com/safety/en/community-controls/>; <https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/stitch>.

- **Turn off Location Services:** Our end-users can turn off Location Services to stop sharing their approximate location from their device's Location Services with us.⁸²
- **Delete certain Location Data:** Our end-users can delete location data we have received directly from their device's Location Services.⁸³
- **Post videos without adding a location:** Our end-users have the option of posting videos without adding a location to their post.⁸⁴

SECTION 4

Paragraph 13: End-users must be able to easily access information related to online safety on the Service. Such information must be easy to understand and must include the availability of tools and local information, including Singapore-based safety resources or support centres, if available. The service should seek to implement, support and/or maintain programmes and initiatives to educate and raise awareness of such information.

And

Paragraph 21: Children must be able to easily access information related to online safety on the Service. Such information must be easily understood by children and must include information on tools available to protect children harmful and/or inappropriate content and unwanted interactions, as well as local information, including Singapore-based safety resources or support centres, if available. The Service should seek to implement, support and/ or maintain programmes and initiatives to educate and raise awareness of such information.

82. <https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/location-services-on-tiktok>.

83. <https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/location-services-on-tiktok>.

84. <https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/location-services-on-tiktok>.

Measures in place For all End-Users in Singapore

Our Safety Centre serves as a one-stop hub for information related to online safety on our platform and may be accessed here: <https://www.tiktok.com/safety/en/>. It provides end-users with easy access to tools and resources, including⁸⁵:

- Our Approach to Safety Guide for end-users to learn about our approach to safety, including our safety principles and our Community Guidelines. It may be accessed here: <https://www.tiktok.com/safety/en/our-approach-to-safety/>.
- Our Guardian's Guide for parents / guardians to learn about our platform, our safety and privacy tools, and additional local resources from our Safety Partners. It may be accessed here: <https://www.tiktok.com/safety/en/guardians-guide/>.
- Information on safety and privacy controls on our platform, such as our reporting policies, account settings, community controls and content controls. Such information may be accessed here: <https://www.tiktok.com/safety/en/safety-privacy-controls/>.
- Guides and resources on topics, such as suicide and self-harm⁸⁶, and bullying⁸⁷. They may be accessed here: <https://www.tiktok.com/safety/en/topics/>.
- A newsroom with Singapore-specific safety updates. The newsroom may be accessed here: <https://newsroom.tiktok.com/en-sg/safety>.

Where relevant, we provide our end-users with Singapore-based safety resources and support centres. For example, under the suicide and self-harm section of our Safety Centre, we provide links to the following resources:

85. <https://www.tiktok.com/safety/en/>.

86. <https://www.tiktok.com/safety/en/suicide-self-harm/>.

87. https://www.tiktok.com/safety/en/bullying-prevention/?enter_method=category_card.

Resources

If you or someone you know is struggling emotionally, help is available.

Singapore



Singapore

Institute of Mental Health

- Tel: 6389 2222

Samaritans of Singapore

- Tel: 1767

TOUCH Mental Wellness

- Tel: 1800 377 2252 (*Monday - Friday, 10am - 6pm*)

Singapore Association for Mental Health

- Tel: 1800 283 7019 (*Monday - Friday, 9am - 1pm & 2pm - 6pm*)

Figure [10]: Singapore-based resources and support centres for suicide and self-harm⁸⁸

In addition to the Safety Centre, we also have our local edition of the Digital Wellness Hub,⁸⁹ accessible [here](#), which provides a number of resources catering to educating the local community on digital wellness and self-care issues. Under the “Get Support” tab, resources are available to guide users to directly reach out to non-profit organisations in Singapore which can provide them the requisite professional support. If users search for certain keywords, they will be prompted to visit our Digital Wellness Hub.

88. <https://www.tiktok.com/safety/en/suicide-self-harm/>.

89. <https://newsroom.tiktok.com/en-sg/tiktok-unveils-digital-literacy-edition-of-wellness-hub>.

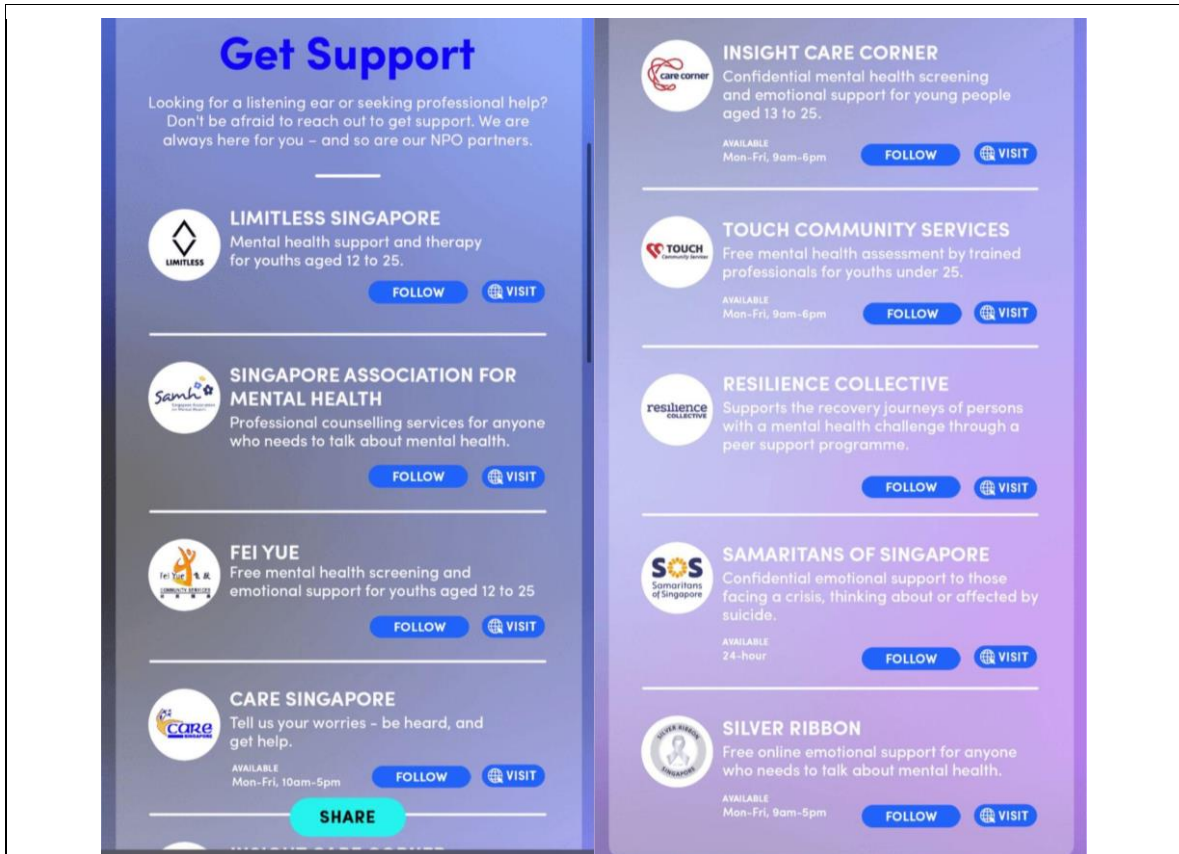


Figure [11]: Get Support Tab of Digital Wellness Hub⁹⁰

Our wellness hub is regularly updated with relevant content, in consultation with experts and mental health advocates. In 2022, we also partnered with market research firm YouGov to conduct a joint survey to better understand global as well as local youth mental health attitudes. We used the survey as a basis to release a new series of educational videos on mental health.⁹¹

Taking our wellness initiatives to the broader community, we also organise dedicated events to raise awareness about mental-well being and cyber wellness amongst younger Singaporeans. For example, we work closely with various government Ministries on our Youth for Good programme. We conducted several in-person workshops to empower participants to be wellness educational content creators on TikTok. This allowed them to drive open and empathetic conversations on balancing work, play and mental well-being, how online platforms can be used to encourage help-seeking behaviour and provide help; as well as educate on alternative mental wellness boosting therapies. Videos produced by our Youth for Good creators have received millions of local views.⁹²

90. Screenshot from TikTok App.

91. <https://newsroom.tiktok.com/en-sg/tiktok-further-its-commitment-to-cultivating-positive-digital-spaces-with-new-wellness-initiatives>.

92. <https://newsroom.tiktok.com/en-sg/youth-for-good-2-sg>.

Aside from digital wellness, we are also committed to tackling scams on our platform. We worked together with the Ministry of Home Affairs, National Crime Prevention Centre and Singapore Police Force, on the [Scam Prevention Edition of our Digital Wellness Hub](#). This hub merges education and entertainment to facilitate engagement with users of all ages on the platform and deploy educational messages on scam prevention through various initiatives such as:

- “What Scam Type Are You Most Prone To?” which encourages users to participate in raising awareness of scams by sharing their own experiences. The branded effect feature also showcases the top ten most common scams in Singapore and tips on evading scams.
- Through the #ICanActAgainstScams hashtag challenge, we will invite our community to share their own personal experiences with scams, using this as a platform to spread greater awareness and to share prevention tips
- A series of educational videos created in collaboration with local TikTok creators, sharing the personal experiences of these creators with scams and providing educational tips on protecting themselves and others online, creating a community where users can support and look out for each other
- Under the “Shop Safe” tab, users will be able to access educational videos on identifying scams and how to shop safely. The content also introduces users to TikTok Shop’s commitment to seller governance and consumer protection, set out through our safety policies and guidelines, along with resources from [Seller University](#).

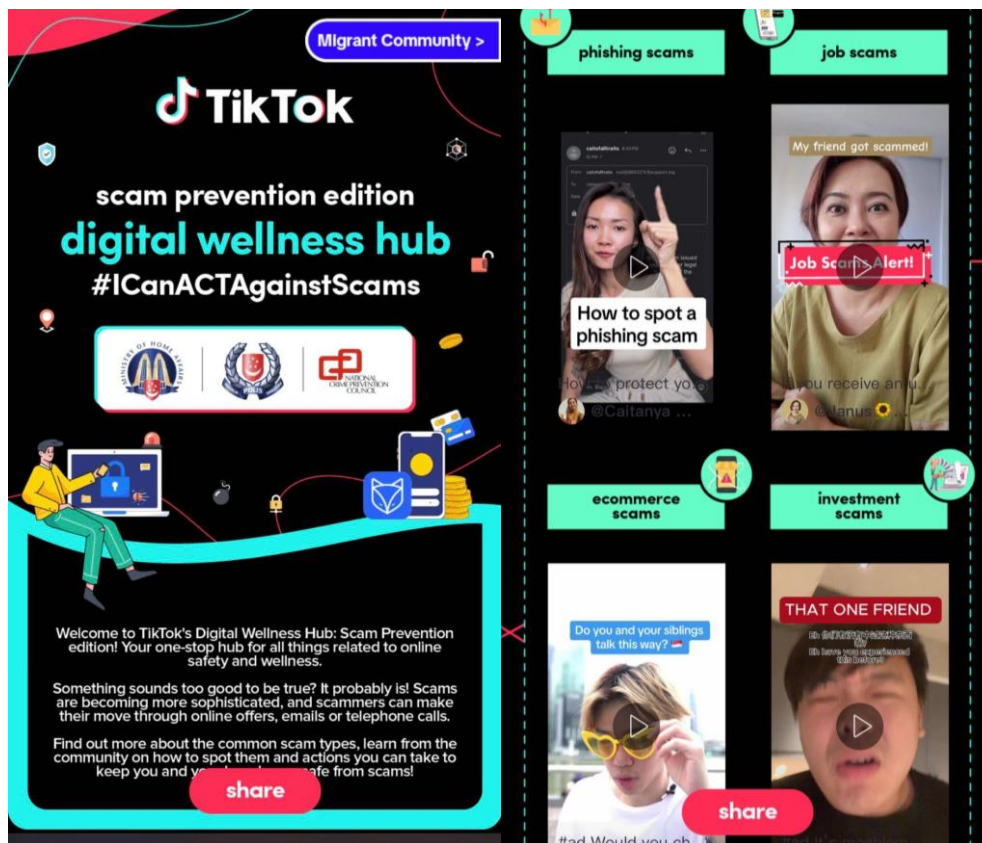


Figure [12] Screenshot of Videos from Scam Prevention Edition of our Digital Wellness Hub⁹³

Aside from the Scam Edition of our Digital Wellness Hub, we also recently introduced search interventions for scam-related queries. Users using certain search words will receive a prompt asking them to recognise scams and to learn more by clicking a link. The link will take them to a landing page in our app detailing how users can protect themselves from scams. The list of search words that would trigger such interventions is regularly updated having regard to moderation trends and reports made by law enforcement for the Singapore market.

93. <https://activity.tiktok.com/magic/eco/runtime/release/64d1f0d34e438802e75cbd04>.



Helpful tips to avoid making harmful financial decisions

User generated content on TikTok is intended for general information, for personal and non-commercial use only. Exercise your own discretion when viewing or acting upon the content as it has not been verified by us and should not be relied upon. We recommend that you conduct your own research to assess any potential risks or seek professional advice before making any financial decisions. Should you come across any content that violates our Terms of Service or Community Guidelines, please report it immediately.

Knowing the different types of scams

To avoid financial harm from scams, it's important to be able to identify them. Look out for these 2 signs

- Requests for personal financial details, like bank account or credit card information
- Requests for money transfers or monetary gift cards in exchange for unrealistic returns



Figure [13] Landing Page for Scam-Related Search Queries⁹⁴

Outside of the TikTok app, we are also committed to educating end-users and raising awareness of information related to online safety on our platform. For instance, we partnered with the Straits Times to publish an article on how parents and guardians can keep their children safe on our platform. The Straits Times article may be accessed [here](#). The article received more than 8,500 views, with an average reading time of 3 minutes and 32 seconds. The benchmark for average time spent for such articles is typically 1-2 minutes.

94. Screenshots from TikTok App.

BRANDED CONTENT

From filtering out harmful content to restricting followers: The parents' guide to keeping youths safe on TikTok

Easy ways to get familiar with the digital platform and parental controls to protect your teen from harmful content and strangers



You can play a part in ensuring that your teen enjoys online content in a safe manner. PHOTO: GETTY IMAGES

Differentiated or additional measures in place for Children

In addition to our Safety Centre which applies to all End Users (as mentioned in our response above at **Section 4**), we maintain specific resources for children of all ages who use our platform. These resources are easily accessible and use concise, clear, and plain language.

Our Youth Portal shares information on our online safety tools.⁹⁵ We provide children with information on ways to use our platform safely, including:

95. <https://newsroom.tiktok.com/en-us/tiktok-youth-portal-and-our-commitment-to-digital-literacy>.

- How to spot suspicious behaviour;⁹⁶
- How to control what is shared on our platform;⁹⁷
- How to limit unwanted comments;⁹⁸ and
- How to control their interactions with others.⁹⁹

Our Youth Portal may be accessed [here](#).

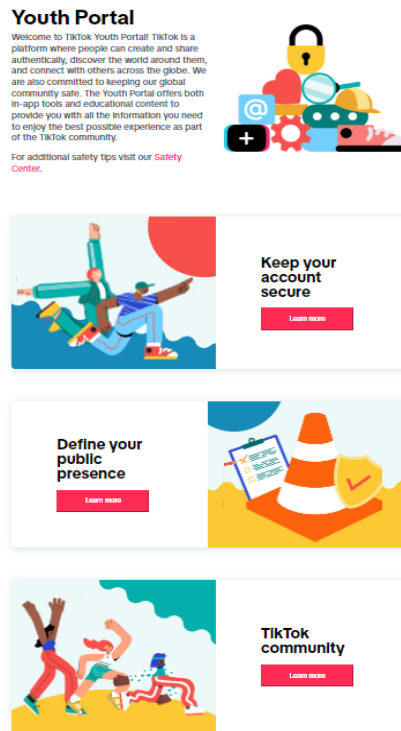


Figure [14]: TikTok's Youth Portal

We also offer specific safety information to children in our Help Centre article on teen privacy and safety settings. The article may be accessed [here](#).

SECTION 5

Paragraph 14: End-users who use high-risk search terms such as, but not limited to, terms relating to self-harm and suicide on the Service must be actively offered relevant safety information (stated in paragraph 13) such as, but not limited to, local suicide prevention hotlines, if available.

And

96. <https://www.tiktok.com/safety/youth-portal/keep-your-account-secure?lang=en>.

97. <https://www.tiktok.com/safety/youth-portal/define-your-public-presence?lang=en>.

98. <https://www.tiktok.com/safety/youth-portal/define-your-public-presence?lang=en>.

99. <https://www.tiktok.com/safety/youth-portal/define-your-public-presence?lang=en>.

Paragraph 22: Children who use high-risk search terms, such as, but not limited to, terms relating to self-harm and suicide, on the Service must be actively offered relevant safety information (stated in paragraph 21) such as, but not limited to, local suicide prevention hotlines, if available.

Measures in place For all End-Users in Singapore

Our Community Guidelines do not allow showing, promoting, or sharing plans for suicide or self-harm on our platform.¹⁰⁰ Please see our response at **Section 2(c)** above for further details.

Furthermore, when our end-users use high-risk search terms on our platform such as terms relating to self-harm and suicide, our end-user will not be able to access such content, and instead will be redirected to a trusted localised resource page. We also actively offer resources and encourage our end-users to seek help by providing access to local emotional support and suicide prevention hotlines, such as hotlines run by Samaritans of Singapore and the Institute of Mental Health.¹⁰¹

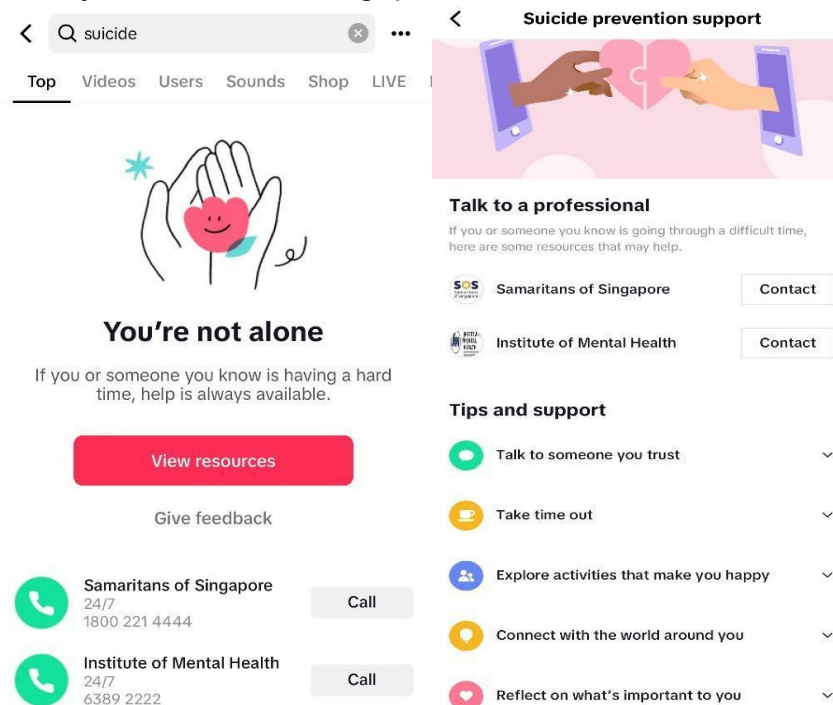


Figure [15]: Search intervention measures for high-risk suicide search terms¹⁰²

100. <https://www.tiktok.com/community-guidelines/en/mental-behavioral-health#1>.

101. <https://www.tiktok.com/safety/en-us/suicide-self-harm/>.

102. Screenshot from TikTok app.

Differentiated or additional measures in place for Children

Our search intervention measures (as mentioned in our response above) apply to children as well.¹⁰³

SECTION 6

Paragraph 15: End-users' exposure to child sexual exploitation and abuse material and terrorism content on the Service must be minimized through the use of technologies and processes. These technologies and processes must proactively detect and swiftly remove child sexual exploitation and abuse material and terrorism content as technically feasible, such that the extent and length of time to which such content is available on the Service is minimised.

Community Guidelines and Content Moderation: Our Community Guidelines and content moderation measures apply to child sexual abuse material (CSAM) and terrorism content on our platform. Please refer to our response to **Section 2** above for more details on how we minimise end-users' exposure to such content.

Child Sexual Abuse Materials ("CSAM"):

We have a zero-tolerance approach to CSAM and the sharing of CSAM on our platform. Any content, including animation or digitally created or manipulated media, which depicts child sexual abuse is a violation of our Community Guidelines and will be swiftly removed when detected. To help identify CSAM, we use multiple technologies, including our own systems and hash-matching software like Microsoft's PhotoDNA, Google's Content Safety API, and YouTube's CSAI Match. With our partners, we have built hash databases (i.e. hubs of unique digital codes that have been linked to known CSAM). If an end-user attempts to upload CSAM to our platform and that content matches a unique fingerprint from our databases, we will swiftly remove the violative CSAM content and make a report to the relevant law enforcement authorities. The account that shared the CSAM will also be

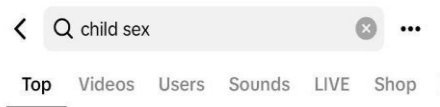
103. <https://www.tiktok.com/safety/en-us/suicide-self-harm/>.

permanently banned from our platform. Our proactive approach minimises our end-users' exposure to CSAM.¹⁰⁴

We are also a top-tier member of the Internet Watch Foundation and download their URL blocklist to protect against CSAM sharing more than once a day to help prevent harmful link-sharing of this content.

We consult and work with leading youth safety organisations such as the National Centre for Missing & Exploited Children ("NCMEC") to learn best practices and collaborate on tackling CSAM content.¹⁰⁵ We also work with other leading youth safety organisations such as the Family Online Safety Institute ("FOSI"), Tech Coalition, Internet Watch Foundation, WePROTECT Global Alliance, and child safeguarding units in various international law enforcement agencies in tackling CSAM.¹⁰⁶

When end-users use search terms relating to CSAM on our platform, we implement search intervention measures to provide them with resources as well as mechanisms to report CSAM content on our platform.



Warning

This term may be associated with sexualized content of minors. Creating, viewing, or sharing this content is illegal and can lead to severe consequences. If you or someone you know has tried to view sexual content of minors, there are organizations that can provide professional help.

[Learn more](#)

[Give feedback](#)

Preventing child sexual abuse

TikTok has zero tolerance for child sexual abuse and sexualized content of minors. Searching for, viewing, creating and sharing sexualized content of minors is illegal. We work to help everyone in our community become aware of potentially illegal content and get support if they need it.

What is considered "sexualized content of minors"?

Sexualized content of minors (any person under the age of 18) or Child Sexual Abuse Material (CSAM) is any visual, textual and audible depictions or production of explicit or inferred child sexual assault and child exploitation.

104. <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

105. <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

106. <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

Support

At TikTok, we work with trusted organizations that offer free and confidential support.

When to reach out for support

- If you viewed or tried to view sexualized content of minors
- If you searched for sexualized content of minors
- If you are worried about someone else's behavior regarding their sexualized thoughts and actions toward minors

Below are partner organizations who can help:

Global

[🔗 Troubled desire](#)

[🔗 INHOPE](#)

[🔗 Helplinks.eu](#)

Europe

[🔗 UK and Ireland - Stop It Now! UK](#)

Report

Our goal is to foster a safe community environment where creators look out for each other.

- If you see any type of content that supports, promotes, produces or shares sexualized content of suspected minors, do not comment, share or interact with it, you should **report it**.
- To report video or LIVE content on the TikTok app, press and hold onto the on-screen content. Tap Report, then tap Minor safety. Select Child Abuse, then tap Submit.
- You can also report it to a trusted organization or law enforcement.

Below are partner organizations who can help:

[🔗 INHOPE](#)

[🔗 Internet Watch Foundation \(IWF\)](#)

[🔗 National Center for Missing and Exploited Children \(NCMEC\)](#)

Figure [16]: Search intervention measures for search terms related to CSAM¹⁰⁷

Terrorism content:

We have undertaken various efforts and invested in a host of technologies to facilitate proactive detection of terrorism content on our platform. These include the following:

- We use computer vision models to help detect visual signals, emblems, logos and objects that are known to be associated with terrorist groups, and remove violative videos.
- We also use text-based technologies, including keyword lists and natural language processing, to detect language used to promote extremist ideologies or terrorist groups. This enables us to find near or exact matches of violative terms and to remove them from comments, video captions, and profile descriptions.
- As mentioned in our response at **Section 2**, where we have previously detected terrorism content that violates our Community Guidelines, we use de-duplication and hashing technologies that enable us to recognise copies or near copies of such content.
- We work with external groups, such as Tech Against Terrorism, to quickly detect and remove terrorism content that has been identified from our platform.

107. Screenshots from TikTok app.

- Lastly, we also take measures to disrupt the discoverability of terrorism content on our platform. For instance, we block searches for terms related to hateful keywords, or names and organisations associated with terrorism.¹⁰⁸

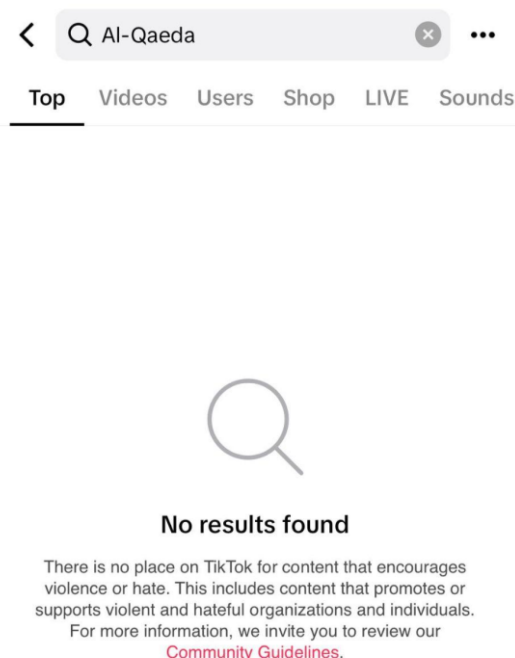


Figure [17]: Search for Terms Related to Hateful Keywords¹⁰⁹

SECTION 7

Paragraph 16: End-users must be protected from preparatory child sexual exploitation and abuse activity and terrorism activity on the Service through reasonable and proportionate steps taken by the Service to proactively detect and swiftly remove preparatory child sexual exploitation and abuse activity (such as online grooming for child sexual abuse) and terrorism activity (such as glorifying or endorsing terrorist activities and recruitment).

108. <https://www.tiktok.com/transparency/en-us/combating-hate-violent-extremism/>; <https://www.tiktok.com/transparency/en/dsa-transparency/> (TikTok's DSA Transparency Report (October to December 2023) at pgs 3-4).

109. Screenshot from TikTok App.

Preparatory child sexual abuse activity: Preparatory child sexual abuse activity violates our Community Guidelines. We do not allow grooming, sextortion, sexual solicitation, paedophilia, and physical or psychological harm of children on our platform.¹¹⁰ Our content moderation measures (as discussed in our responses at **Sections 2 and 6**) are tailored to proactively detect and swiftly limit such activity on our platforms.¹¹¹

Preparatory terrorism activity: Preparatory terrorism activity violates our Community Guidelines. We do not allow accounts operated by organisations or individuals that promote terrorism on or off our platform. We also do not allow end-users to promote terrorist organisations or provide material support to them on our platform.¹¹² Our content moderation measures (as discussed in our responses at **Sections 2 and 6**) are tailored to proactively detect and swiftly limit such activity on our platforms.¹¹³

We also maintain dedicated reporting channels with government and law enforcement authorities in Singapore. This provides another avenue for us to detect and take appropriate action against such content.

SECTION 8

Paragraph 17: Besides harmful content, children’s exposure to inappropriate content must also be minimised through reasonable and proportionate measures. These measures include, but are not limited to, a set of community guidelines and standards and content moderation measures put in place and effected by the Service that are appropriate for children.

Paragraph 17(a): Sexual content

Our Community Guidelines minimise children’s exposure to sexual content by prohibiting certain categories of sexual content from our platform (such as explicit sexual content), restricting certain categories of sexual content to end-users who

110. <https://www.tiktok.com/community-guidelines/en/safety-civility#4>.

111. <https://www.tiktok.com/community-guidelines/en/safety-civility#4>.

112. <https://www.tiktok.com/community-guidelines/en/safety-civility#3>.

113. <https://www.tiktok.com/transparency/en-us/combating-hate-violent-extremism/>.

are 18 years of age and above (such as content involving intimate kissing), and making certain categories of sexual content ineligible for the “For You” feed (such as sexualised framing).¹¹⁴ Our content moderation measures are also tailored to proactively detect and swiftly limit children’s exposure to sexual content on our platforms. Please refer to our response at **Section 2** for more details.

In addition, we implement a Content Levels system, which helps prevent sexual content (such as adult innuendo and sexually suggestive content) from reaching children’s accounts.¹¹⁵ Please refer to our response at **Section 1** for more details.

Finally, if an account is in Restricted Mode, end-users’ exposure to content that is sexually suggestive will also be limited. Please refer to our response at **Section 3** for more details.

Paragraph 17(b): Violent Content

Our Community Guidelines help minimise children’s exposure to violent content by prohibiting certain categories of violent content from our platform (such as content involving dismemberment of persons or grievous injury) as well as restricting certain categories of violent content to end-users who are 18 years of age and above and making certain categories of violent content ineligible for the “For You” feed (such as content involving human blood or extreme physical fighting).¹¹⁶ Our content moderation measures are also tailored to proactively detect and swiftly limit children’s exposure to violent content on our platforms. Please refer to our response at **Section 2** for more details.

Paragraph 17(c): Suicide and self-harm content

Our Community Guidelines minimise children’s exposure to suicide and self-harm content by prohibiting end-users from showing, promoting, or sharing plans for suicide or self-harm on our platform.¹¹⁷ To facilitate enforcement of our Community

114. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes>.

115. <https://newsroom.tiktok.com/en-us/strengthening-enforcement-of-sexually-suggestive-content>.

116. <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes>; <https://www.tiktok.com/community-guidelines/en/safety-civility>.

117. <https://www.tiktok.com/community-guidelines/en/mental-behavioral-health>.

Guidelines, we also actively encourage users to report any suicide or self-harm content they see on our platform.¹¹⁸

Our content moderation and search intervention measures are also tailored to proactively detect and swiftly limit children’s exposure to suicide and self-harm content on our platform. Please refer to our responses at **Sections 2** and **5** for more details.

In addition, we have a dedicated guide on suicide and self-harm to minimise such content on our platform, as well as provide end-users with support and resources. The guide may be accessed [here](#).

Paragraph 17(d): Cyberbullying content

Our Community Guidelines minimise children’s exposure to cyberbullying content by prohibiting end-users from making harassing, degrading, or bullying statements or behaviour on our platform.¹¹⁹ Our content moderation measures are also tailored to proactively detect and swiftly limit children’s exposure to cyberbullying content on our platforms. Please refer to our response at **Section 2** for more details. We welcome relevant insights from authorities and community partners such as SHE, Touch Community Services and AWARE, to enable us to assess escalated content better, especially for context dependent cases.

In addition, we have a dedicated guide on bullying to minimise cyberbullying and cyberbullying content on our platform, as well as provide end-users with support and resources. The guide may be accessed [here](#).

SECTION 9

Paragraph 18: Children must not be targeted to receive content that the Service is reasonably aware to be detrimental to their physical or mental well-being. Such content includes the categories of harmful and/or inappropriate content in paragraphs 4 and 17. In this regard, content targeting refers, but is not limited to, advertisements, promoted content and content recommendations.

118. <https://newsroom.tiktok.com/en-us/what-to-do-if-you-see-a-user-who-needs-support/>

119. <https://www.tiktok.com/community-guidelines/en/safety-civility#7>

We have measures in place to ensure that children are not targeted to receive content that might be detrimental to their physical or mental well-being via our content targeting features (e.g. the “For You” feed). Our Community Guidelines stipulate that certain categories of mature content (such as content involving intimate kissing or human blood) will not be suggested to users below 18. Please refer to our response at **Section 2** for more details.

Our Content Levels system also prevents certain content with more mature or complex themes from reaching children’s accounts. This includes content containing profanity and adult innuendo or sexually suggestive content.¹²⁰

In addition, we also have advertising initiatives to protect our younger users. For example, advertisements for alcoholic products or other alcohol-related products or services are not allowed to target audiences under the legal drinking age.

Further, it is prohibited for ads to contain any content considered harmful to an individual’s body image or overall well-being.¹²¹ We also do not allow promotion of weight loss products, services or claims on our platform in Singapore.

SECTION 10

Paragraph 19: Children or their parents/ guardians must have access to tools that enable them to manage children’s safety, and effectively minimise children’s exposure to, and mitigate the impact of, harmful and/ or inappropriate content and unwanted interactions on the Service.

Paragraph 19(a): Tools to effectively manage the content that children see and/or their experiences.

Children: We empower all end-users, including children, to effectively manage the content they see and their experiences on our platform. Please refer to our response to at **Section 3** for more details.

120. <https://www.tiktok.com/community-guidelines/en/youth-safety>; <https://newsroom.tiktok.com/en-us/more-ways-for-our-community-to-enjoy-what-they-love>; <https://newsroom.tiktok.com/en-us/strengthening-enforcement-of-sexually-suggestive-content>.

121. <https://ads.tiktok.com/help/article/protecting-minors-on-tiktok-advertising-initiatives>.

Parents / Guardians: We enable parents / guardians to effectively manage the content that their children see and their experiences on our platform with the Family Pairing feature. The Family Pairing feature allows parents to:¹²²

- **Enable Restricted Mode for their children:** By enabling Restricted Mode for their children, parents / guardians can limit their children’s “For You” feed to content that is suitable for all audiences and limit their exposure to content that contains mature or complex themes which may be harmful.¹²³
- **Manage their children’s screen time:** Parents / guardians can set their children’s daily screen time limit for our platform. Parents / guardians also have access to a screen time dashboard which provides a summary of their children’s usage of our platform.¹²⁴

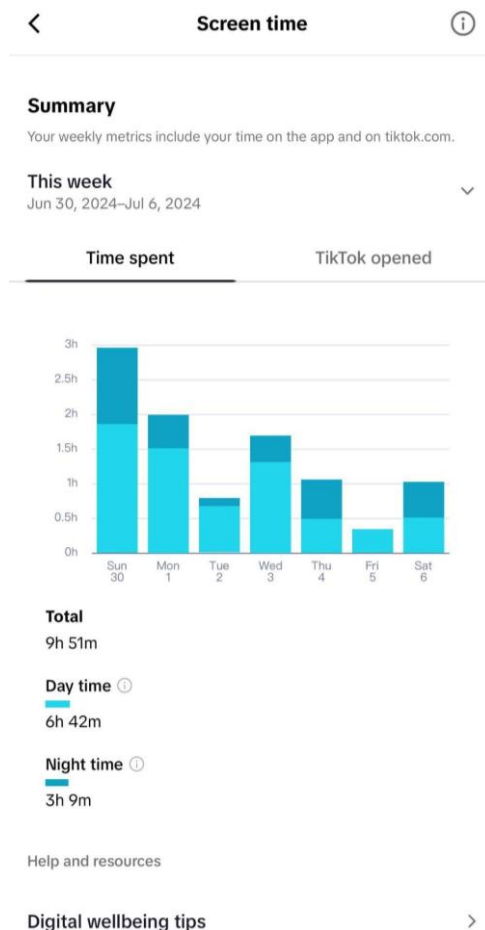


Figure [18]: Screen Time Dashboard¹²⁵

122. <https://newsroom.tiktok.com/en-us/supporting-youth-and-families-on-tiktok>.

123. <https://newsroom.tiktok.com/en-us/supporting-youth-and-families-on-tiktok>; <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>; <https://support.tiktok.com/en/safety-hc/account-and-user-safety/restricted-mode>.

124. <https://newsroom.tiktok.com/en-us/supporting-youth-and-families-on-tiktok>.

125. <https://newsroom.tiktok.com/en-us/supporting-youth-and-families-on-tiktok>.

- **Filter the videos their children see:** Parents / guardians can customise a list of keywords to exclude videos that use those specified keywords from their children’s “For You” feed and Following feeds.¹²⁶
- **Restrict their children’s search:** Parents / guardians can decide whether their children can search for videos, hashtags or LIVE videos on our platform.¹²⁷

Paragraph 19(b): Tools to:

- Limit the public visibility of children’s accounts, including their profile and content;**
- Limit who can contact and/or interact with children’s accounts; and**
- Limit location sharing.**

Children: We empower all end-users, including children, to limit the public visibility of their accounts, limit who can contact and/or interact with them, and limit location sharing on our platform. Please refer to our response at **Section 3** for more details.

Parents: The Family Pairing feature allows parents / guardians to customise a variety of safety and privacy settings for their children. For instance, it allows parents to:¹²⁸

- **Make their children’s account private:** With a private account, children can approve or deny follower requests. Only people they have approved as followers can view their videos, read their bios, and interact with their videos.¹²⁹
- **Control whether their children’s accounts can be suggested (16 years of age and above):** Parents / guardians can decide whether their children’s accounts can be suggested to other end-users on our platform.¹³⁰

126. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

127. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

128. <https://newsroom.tiktok.com/en-us/supporting-youth-and-families-on-tiktok>.

129. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>; <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

130. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

- **Control who messages their children (16 years of age and above):** Parents / guardians can restrict who can send direct messages to their children or turn off direct messaging completely.¹³¹
- **Control who can see their children’s liked videos:** Parents / guardians can decide who can see the videos their children have ‘liked’ on our platform.¹³²
- **Control who comments on their children’s videos:** Parents / guardians can decide who can comment on their children’s videos.¹³³

SECTION 11

Paragraph 20: Unless the Service restricts access by children, children must be provided differentiated accounts whereby the settings for the tools to minimise exposure and mitigate impact of harmful and/or inappropriate content and unwanted interactions are robust and set to more restrictive levels that are age appropriate by default. Children or their parent/ guardians must be provided clear warnings of implications if they opt out of the default settings.

Our platform prioritises child safety by providing children with differentiated accounts with age-appropriate settings.¹³⁴

Children under 13 years of age: Children under 13 years of age are restricted from accessing our platform in Singapore. We will remove an account if we believe it belongs to a child under 13 years of age. We detect potential underage accounts in a variety of ways, including via our trained safety team, keyword monitoring, detection mechanisms and in-app reports from our end-users.¹³⁵

Children between 13 to 17 years of age: Differentiated settings apply to the accounts of children between 13 to 17 years of age. The following settings limit the amount of time these children spend on our platform and restrict these children’s interactions with other end-users on our platform.¹³⁶

131. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

132. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

133. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

134. <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

135. <https://www.tiktok.com/transparency/en-us/protecting-teens/>; <https://www.tiktok.com/community-guidelines/en/youth-safety>.

136. <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

- **Daily screen time limit of 60 minutes.**
- **No push notifications at night.** Push notifications are disabled from 9 pm for children under 16 years of age, and from 10 pm for children between 16 to 17 years of age.
- **No hosting LIVE content.** This limits live interactions between children and other end-users on our platform.
- **No financial transactions.** Financial transactions include sending or receiving virtual gifts through our LIVE feature and buying or selling products on TikTok Shop.
- **Accounts are private by default.** This limits who can follow children's accounts, view their videos, read their bios, and interact with their videos.
- **“Suggest Your Account to Others” is turned off by default.** This ensures that children's accounts are not suggested to other end-users by default. Even if this feature is turned on, children's accounts will not be recommended to adults.
- **No downloading their videos by default.** For users aged 13-15, our video download feature is entirely disabled - meaning others cannot download the content of our youngest users. For users aged 16-17, the download setting is off by default. If these users turn it on, we surface a notice to ensure they understand the impact of their decision.¹³⁷

Children between 13 to 15 years of age: Apart from the differentiated settings listed above, additional settings apply to the accounts of children between 13 to 15 years of age. The following settings restrict these children's interactions with other end-users on our platform.¹³⁸

- **No content in the “For You” feed.** Content created by children under 16 years of age will not be recommended and shown in the “For You” feed of people that they do not know.
- **No direct messaging.** The direct messaging feature is only available to end-users who are 16 years of age and above.

137. <https://www.tiktok.com/safety/en/community-controls/>.

138. <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

- **No Duet and Stitch.** Other end-users cannot Duet or Stitch videos published by an account of a child under 16 years of age.
- **No downloading their videos.** Even with a public account, other end-users cannot download videos published by an account of a child under 16 years of age.
- **Friends-only comment settings.** Even with a public account, children under 16 years of age cannot change their comment settings to allow 'Everyone' to comment on their content.

Where appropriate, we provide all users, including children and their parents / guardians, with notice of the consequence and potential implications if they opt out of certain settings. For example, such prompts appear when users adjust their settings for 'private account'.

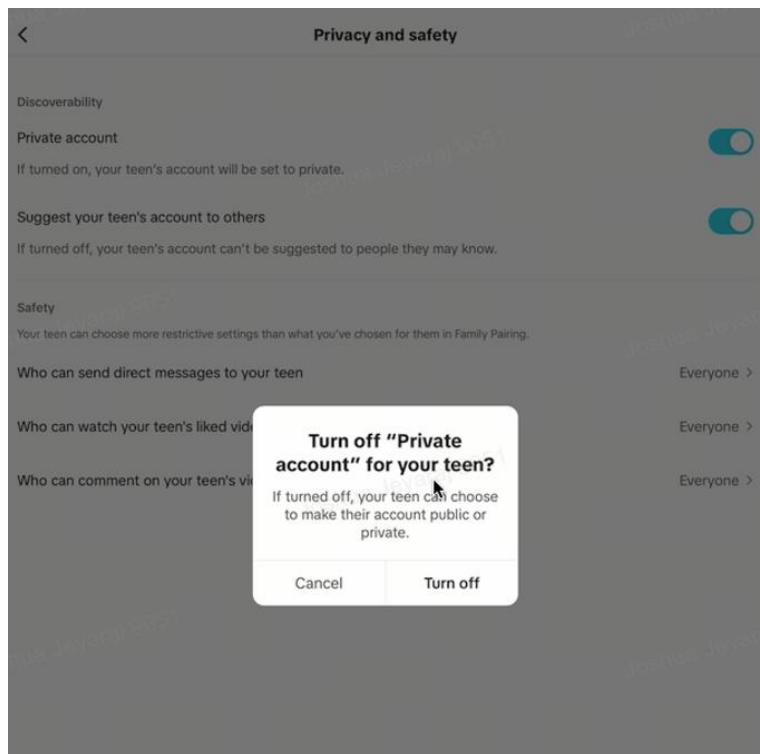


Figure [19]: Prompt for Turning Off Private Account for teen¹³⁹

139. Screenshot from TikTok App.

PART B: User Reporting and Resolution

SECTION 12

Paragraph 23: Any individual must be able to report concerning content or unwanted interactions to the Service in relation to the categories of harmful and/or inappropriate content in paragraphs 4 and 17. In this regard, the reporting and resolution mechanism provided to end-users must be effective, transparent, easy to access, and easy to use.

Paragraph 23(a): End-users' reports must be assessed, and appropriate action(s) must be taken by the Service in a timely and diligent manner that is proportionate to the severity or imminence of the potential harm. In particular, timelines must be expedited for content and activity related to terrorism. Appropriate action(s) may include:

- i. Swiftly removing the reported content or restricting access to the reported content; and**
- ii. Warning, suspending, or banning the account(s) that generated, uploaded, or shared the reported content.**

Proportionate Action

End-users' reports are assessed according to the Community Guidelines. Content will be reviewed by our Trust and Safety team to determine whether it should be removed or made ineligible for the For You Feed according to our Community Guidelines.

If a violation is identified:

- We'll remove the content and, if so, notify the user of the reason.
- Except in cases involving CSAM, users will be given the opportunity to appeal the decision.

The first time content is removed because of a Community Guidelines violation, users will receive a warning strike on their account. They will receive a notification to explain why the content was removed, which guideline the content violated, and

how to submit an appeal. However, if the content violation is severe, the user may receive a strike instead of a warning. We may also ban the account immediately.¹⁴⁰

Users will be notified of the consequences in the Account Updates section of their Inbox. A record of violations is available in the Account Status.

Our system counts the number of times the account has violated our Community Guidelines, and for each violation after the first warning, users receive a strike on their account.

We count strikes by policy area as listed in our Community Guidelines (for example, safety and civility) or by feature (for example, comments or direct messages). The account will receive a strike based on the severity of the policy violation. We'll count the strikes until the account reaches the threshold for a permanent account ban. We'll notify the user if they are on the verge of being banned.

For repeated violations or depending on the severity of a single violation, we may permanently ban the user's account. In some cases, for violations when using certain features such as LIVE or direct messages, we may temporarily restrict access to the feature while the content is under review to ensure that users don't immediately re-engage in violative behaviour.

Child Sexual Exploitation and Abuse (“CSEA”)

CSEA reports are managed by our dedicated Child Safety Team, which provides around-the-clock 24/7 coverage. With backgrounds in law enforcement, online safety, analytics, and forensic investigations, the team is highly experienced in the detection, assessment and handling of CSEA and its related risks.

Following review, we remove violative content, ban users and report suspected CSEA to NCMEC via their dedicated [CyberTipline](#). The Child Safety Team prioritises reports where there is an immediate risk of harm, for example, grooming, sextortion or on-going abuse cases. We also report to relevant law enforcement authorities directly when there is a specific, credible, and imminent threat to a young person's life or serious physical injury.

140. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/content-violations-and-bans>.

Terrorism

Where we detect terrorism related trends and events, we implement measures to ensure that such content is addressed with more speed and accuracy.¹⁴¹ For instance, where appropriate, we may:

- release policy instructions to moderators specifically instructing them on the type of terrorism related content on the platform and how to address such content,
- train our models to pick up on such content automatically using past violative signals (e.g. use of certain videos, symbols, captions and hashtags) and
- proactively sweep the platform to remove any violative content related to the trend if there is a high volume of such content during an unfolding terror event.

We also maintain a moderation team with a wide range of language expertise and who are therefore able to respond quickly to terrorism related content in a variety of languages.

Paragraph 23(b): Where the Service receives a report that is not frivolous or vexatious:

- i. The end-user who submitted the report must be informed of the Service's decision and action taken with respect to that report without undue delay.**
- ii. Should the Service decide to take action against the report content or account(s), the end user holding the account(s) that generated, uploaded, or shared the reported content must be informed of the Service's decision and action without undue delay.**

Updates to Reporter

Our moderation teams review reports of potentially violative content from end-users and take appropriate action.¹⁴² After a report is made, we will update the reporter on the status and progress of the report. Alternatively, the report outcome can be viewed in the user's report history under Settings and Privacy > Support > Safety Center > Safety Centre > Report Records.

¹⁴¹. <https://www.tiktok.com/transparency/en-us/combating-hate-violent-extremism/>

¹⁴². <https://support.tiktok.com/en/safety-hc/account-and-user-safety/content-violations-and-bans.>

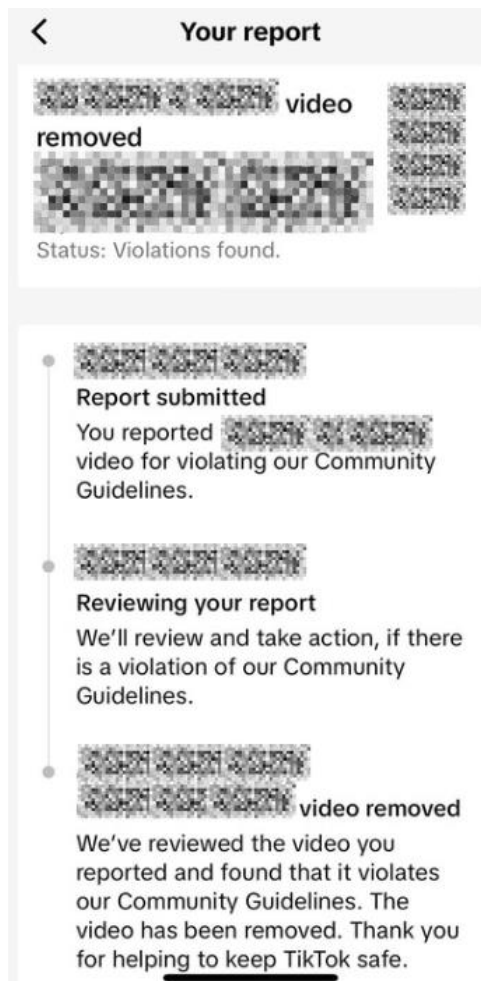


Figure [20] Updates on User Report (Redacted)¹⁴³

Accountability to Creators

If we decide to remove violative content uploaded by a creator or make their video ineligible for the “For You” feed, we will notify the creator of our decision and the reason behind our decision (i.e. which policy the creator violated).¹⁴⁴ Depending on the frequency or the severity of a creator’s violation, we may permanently ban a creator’s account. We also notify creators if they are on the verge of being banned.¹⁴⁵ They will also receive a banner notification when they open the app, informing them about a change in account status. If we decide to ban a creator, we will notify the creator of our decision. We will not provide information about who reported the content.

Information about how we update on action against videos is available [here](#).

143. Screenshot from TikTok App.

144. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/content-violations-and-bans>; <https://newsroom.tiktok.com/en-us/adding-clarity-to-content-removals>.

145. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/content-violations-and-bans>.

Paragraph 23(c): The end-users referred to in sub-paragraphs (b)(i) and (b)(ii) must be allowed to submit requests to the Service for a review of the decision and action taken.

We provide our end-users an opportunity to review the reasons behind our decisions and make an appeal if they believe we have made a mistake.¹⁴⁶

146. <https://support.tiktok.com/en/safety-hc/account-and-user-safety/content-violations-and-bans>:
<https://newsroom.tiktok.com/en-us/adding-clarity-to-content-removals>.

PART C: Accountability - Mandatory Information and Metrics

SECTION 13

Paragraph 24: End-users must have access to clear and easily comprehensible information that enable them to assess the level of safety and related safety measures afforded by the Service and make informed choices.

Quarterly insights into the volume and nature of content and accounts removed from our platform may be accessed here: <https://www.tiktok.com/transparency/en/community-guidelines-enforcement-2024-1/>.

As mentioned in our response at **Section 4**, we also have a number of resources for individuals to understand and evaluate the safety resources on our platform. For ease of reference, we highlight again that our Safety Centre serves as a one-stop hub for information related to online safety on our platform and may be accessed here: <https://www.tiktok.com/safety/en/>. It provides end-users with easy access to tools and resources, including¹⁴⁷:

- Our Approach to Safety Guide for end-users to learn about our approach to safety, including our safety principles and our Community Guidelines. It may be accessed here: <https://www.tiktok.com/safety/en/our-approach-to-safety/>.
- Our Guardian's Guide for parents / guardians to learn about our platform, our safety and privacy tools, and additional local resources from our Safety Partners. It may be accessed here: <https://www.tiktok.com/safety/en/guardians-guide/>.
- Information on safety and privacy controls on our platform, such as our reporting policies, account settings, community controls and content controls. Such information may be accessed here: <https://www.tiktok.com/safety/en/safety-privacy-controls/>.

¹⁴⁷. <https://www.tiktok.com/safety/en/>.

- Guides and resources on topics, such as suicide and self-harm¹⁴⁸, and bullying¹⁴⁹. They may be accessed here: <https://www.tiktok.com/safety/en/topics/>.
- A newsroom with Singapore-specific safety updates. The newsroom may be accessed here: <https://newsroom.tiktok.com/en-sg/safety>.

In addition to our Safety Centre which applies to all end-users, we maintain specific resources for children of all ages who use our platform. These resources are easily accessible and use concise, clear, and plain language.

Our Youth Portal covers the basics of digital literacy and shares information on our online safety tools.¹⁵⁰ We provide children with ways to use our platform safely, including:

- How to spot suspicious behaviour;¹⁵¹
- How to control what is shared on our platform;¹⁵²
- How to limit unwanted comments;¹⁵³ and
- How to control their interactions with others.¹⁵⁴

Our Youth Portal may be accessed here: <https://www.tiktok.com/safety/youth-portal?lang=en>.

SECTION 14

Paragraph 25(b): How much and what types of harmful or inappropriate content end-users in Singapore encounter on the Service

We publish quarterly insights into the volume and nature of content and accounts removed from our platform, which may be accessed here: <https://www.tiktok.com/transparency/en/community-guidelines-enforcement-2023-4/>.

148. <https://www.tiktok.com/safety/en/suicide-self-harm/>.

149. https://www.tiktok.com/safety/en/bullying-prevention/?enter_method=category_card.

150. <https://newsroom.tiktok.com/en-us/tiktok-youth-portal-and-our-commitment-to-digital-literacy>.

151. <https://www.tiktok.com/safety/youth-portal/keep-your-account-secure?lang=en>.

152. <https://www.tiktok.com/safety/youth-portal/define-your-public-presence?lang=en>.

153. <https://www.tiktok.com/safety/youth-portal/define-your-public-presence?lang=en>.

154. <https://www.tiktok.com/safety/youth-portal/define-your-public-presence?lang=en>.

Paragraph 26(a): The number and action rates on reports from end-users in Singapore, and the number and types of videos originating from Singapore which were removed as a result of end-user reports

As mentioned in Section 2, we use a variety of moderation tools to keep our users safe, including automated moderation technology, proactive review by our moderators as well as reviewing reports from our community. As highlighted in our response to paragraph 26(c), 96.1% of videos taken down between 1 April 2023 to 31 March 2024 that originated from Singapore, were taken down proactively. During this same period, we also evaluated **740,801** videos that were reported by end-users in Singapore and removed **49,559** of these videos.

During the same period, **106,851** videos originating from Singapore were removed as a result of end-user reports globally, and they are categorised below according to their respective Community Guidelines policy violations. Please note that some videos may have violated more than one policy and hence would be counted more than once in the breakdown below.

**Reports of SG Originating Videos
- Removal by Policy**

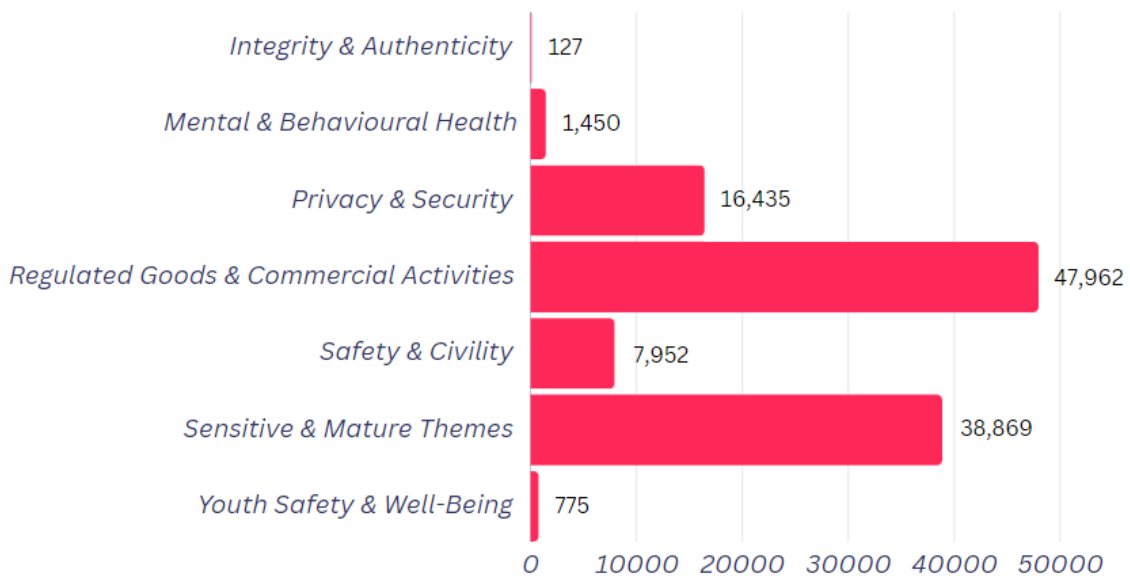


Figure [21]: Reports of SG Originating Videos - Removal by Policy

Paragraph 26(b): Time taken to remove videos reported by end-users in Singapore within 24 hours

Among all videos taken down pursuant to user reports by end-users in Singapore from 1 April 2023 to 31 March 2024, **90.7%** were removed within 24 hours, calculated from when the report was submitted to when the video was taken down.

Paragraph 26(c): The number and types of harmful or inappropriate content proactively removed by the Service that are:

- i. Accessible by end-users in Singapore; and**
- ii. Originated from Singapore.**

From 1 April 2023 to 31 March 2024, we proactively removed **566,476,953** videos globally, which could have been accessible by end-users in Singapore, for violating the Community Guidelines. They are categorised according to the types of policy violations below. Please note that some videos may have violated more than one policy and hence would be counted more than once in the breakdown below.

Global Videos - Proactive Removal by Policy

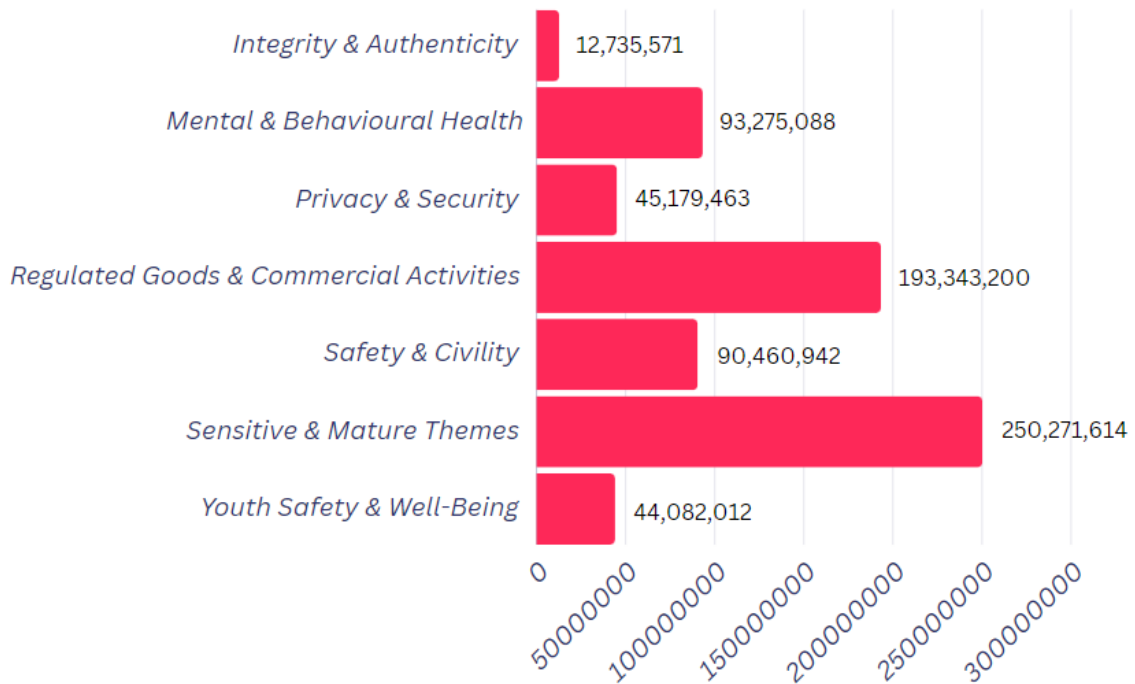


Figure [22]: Global Videos - Proactive Removal by Policy

Out of these videos, **2,616,072** videos originating from Singapore were proactively removed, and are categorised below according to their respective violations. Again, please note that some videos may have violated more than one policy and hence would be counted more than once in the breakdown below.

SG Originating Videos - Proactive Removal by Policy

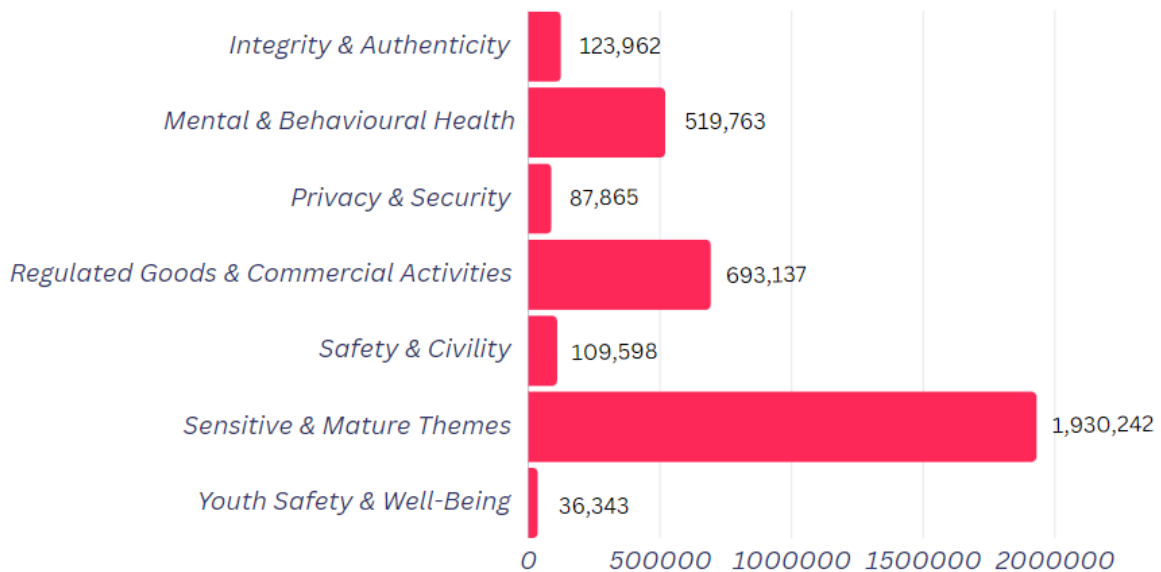


Figure [23]: SG Originating Videos - Proactive Removal by Policy

In addition, from 1 April 2023 to 31 March 2024, the percentage of videos originating from Singapore which were proactively removed can be further broken down as follows:

Videos Proactively Removed	Percentage of Videos Removed Proactively out of Total Videos Removed
Total Videos Proactively Removed	96.1%
Videos Proactively Removed within 24 hours	92.7%
Videos Proactively Removed with 0 views	88.8%

Figure [24]: SG Originating Videos - Proactive Removal Breakdown

Paragraph 26(d): The number of accounts banned which were accessible to end-users in Singapore, and which originated in Singapore, as well as the number of such accounts which were taken down on the basis for being suspected to be underage.

From 1 April 2023 to 31 March 2024, we removed **107,680,049** accounts globally. **79,708,368** accounts were removed on the basis that users were suspected to be under the age of 13.

Out of these accounts, we removed **79,973** accounts that originated from Singapore. **57,548** accounts were removed on the basis that users were suspected to be under the age of 13.

- End of Document -