

TikTok 2025 Annual Online Safety Report for Code of Practice for Online Safety

1. This document constitutes 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.



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

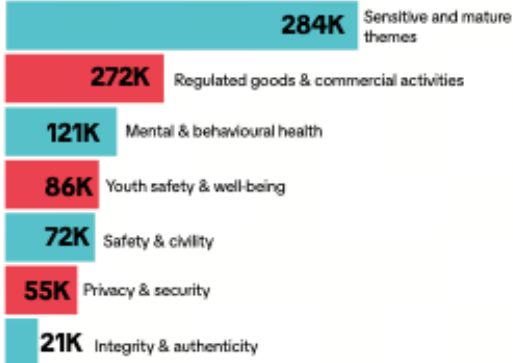
(1 April 2024 to 31 March 2025):

We proactively removed

754,231 (97.4%)

violative videos originating from Singapore.

Distribution of the top 5 policy category violations*:



Note that some videos may have violated more than one policy and hence would be counted more than once in the breakdown.



Removal of underage accounts:



37.6 K 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 2024 to 31 March 2025):

954K

We evaluated 954,289 reports submitted by end-users from Singapore.

37K

Videos referenced in 36,602 reports were found to be violative.

22.5 hours

The median time taken to remove videos was 22.5 hours, calculated from when the video was reported to when the video was taken down.

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 end-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>

| 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 |
| Daily screen time | 60 minutes | 60 minutes | Personal choice |
| Nighttime meditation | 10pm-6am | 10pm-6am | Personal choice |
| Nighttime notifications | Disabled from 9pm | Disabled from 10pm | Personal choice |
| Going LIVE | Not allowed | Not allowed | Allowed |
| Virtual gifting | Not allowed | Not allowed | Personal choice |
| 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 |

Figure [1] Example of Age Restrictions and Appropriate Defaults on TikTok

- 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/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-

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>.

protected screen time and content preferences for their children's accounts.⁴ Please refer to our response at **Section 10** for more details.

Screen time management
Block access to TikTok during customisable hours with **Time Away**.
Set daily limits and get insights into time spent through a screen time dashboard.

Mute push notifications
Customise when push notifications are muted.
Note: All teens have their push notifications muted at night.

Content preferences

- Key icon:** Add hashtags or keywords they prefer their teen to not see in the For You feed.
- Eye icon:** Limit their teen's exposure to content that may not be appropriate or suitable for them with **Restricted Mode**.
- Lightbulb icon:** Ensure that the TikTok feed featuring videos related to science, technology, engineering, and mathematics is enabled.
Note: This feed is enabled by default for teens under 18.

Search settings:
Decide whether their teen has access to the Search function.

Following, followers and blocked accounts:
View who their teen follows, blocks, and who follows their account.

Privacy and safety

- Megaphone icon:** Restrict who, if anyone, can send their teen direct messages if they're 16+.
- Lock icon:** Set their teen's account to private or public.
- Speech bubbles icon:** Restrict who can comment on their teen's videos.
- Heart icon:** Decide who can view their teen's liked videos.

The screenshot shows the 'Your teen' settings page with options: Screen time, Push notification schedule (On), Content preferences, Search (On), Privacy and safety, Following and Followers, and Blocked accounts. An 'Unlink' button is at the bottom.

The illustration shows a diverse family of five people and a dog.

Figure [2]: Family Pairing Feature on TikTok app

- **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 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

⁴ <https://www.tiktok.com/safety/en-sg/guardians-guide/>.

harmful behaviour, and dangerous stunts by non-professionals without serious physical harm.⁵

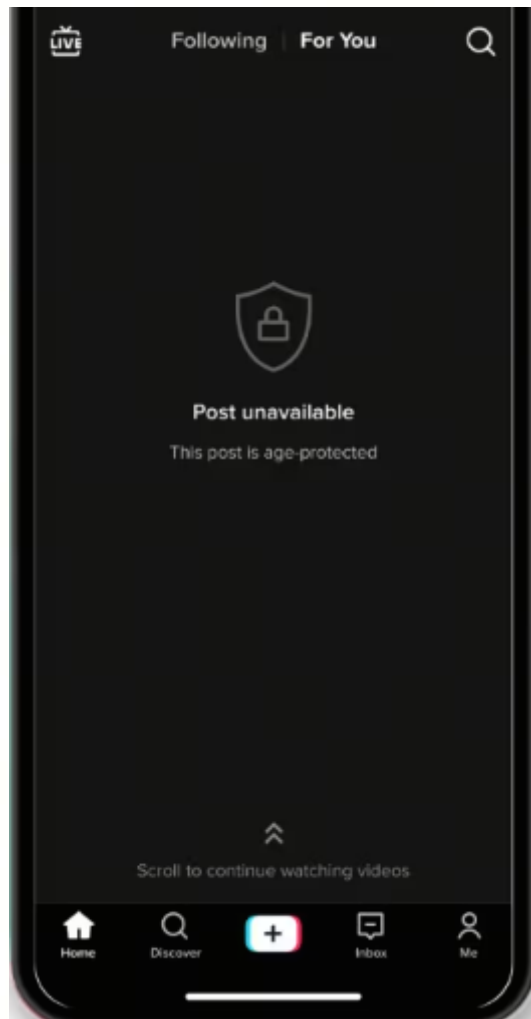


Figure [3]: Content Levels on TikTok app⁶

- **Advertising Restrictions:** TikTok also maintains [strict policies on ad content to protect minors](#). We actively update the public on our enforcement efforts on a regular basis through our [Community Guidelines Enforcement Report](#). The following is a non-exhaustive list of some notable content categories that we restrict from targeting based on user age:

⁵ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/content-levels-on-tiktok-posts>.

⁶ <https://newsroom.tiktok.com/en-us/more-ways-for-our-community-to-enjoy-what-they-love>.

- Alcohol: Advertisements for alcoholic products or other alcohol-related products or services are not allowed to target audiences under the legal drinking age.
- Financial Services: Advertising for finance-related products such as credit lines, digital currencies trade, traditional stock trade, multi-level marketing, and debt consolidation, cash advances, and "buy now pay later" services is only allowed for adult audiences.
- Gambling: Advertisements for gambling, lotteries, sports-betting, rewarded gaming, and other products/services closely related to casinos and betting (even if no real money is involved) or guides on how to succeed at such games are not allowed to target audiences under the legal gambling age.
- Healthcare and Pharmaceuticals: Advertisements for permitted categories of medical clinics, medical procedures, vitamins/minerals, over-the-counter medication, and prescription medication can only be targeted at adults
- Politics, Religion and Culture: Ads with political, religious, or other sensitive content are not permitted on TikTok. PSA campaigns (such as those related to alcohol consumption's negative effects) presented by approved government agencies or validated charitable organizations may be approved to run with strict content and targeting guidelines.
- Youth Safety: TikTok does not allow any advertising material that might endanger the health or safety of minors. Advertisements cannot contain creative elements that generate excessive appeal to a product by minors. Advertisements cannot feature minor models engaging in inappropriate or illegal behavior.
- Adult Content: Products/services such as dating apps, chat rooms, or fictional content featuring adult scenes must be advertised to adults.
- Animals and Environment: A veterinary service's target audience must be adults.
- Dangerous Products or Services: It is not permissible to target minors with advertisements for items such as water pistols and toy drones.

- Intellectual Property Infringement: An individual's image or content cannot be used without their permission. This includes advertising AI photo-generation application features using a minor's image. The use of a private image or content for bullying, cruelty, or exposure of an individual via unauthorized use of the image for advertising any content is strictly prohibited.
- Violence and Dangerous Activities: Marketing elements should not include excessive violence, criminal acts, or dangerous activities. This can include stunt driving without disclaiming that the vehicle is being driven by a trained professional in a controlled environment. Film, television, and gaming products featuring excessive violence with elements of torture or horror can only be targeted to an adult audience.
- Weight Management: Advertisements for weightloss, weight gain, or/and muscle gain products, such as weightloss medications, meal replacements and gyms/fitness with weightloss/weight gain/muscle gain claims, are not permitted on TikTok. Some athletic equipment must target adults. Nutritional apps/programs, and supplements like protein powder without weightloss/weight gain/muscle gain claims must target adults. It is prohibited for ads to contain any content considered harmful to an individual's body image or overall well-being.

Age Assurance

Age assurance is one of the most complex areas that online platforms, policymakers and regulators are grappling with. To continually improve the effectiveness of our age appropriate measures, we work closely with relevant stakeholders to enforce our age rules and add additional ways to confirm the age of people who use our platform.

As part of our enforcement, we continue to use technology, like machine learning, to prevent people under 13 from being on our platform and make sure that teenagers are in the right age appropriate experience. TikTok also supports the Multi-Stakeholder Dialogue on Age Assurance, an initiative convened by the Centre for Information Policy Leadership and the WeProtect Global Alliance, that

brings together online platforms, regulators, policymakers, privacy and child rights organisations to discuss industry-wide approaches to age assurance.⁷

Currently, our age assurance strategy takes a holistic, risk-based and phased approach to establishing the age of end-users. It consists of the following five phases:

- **Signposting:** The minimum age of our App in the Apple App Store as 12+ and Google Play Store at “*Parental Guidance Recommended*”. This means parents and caregivers can block their children from downloading TikTok.
- **Self-declaration and technical measures:** To set up an account we require every prospective end-user to provide their birthdate via a neutral age gate (see “*account registration*” above). If someone tells us they are younger than 13, we stop the account registration process and block them from attempting to create an account for a period.
- **Proactive detection:** We are committed to enforcing minimum age requirements and we take proactive measures to identify and remove suspected underage accounts. We detect potentially underage end-users in three ways: using automated keyword and natural language processing technology across bios, usernames and handles; human review of flagged accounts by trained content moderators; and via in-app and webform reporting channels (available to end-users and non-users and details of which are available in our privacy policy and help centre guidance).
- **Hidden Minor Detection:** We are working to improve the detection of end-users between 13-17 claiming to be over 18 to achieve an age appropriate experience in content and features on the platform. We detect potentially age misrepresentation of under 18s via human review of accounts by trained content moderators.
- **Human review:** In addition, we have processes in place for moderators reviewing accounts in the course of non-minor safety related moderation actions to transfer accounts that they suspect to be underage accounts for human review by trained moderation teams. To determine whether end-users are aged under 13, the trained moderators undertake manual review of the account. They will review the account to determine whether the account holder is under 13. If they determine this is the case, the account

⁷ <https://newsroom.tiktok.com/en-sg/supporting-parents-and-helping-teens-build-balanced-digital-habits-sg>.

will be removed and our registration system will also block any immediate creation of a new account using such details.

- **Appeals:** The end-user will generally need to appeal a decision that we make to block access by providing their government-issued ID. Please refer [here](#) for more information on the appeal process.

Our age assurance strategy has resulted in a significant number of accounts being removed on the basis that end-users were suspected to be under the age of 13.

From 1 April 2024 to 31 March 2025, we removed **115,530,334** accounts globally. **86,525,704** accounts were removed on the basis that end-users were suspected to be under the age of 13.

Out of these accounts, we removed **69,101** accounts that originated from Singapore. **37,610** accounts were removed on the basis that end-users were suspected to be under the age of 13.

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

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

accessible in-app.⁹ Our Community Guidelines may be accessed here: <https://www.tiktok.com/community-guidelines/en>.

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

(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

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

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

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

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

(*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. TikTok’s Community Guidelines have been updated to classify highly realistic AIGC sexual content which depicts minors as CSAM, ensuring its prompt removal and reporting of such content to NCMEC. 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 violation](#) 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.

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.¹⁷

- 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*.

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/safety-civility#5>.

- 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.¹⁸
- 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.¹⁹
- 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.

(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*.²⁰

¹⁸ <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#3>.

¹⁹ <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#2>.

²⁰ <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#4>.

- 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*.²¹ 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.²²
- 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.²³
- 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 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.²⁴

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

²² <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#5>.

²³ <https://www.tiktok.com/community-guidelines/en/safety-civility#1>.

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

- 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.²⁵
- 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 end-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.

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

²⁵ <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes#4>.

as sharing details about a plan to self-harm.²⁶ We encourage end-users who have thoughts of suicide or self-harm to contact a local suicide prevention helpline or emergency services.²⁷ 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.²⁸
- 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.²⁹

²⁶ <https://www.tiktok.com/community-guidelines/en/mental-behavioral-health>.

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>.

- 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.³⁰ Certain content regarding weight management, weight loss, body types and cosmetic surgery are restricted to end-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.³¹ 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.³²

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

³¹ <https://www.tiktok.com/community-guidelines/en/safety-civility#2>.

³² <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.³³
- 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.³⁴ 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.³⁵
- 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.³⁶
- Content that is likely to mock, humiliate or cause embarrassment to the target person: We do not allow degrading an individual who has

³³ <https://www.tiktok.com/community-guidelines/en/safety-civility#2>.

³⁴ <https://www.tiktok.com/community-guidelines/en/privacy-security>.

³⁵ <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>.

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>.

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.

- 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.³⁷

(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.³⁸ 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.³⁹
- 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:

³⁷ <https://www.tiktok.com/community-guidelines/en/safety-civility#7>.

³⁸ <https://www.tiktok.com/community-guidelines/en/regulated-commercial-activities#4>.

³⁹ <https://www.tiktok.com/community-guidelines/en/integrity-authenticity#1>.

- 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
- 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.⁴⁰

(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.⁴¹
- 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

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

⁴¹ <https://www.tiktok.com/community-guidelines/en/regulated-commercial-activities#1>.

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.⁴²

- 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.⁴³
- 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.⁴⁴
- 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.⁴⁵
- 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.⁴⁶ 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

⁴² <https://www.tiktok.com/community-guidelines/en/regulated-commercial-activities#2>.

⁴³ <https://www.tiktok.com/community-guidelines/en/regulated-commercial-activities#3>.

⁴⁴ <https://www.tiktok.com/community-guidelines/en/regulated-commercial-activities#4>.

⁴⁵ <https://www.tiktok.com/community-guidelines/en/safety-civility#1>.

⁴⁶ <https://www.tiktok.com/community-guidelines/en/safety-civility#3>.

law enforcement authorities if we detect a specific, credible, and imminent threat to human life or serious physical injury.⁴⁷

- **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.⁴⁸

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.⁴⁹

Our Content Moderation Measures

Our proactive content moderation approach is two-pronged and involves review by both automated moderation technology and human moderation.⁵⁰ We operate our content moderation processes in accordance with the following four pillars:⁵¹

1. Removing violative content from the platform that violates 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.

⁴⁷ <https://www.tiktok.com/community-guidelines/en/safety-civility#6>.

⁴⁸ <https://www.tiktok.com/community-guidelines/en/regulated-commercial-activities#6>;
<https://www.tiktok.com/community-guidelines/en/privacy-security#1>.

⁴⁹ <https://www.tiktok.com/transparency/en/content-moderation/>.

⁵⁰ <https://www.tiktok.com/transparency/en/dsa-transparency/> (TikTok’s DSA Transparency Report (October to December 2023) at pgs 3-4).

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

Moderation Measures⁵²

To protect our community and uphold the integrity of our platform, we invest in a combination of advanced moderation technologies and teams of human safety experts. Together, these efforts help us prioritize accuracy while continuing to improve the scale and speed of our efforts as our community grows.

Before content is posted to our platform, it's reviewed by automated moderation technologies which identify content or behavior that may violate our policies or For You feed eligibility standards, or that may require age-restriction or other actions. This approach helps prevent large volumes of violative content or accounts from ever reaching our community. In 2024, over 96% of the content removed through automated technology for violating our policies was taken down before it had any views. Using automated technology, we also prevented over 2 billion spam accounts from being created.

Leveraging a wide range of technologies

We use a wide range of technologies to detect violations and moderate content on TikTok.⁵³ This helps us apply our rules accurately and swiftly at scale, while also reducing the amount of potentially distressing content that human moderators may need to review—like shocking or graphic content, for example. In 2024, over 80% of the violative videos we removed were taken down through automated technology.

We continually invest in enhancing our detection and moderation technologies, so that we can catch violative content faster and minimize its potential to be viewed. Of the content we removed in 2024, over 98% was taken down within 24 hours. Some of the methods and technologies that support these efforts include:

- **Vision-based:** Computer vision models can identify objects that violate our Community Guidelines—like weapons or hate symbols.
- **Audio-based:** Audio clips are reviewed for violations of our Community Guidelines, supported by a dedicated audio bank and "classifiers" that help us detect audios that are similar or modified to previous violations.

⁵² <https://www.tiktok.com/transparency/en/content-moderation/>.

⁵³ <https://www.tiktok.com/transparency/en/content-moderation/>.

- **Text-based:** Detection models review written content like comments or hashtags, using foundational keyword lists to find variations of violative text. "Natural language processing"—a type of Artificial Intelligence (AI) that can interpret the context surrounding content—helps us identify violations that are context-dependent, such as words that can be used in a hateful way but may not violate our policies by themselves.
- **Similarity-based:** "Similarity detection systems" enable us to not only catch identical or highly similar versions of violative content, but other types of content that share key contextual similarities and may require additional review.
- **Activity-based:** Technologies that look at how accounts are being operated help us disrupt deceptive activities like bot accounts, spam, or attempts to artificially inflate engagement through fake likes or follow attempts.
- **LLM-based:** We're starting to use a kind of AI called "large language learning models" to scale and improve content moderation. LLMs can comprehend human language and perform highly specific, complex tasks. This can make it possible to moderate content with a higher degree of precision, consistency and speed than human moderation.
- **Multi-modal LLM-based:** "Multi-modal LLMs" can also perform complex, highly specific tasks related to other types of content, such as visual content. For example, we can use this technology to make misinformation moderation easier by extracting specific misinformation "claims" from videos that moderators can isolate and assess more quickly.

In addition to regularly training and updating our models to proactively identify harmful behaviours and signals across text, image and video based content, we wish to highlight the following improvements made during the April 2024 to March 2025 period:

- **Use of LLMs:** In March 2025, we also tested large language models (LLMs) to further support proactive moderation at scale. In particular, we started to pilot LLMs to help enforce our rules for comments on TikTok. In preliminary testing, LLM-driven comment moderation has been shown to

help improve both the detection of violative comments and the accuracy of removals.

- **Focusing Moderators on More Complex Tasks:** Ongoing improvements to our automated moderation meant that in H2 2024, the number of videos that moderators removed for Shocking and Graphic policy violations decreased by 60% as our moderation technologies took on more of these potentially distressing videos. This allowed them to focus on other complex cases.
- **Combating Misinformation:** The roll-out of AI during the reporting period also helped us simplify our handling of misinformation reports. It made it easier to extract specific misinformation "claims" from videos for moderators to assess directly or route to our fact-checking partners.
- **Proactive Sweeps:** We conducted proactive sweeps on the following issues to prevent attendant harms to SG users:
 - Fraud & Scams,
 - Adult sexual solicitation,
 - Live Gambling
- **Tackling Impersonation:** To mitigate the risks of impersonation of political figures as a result of the elections, we also introduced enhanced measures such as:
 - Conducting proactive searches on the platform for similar violative accounts/content using keywords and other signals, and removing them.
 - Preventing the set-up of accounts which are similar to the actual accounts of political figures, by setting up over 3,000 variations so that other users would not be able to be used to create new accounts bearing such similar variations.

Building responsibly

We take a principled approach to building responsible AI technology that prioritizes transparency, accountability, fairness, privacy and safety. As we evolve and enhance our technologies, we work to do so responsibly by:

- Setting firm quality benchmarks for new enforcement technologies before we deploy them.
- Taking a gradual approach to rolling out new models on TikTok features, so we can closely monitor their performance to prevent unintentional effects on our community.
- Investing in dedicated teams who focus full-time on monitoring and improving our moderation technologies, including reviewing our models for security and bias.
- Transferring more human moderation resources towards more complex tasks – like reviewing violation appeals or banning accounts – which are context-heavy but have lower-prevalence.
- Consulting regularly with experts, industry partners, and regulators on our approach.
- Continuing to share data and progress on our moderation efforts in our quarterly Community Guidelines Enforcement Reports and our Transparency Center.

Scaling human expertise

Human insight plays a crucial role in the content moderation process, from our community or external experts, to our own safety professionals. We build channels for gathering feedback about content on TikTok so we can identify new or evolving trends and use technology to scale the impact of human assessments. Some of the ways we do this include:

- **Teams of safety experts oversee and regularly update the detection rules that tell our technologies what to look for.** This includes conducting proactive investigations into new kinds of harmful content, adding new keywords or rules when needed, and updating existing ones to ensure our approach is still proportional. The teams who work on these include experts in certain safety topics (such as hate speech or misinformation), as well as experts in local markets who can account for local nuances.
- **Content that is gaining a lot of views may be routed for additional review by safety teams.** This helps us reduce the reach

of violative content and ensure that content which is recommended to the For You feed is appropriate for a broad, general audience.

- **Our community uses in-app and online reporting tools to flag any content or account they feel is in violation of our Community Guidelines.** We use technology to quickly address clear-cut violations, while human experts focus on addressing new or complex kinds of violations.
- **Our global Community Partner Channel gives organizations with safety expertise an additional route for reporting content that they believe violates our Community Guidelines.** Hundreds of organizations who specialize in a range of safety issues use our Community Partner Channel. Their reports help inform safety professionals who can take any additional actions necessary to prevent similar content from spreading. They also give us early insight into harmful content that is spreading off TikTok, so we can take any necessary preventative measures before it reaches our platform.

Tapping into industry-wide technologies and standards

In addition to our own detection methods, we use industry-wide technologies to identify some kinds of content.

For example, to combat child sexual abuse material (CSAM), in addition to our own technology we use hash lists compiled by NCMEC and the Internet Watch Foundation (IWF), which contain unique digital fingerprints (known as "hashes") of known CSAM imagery. This enables us to prevent previously identified violative content from being shared on our platform. We also leverage Microsoft's PhotoDNA, YouTube's CSAI Match, and Google's Content Safety API to further support the identification of known, new, or suspected CSAM at the point of upload.

As another example, we also implement the Coalition for Content Provenance and Authenticity's (C2PA) "Content Credentials" technology in order to help identify and label AI-generated content from other platform. This embeds technical information known as "provenance metadata" that enables us to automatically identify AI-generated content from other platforms who also use Content Credentials. TikTok was the first social media or video-sharing platform to begin implementing this increasingly widely-adopted technology standard.

Measures Benefiting Younger Users

In addition to the ongoing measures above, and in line with our long-term measures on the same, we highlight our continued work in these respects to better protect our younger users:

- **Addressing Predatory Behaviour:** We have undertaken measures to strengthen models to better identify and pre-empt potential predatory behaviour at an account level as well as in the context of livestreaming, direct messaging and content discovering.
- **Automated NCMEC Reporting:** We expanded our ability to use automation for exact matches of known CSAM to make reports to NCMEC, allowing for quicker reporting to NCMEC so that CSAM can be addressed across platforms.
- **Specialist Queues:** We have built specialised queues for our moderators to deal with CSAM so that moderators can focus on content of a specific issue type. Such measures generally improve moderation accuracy rates and turnaround times.
- **Proactive Sweeps:** We also conducted proactive sweeps for content or accounts associated with school bullying.

AI Principles

To help ensure we use AI and technology responsibly, we also hold ourselves accountable to overarching principles that champion transparency, accountability, fairness, privacy and safety.⁵⁴ Our teams work to follow these principles when it comes to building or monitoring features that involve AI at TikTok — from our content moderation technologies, to our recommendation system, to creative editing tools.

- **Transparency:** We believe in being transparent about our use of AI technology, including what AI technologies we use, our objectives, and how they work. For example:

⁵⁴ <https://www.tiktok.com/transparency/en-us/responsible-ai-principles>.

- As AI evolves, we share updates on how we're using it to power content recommendations, protect our community, build new creative features, and more.
 - We proactively foster AI transparency and literacy among our community by requiring people and advertisers to label realistic AI-generated content.⁵⁵ TikTok was the first platform of our kind to launch a tool that helps creators do that easily, and the first to begin implementing C2PA Content Credentials, which helps automatically label AI-generated content from many other major platforms.
 - We give people insight into how our For You feed recommends content—from an in-app feature that tells you why a video was recommended, to in-app educational videos and resources and deeper-dive explainers in our Help Center, Transparency Center, and more.
 - We also build tools that help people shape their algorithmic recommendations, like our "not interested" button, or customizable keyword filters to restrict content related to specific topics they're not interested in. People can also **refresh their For You feed** to reset content recommendations.
 - Disclaimers let people know when they're using a feature that's powered by AI, so they have context when they use them.⁵⁶
- **Accountability:** We believe in designing our AI technology in a way that ensures that humans are accountable for its development, operation, and decision-making processes and outcomes. For example:
 - Our AI systems are built, reviewed and overseen by cross-functional teams of human experts who can monitor their impact and continue to evolve and strengthen our approach.

⁵⁵ <https://support.tiktok.com/en/using-tiktok/creating-videos/ai-generated-content>.

⁵⁶ <https://www.tiktok.com/tns-inapp/pages/ai-generated-content>.

- We build community feedback and reporting options into AI-powered experiences to give the teams who oversee them ongoing insights into their impact on our community.
 - We have established a network of independent AI experts to provide ongoing guidance on new AI features, risks, and responsible AI initiatives as the technology evolves. This includes advising on how we put our Responsible AI Principles into practice.
 - Our teams additionally consult with members of our global Advisory Councils and our Youth Council on specific AI-related topics.
- We partner with our industry to promote shared accountability and advance solutions to shared AI-related challenges. For example:
 - As members of the Content Authenticity Initiative and the Coalition for Content Provenance and Authenticity, we help advance transparency and provenance standards around AI-generated content.
 - In 2024, we joined forces with leading tech companies on a global pact to fight the deceptive use of AI during elections, which we continue to support with continued AI safety and transparency investments.
- Fairness: We believe that AI technology should not introduce or reinforce harmful biases, and that we should strive to be inclusive in our development and use of AI technologies. For example:
 - Human teams oversee our content moderation and recommendation systems and test our models to help prevent unfair biases.
 - New AI features or models are developed in alignment with our algorithmic fairness standards, which maintain that they should operate consistently for all communities.

- We have dedicated experts who work to embed AI fairness into our product development process across TikTok. This includes working to ensure our fairness approach protects user privacy, provides equal opportunity for our creators, and enables inclusive experiences for all.
- Privacy: We believe in incorporating privacy principles throughout our AI technology's life cycle, including its development and use. For example:
 - We apply privacy-by-design principles to our use of AI. Like other features on TikTok, AI-powered tools are evaluated to ensure they respect privacy and data protection requirements.
 - We provide information about AI-powered features, such as effects and recommendations, offering transparency into how they may process user data.
 - Our Privacy Policy discloses that we may use the data we collect to train and improve technologies like machine learning models and algorithms. [TikTok's Global Privacy Center](#) helps people stay informed about TikTok's privacy and data protection practices, privacy-related updates to our platform, and other relevant privacy and security news and information.
- Safety: We believe in designing and using AI technology safely and securely with respect to individuals and their personal data. For example:
 - We set firm quality benchmarks for new AI-powered enforcement technologies before we deploy them.
 - We invest in dedicated teams who focus on monitoring and improving our moderation technologies, including reviewing our models for security and bias.
 - We take a safety-by-design approach to building AI-powered tools and capabilities. For example:
 - New AI-powered features go through internal review process before launch.

- We train our For You feed recommendation systems to interrupt frequent recommendation of some types of content that can be problematic if seen too often—such as extreme dieting-related content.
- We disclose when TikTok effects or creative tools are powered by AI, and embed C2PA Content Credentials so that others can easily identify that the content was AI-generated.

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.⁵⁷ 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.⁵⁸ Some features are unavailable if an end-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.

⁵⁷ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

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

We use automated systems and human moderation to decide which 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. In this mode, an end-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.

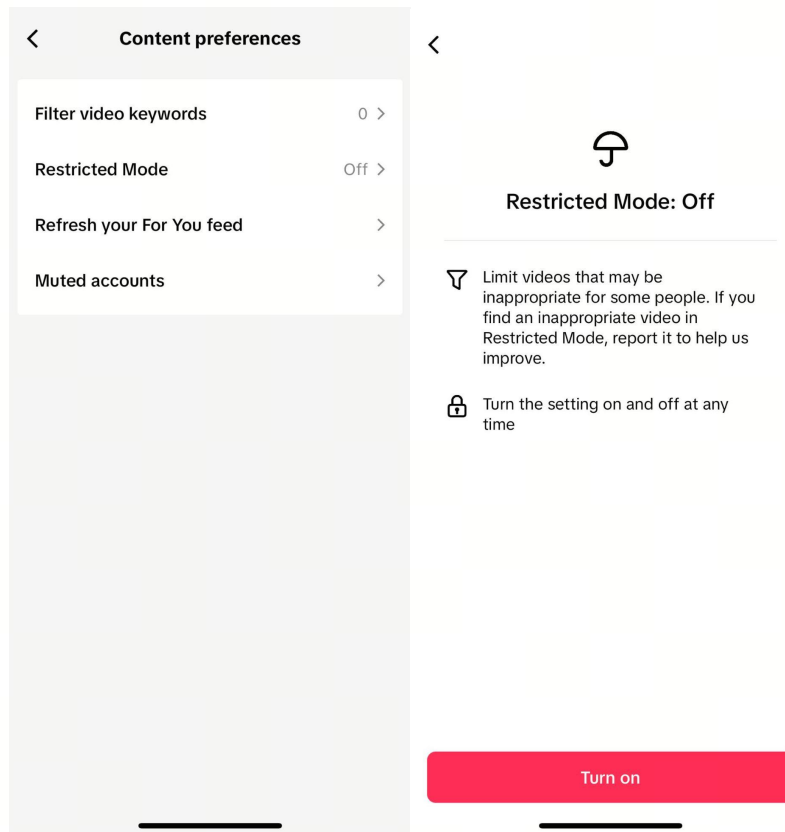


Figure [4] Restricted Mode on TikTok App⁵⁹

- **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.⁶⁰

We recently introduced a new “Smart Keyword Filters” that uses AI to additionally limit content containing similar keywords like synonyms. The tool shows you which additional keywords are being filtered, and end-users will be able to select or deselect specific ones to include. In the coming months, we will also be doubling the keywords that can be added to 200 and make it easier to add them in bulk.

⁵⁹ <https://newsroom.tiktok.com/en-us/tiktok-parental-guide>

⁶⁰ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

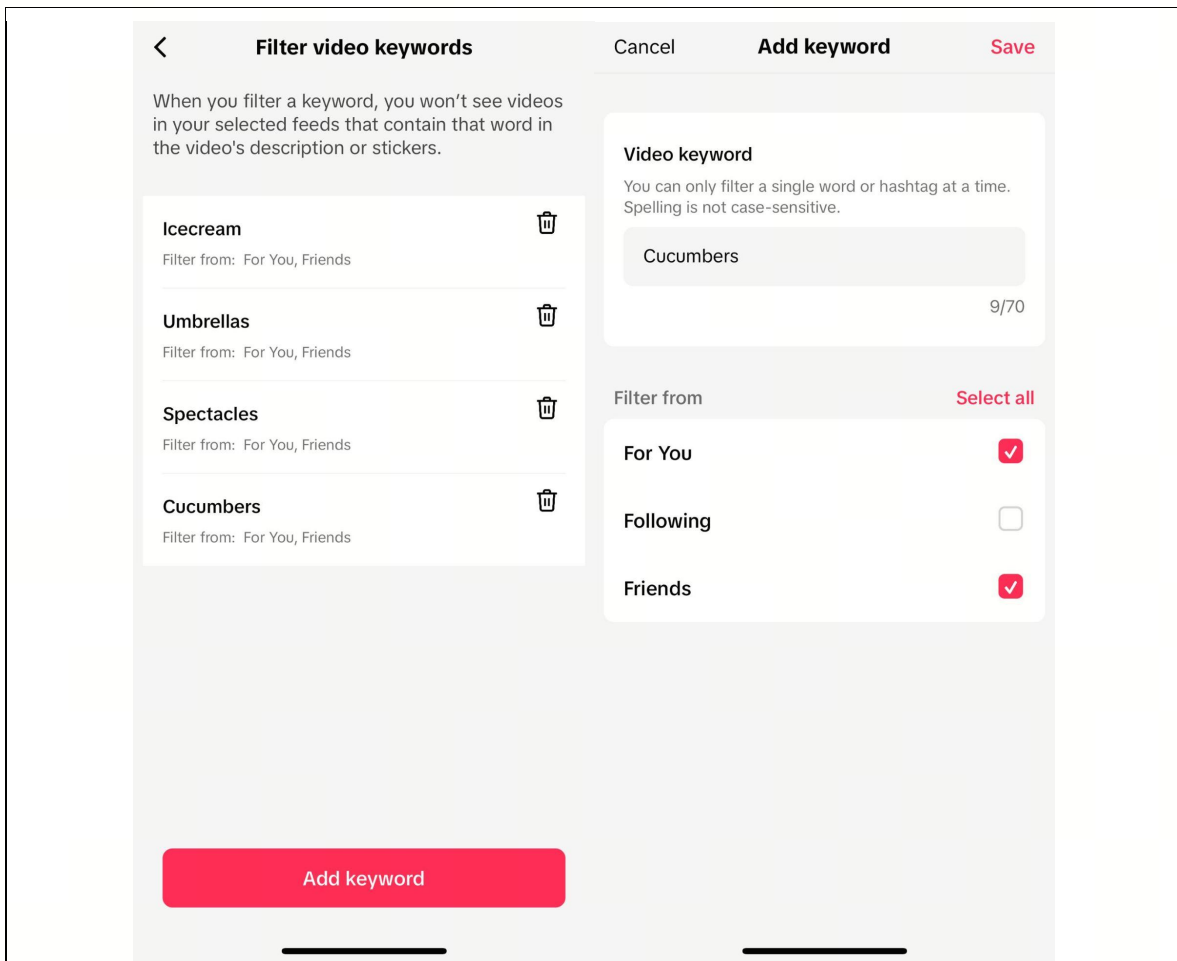


Figure [5A] Filter Video Keywords Feature⁶¹

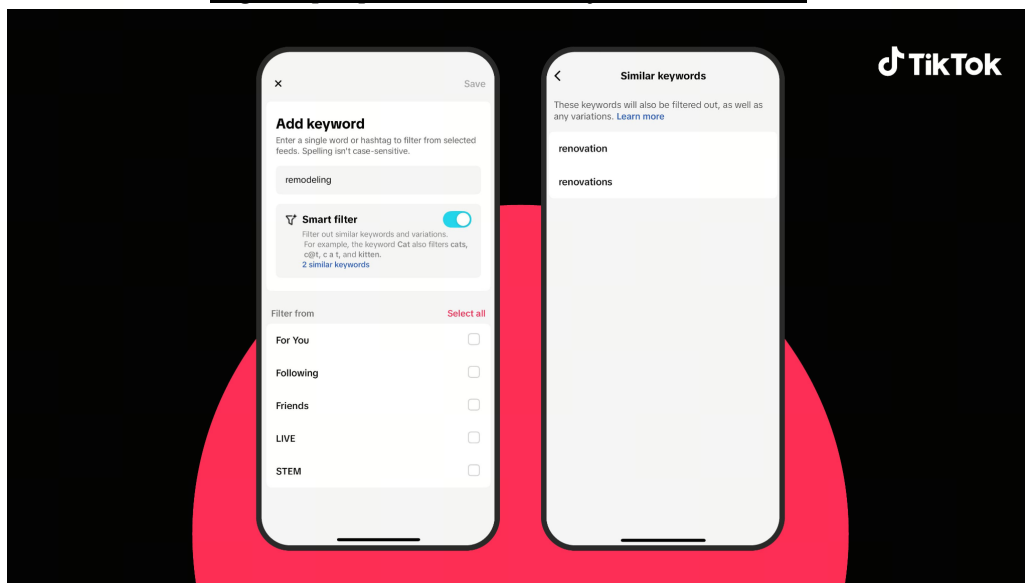


Figure [5B] Smart Keywords Filter⁶²

⁶¹ Screenshot from TikTok App.

⁶² <https://newsroom.tiktok.com/en-sg/more-ways-to-discover-new-content-and-creators-you-love-sg>.

- **“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.⁶³ 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.

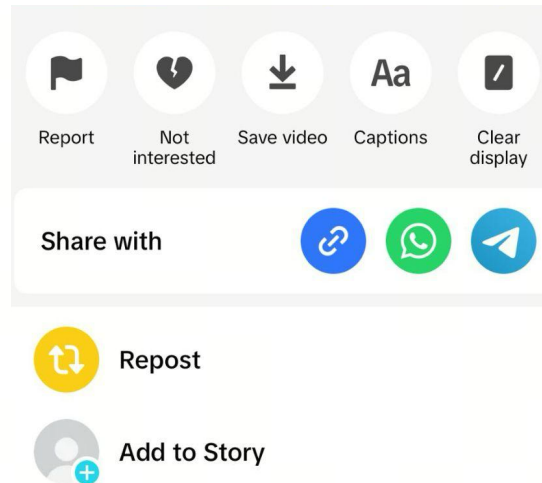


Figure [6A] “Not Interested” Feature⁶⁴

⁶³ <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>.

⁶⁴ Screenshot from TikTok App.

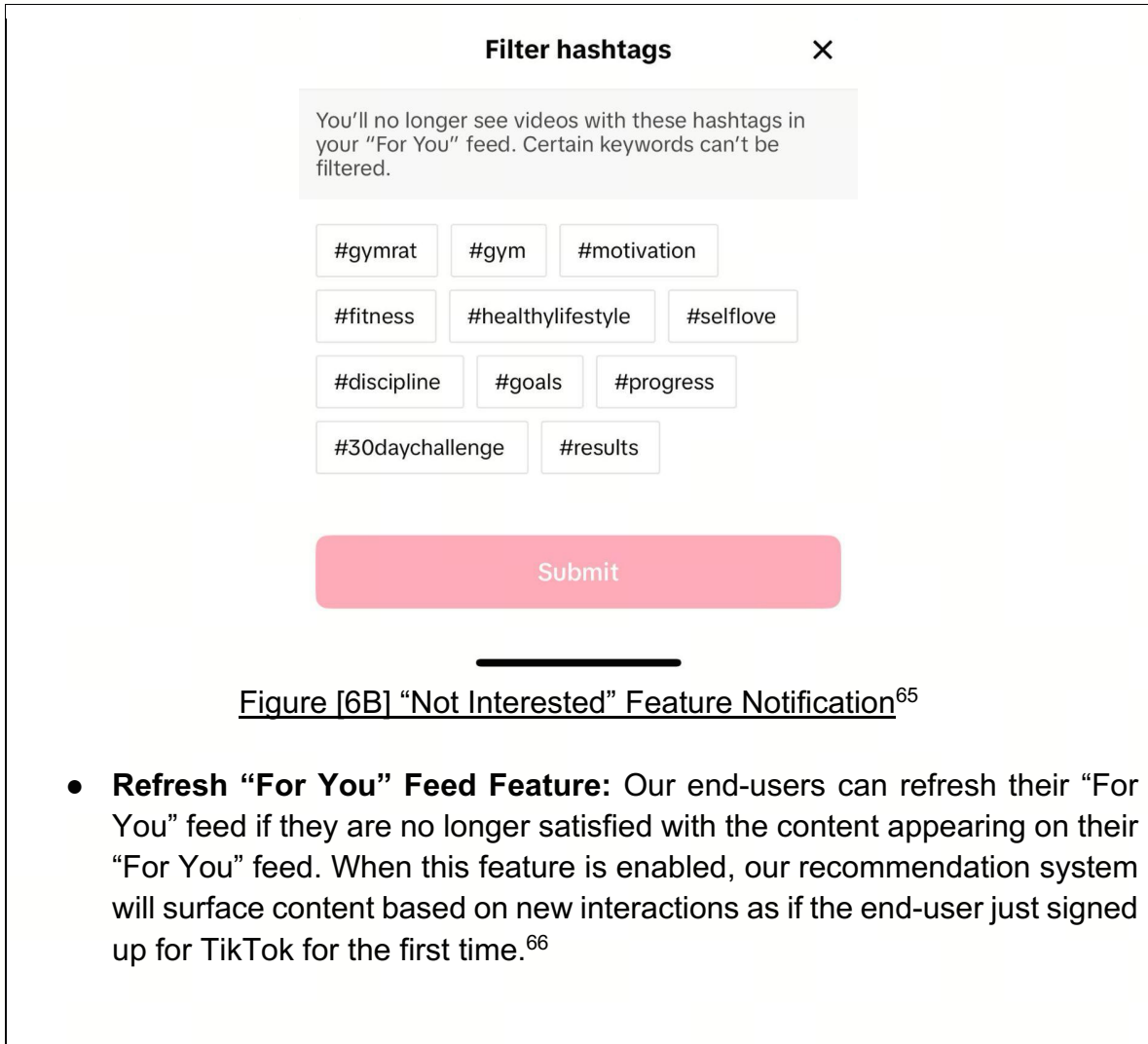


Figure [6B] "Not Interested" Feature Notification⁶⁵

- **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.⁶⁶

⁶⁵ Screenshot from TikTok App.

⁶⁶ <https://newsroom.tiktok.com/en-eu/introducing-a-way-to-refresh-your-for-you-feed-on-tiktok>.

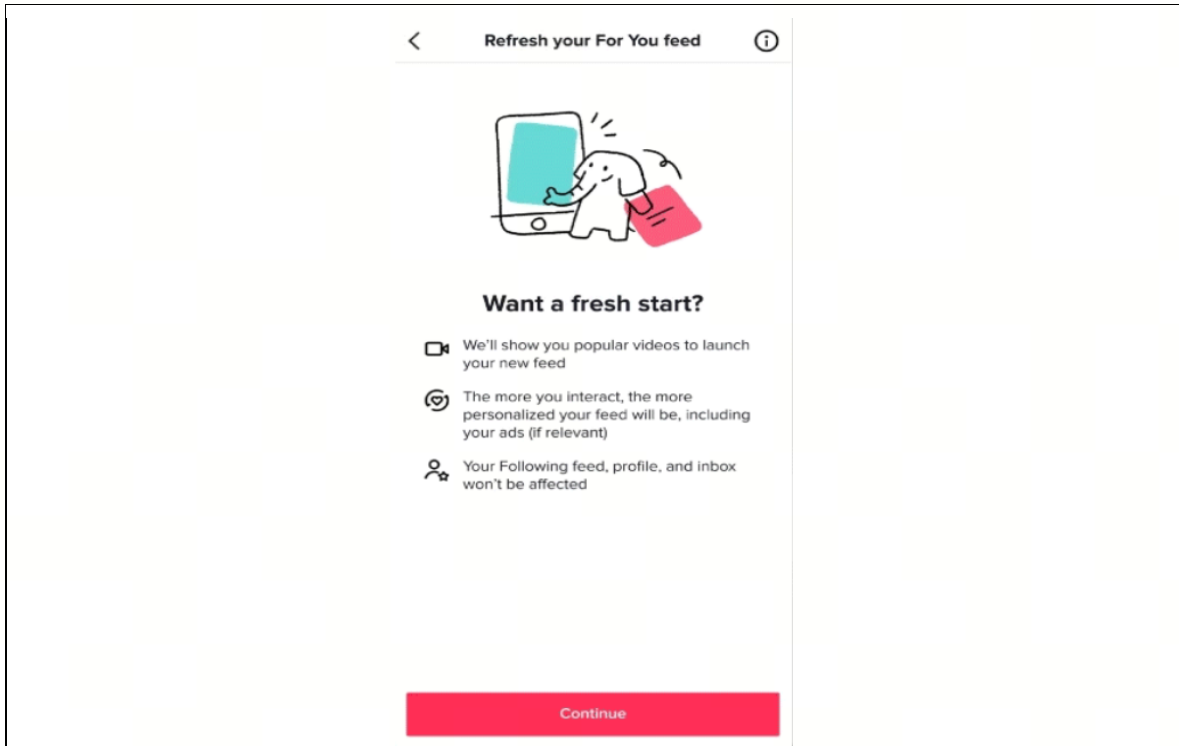


Figure [7] Refresh “For You” feed Feature⁶⁷

- **Manage Topics:** We recently introduced a new feature called “Manage Topics”. With Manage Topics, end-users can customize how often content related to over 10 popular topics is recommended to their feed - from Creative Arts, Travel, Nature and Sports. These settings won’t eliminate any topics entirely, but can influence how often they’re recommended.⁶⁸

⁶⁷ <https://newsroom.tiktok.com/en-eu/introducing-a-way-to-refresh-your-for-you-feed-on-tiktok>.

⁶⁸ <https://newsroom.tiktok.com/en-sg/more-ways-to-discover-new-content-and-creators-you-love-sg>.

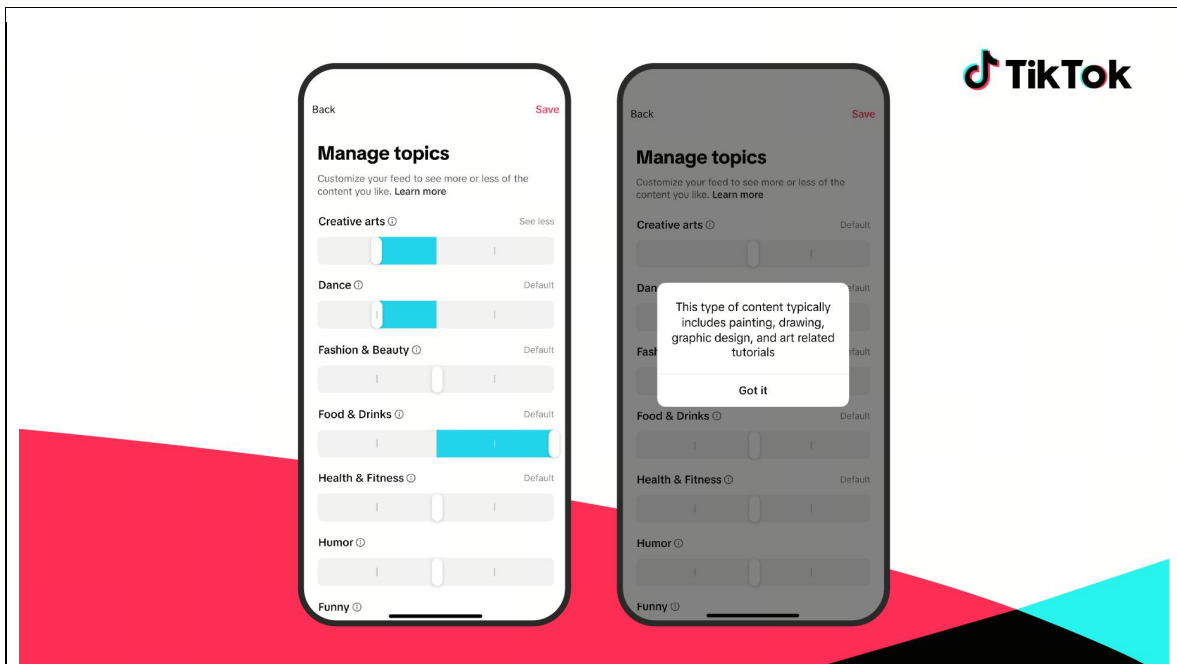


Figure [8] Manage Topics⁶⁹

To enhance the effectiveness of the above measures, we have also launched a new educational guide to empower end-users with tips and tools to understand and shape their feeds in one easy place.⁷⁰ This allows end-users to better understand how the For You Feed works, why content was recommended and to manage their feed better.⁷¹

We also provide a number of tools that allow our end-users to limit their exposure to unwanted comments.⁷² These include:

- **Restrict Comments:** Our end-users can decide whether to allow comments on their videos as well as who can leave such comments.⁷³

⁶⁹ <https://newsroom.tiktok.com/en-sg/more-ways-to-discover-new-content-and-creators-you-love-sg>.

⁷⁰ <https://www.tiktok.com/safety/en/making-your-feed-for-you>.

⁷¹ <https://newsroom.tiktok.com/en-sg/more-ways-to-discover-new-content-and-creators-you-love-sg>.

⁷² <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

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

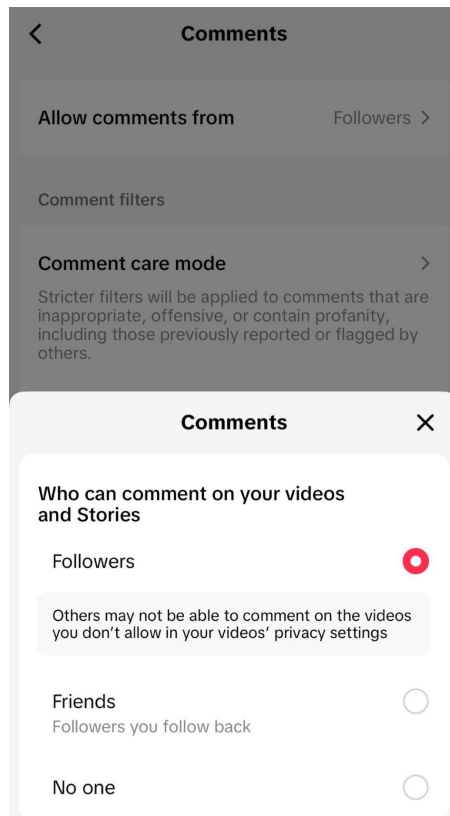


Figure [9] Comment Restriction⁷⁴

- **Filter Comments:** Our end-users can filter comments they do not want to see in two ways. Under the Comment Care Mode, they can opt to apply stricter filters to the comments posted on their videos. Turning this feature on allows end-users to filter comments that have been flagged by multiple end-users, are similar to previously reported comments or which are inappropriate.⁷⁵ Under the Filter Keywords feature, they can also create a custom list of keywords to have comments containing those keywords automatically hidden.⁷⁶

⁷⁴ Screenshot from TikTok App.

⁷⁵ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/comment-care-mode>.

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

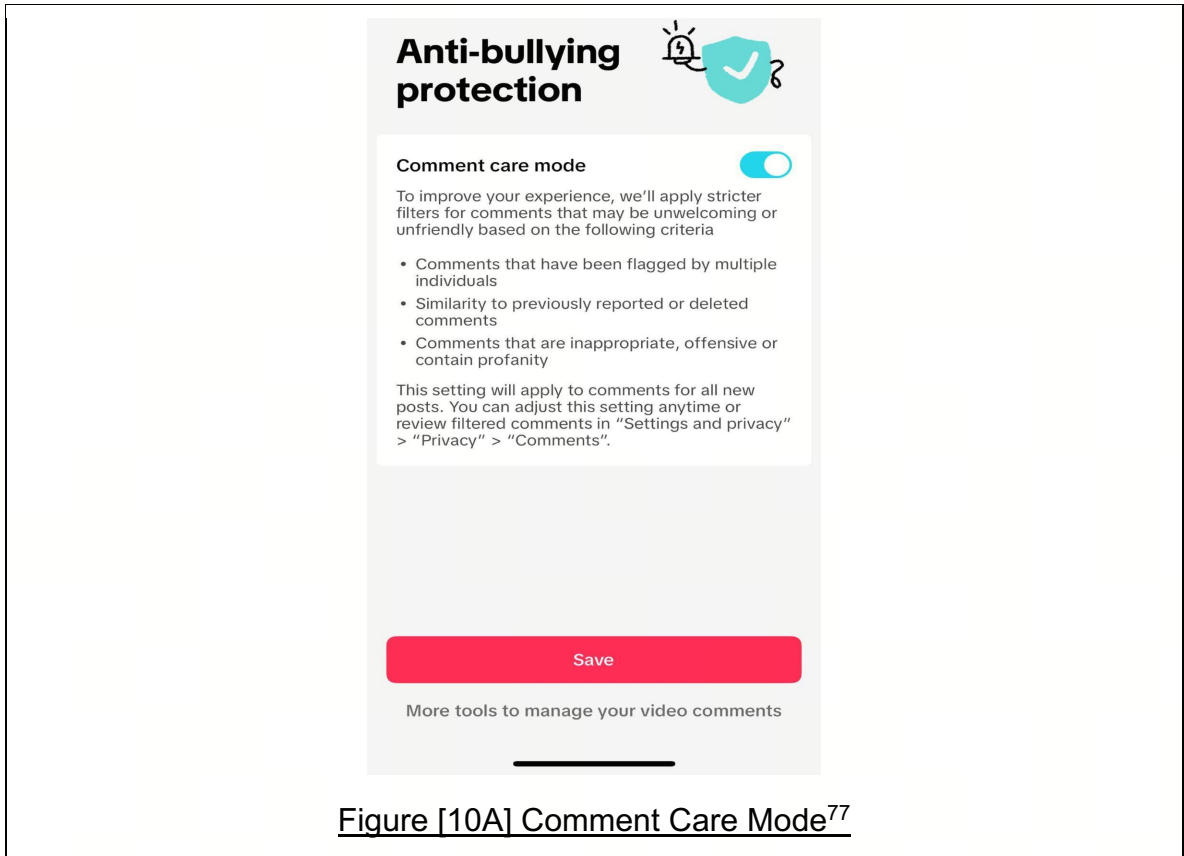


Figure [10A] Comment Care Mode⁷⁷

⁷⁷ Screenshot from TikTok App.

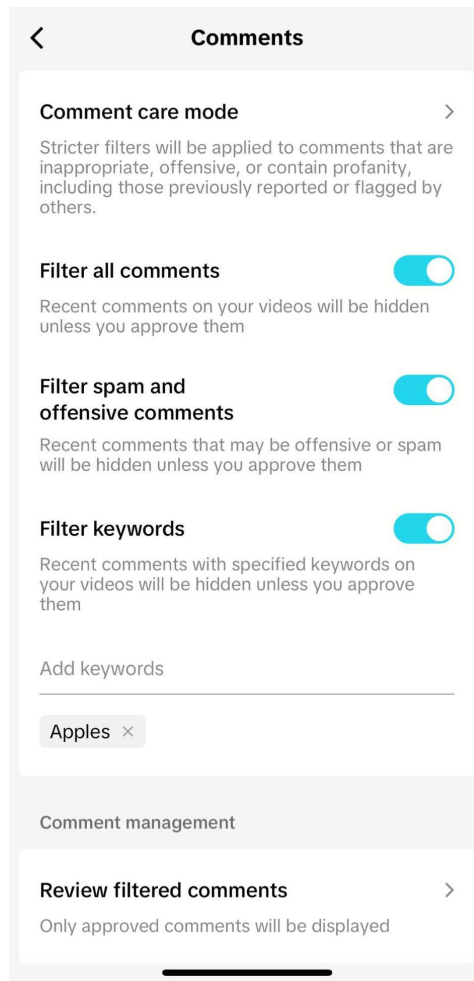


Figure [10B] Filter Keywords Feature⁷⁸

- **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

⁷⁸ Screenshot from TikTok App.

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. 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.⁷⁹ End-users aged between 13 and 15 have their accounts set to private by default. For users between 16 and 17, the option to make the account private is pre-selected when they are setting up an account.
- **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.⁸⁰
 - The first time an end-user aged between 13 and 15 posts a video, we require them to review the “*who can watch this video*” setting and to select an audience before they can post their video. They can choose between Only Me, Friends and Followers. Regardless of the audience they choose, our Platform policy prohibits displaying videos posted by end-users who are aged between 13 and 15 in the For You Feed or Discover page and we do not return them in Search results.
 - For end-users aged between 16 and 17, the first time they post a video, we surface another 'pro-privacy' nudge suggesting they make their account, or their video, private so that only Followers can view - and explain that if they do not, their public videos have the potential to be visible to everyone.
- **Control who messages them:** Direct messaging is not a feature available for accounts of end-users aged between 13 and 15. End-users aged between age 16 and 17 can manage their ability to receive direct messages.
 - For example, if an end-user aged 16 and 17 chooses to have a public account, the end-users can receive messages from friends

⁷⁹ <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/>.

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

(followers they follow back), and message requests from potential connections (accounts they follow, their followers, and people they may know) and others on TikTok. The end-user can also turn on the 'Don't receive' control if they do not want to receive any messages.⁸¹

- o If the end-user chooses a private account, messages from friends will appear in their inbox unless they have chosen 'Don't receive'. Messages from potential connections will be sent as message requests unless they choose Don't receive. Accounts they follow and people they may know can't send them message requests until they follow them.
- o To safeguard users' Direct Messaging experience, users are also able to utilize features such as 'Safe Mode' and 'Nude filter', as well as filtering out keywords. Images sent on Direct Message are also blurred out, so users can choose whether or not to view the images.⁸²

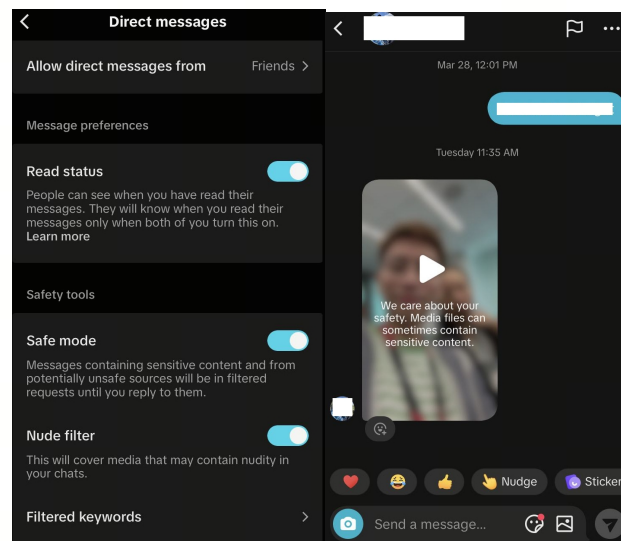


Figure [11] Direct Messaging Safety Controls⁸³

- **Report direct messages:** End users can also report Direct Messages which may be violative⁸⁴.

⁸¹ <https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/privacy-and-safety-settings-for-users-under-age-18#2>.

⁸² <https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/direct-message>.

⁸³ Screenshot from app.

⁸⁴ <https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/direct-message>.

- **Block an account:** Our end-users can block an account to prevent another person from viewing their content or sending them direct messages.⁸⁵
- **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.⁸⁶
- **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'.⁸⁷ 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.
- **Control who can see their liked videos:** Our end-users can prevent others from seeing the videos they have 'liked' on our platform.⁸⁸
- **Control who can download their posts:** Our end-users can control who can download their posts. For people between 13 to 15, this control is off and can't be changed. For users 16 and above, this control is turned off for private accounts by default. For public accounts, this setting can be turned on.⁸⁹
- **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.⁹⁰
- **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.⁹¹ For end-users aged 13 to 15, no one can duet with their videos.

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

⁸⁶ <https://www.tiktok.com/safety/en/community-controls/>.

⁸⁷ <https://www.tiktok.com/safety/en/account-settings/>;
<https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/suggested-accounts>.

⁸⁸ <https://www.tiktok.com/safety/en/community-controls/>.

⁸⁹ <https://www.tiktok.com/safety/en/community-controls/>.

⁹⁰ <https://www.tiktok.com/safety/en/community-controls/>.

⁹¹ <https://www.tiktok.com/safety/en/community-controls/>.

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.⁹² 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:

- **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.⁹³
- **Delete certain Location Data:** Our end-users can delete location data we have received directly from their device's Location Services.⁹⁴
- **Post videos without adding a location:** Our end-users have the option of posting videos without adding a location to their post.⁹⁵

⁹² <https://www.tiktok.com/safety/en/community-controls/>;

<https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/stitch>.

⁹³ <https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/location-services-on-tiktok>.

⁹⁴ <https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/location-services-on-tiktok>.

⁹⁵ <https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/location-services-on-tiktok>.

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.

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, including⁹⁶:

- 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

⁹⁶ <https://www.tiktok.com/safety/en/>.

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-harm⁹⁷, and bullying⁹⁸. 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:

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)

⁹⁷ <https://www.tiktok.com/safety/en/suicide-self-harm/>.

⁹⁸ https://www.tiktok.com/safety/en/bullying-prevention/?enter_method=category_card.

Figure [12]: Singapore-based resources and support centres for suicide and self-harm⁹⁹

In addition to the Safety Centre, we also have our local edition of the Digital Wellness Hub,¹⁰⁰ accessible at <https://bit.ly/tiktokwellnesshub>, 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 end-users to directly reach out to non-profit organisations in Singapore which can provide them the requisite professional support. If end-users search for certain keywords, they will be prompted to visit our Digital Wellness Hub.

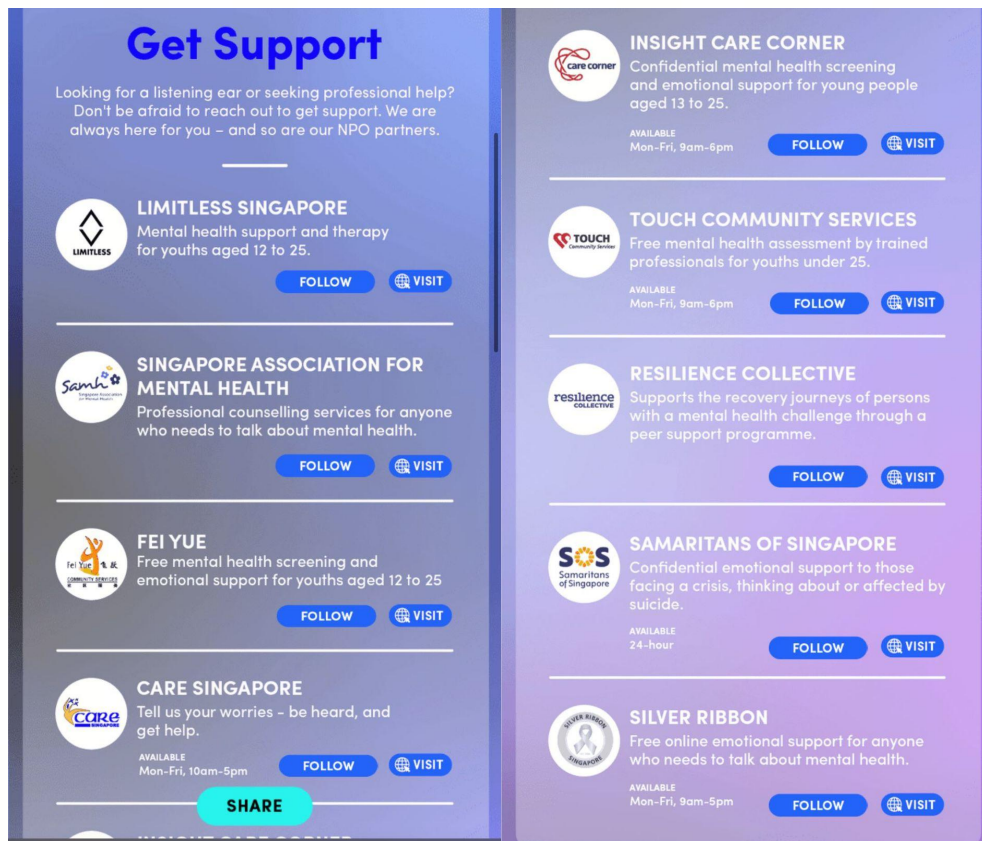


Figure [13]: Get Support Tab of Digital Wellness Hub¹⁰¹

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

⁹⁹ <https://www.tiktok.com/safety/en/suicide-self-harm/>.

¹⁰⁰ <https://newsroom.tiktok.com/en-sg/tiktok-unveils-digital-literacy-edition-of-wellness-hub>.

¹⁰¹ Screenshot from TikTok App.

as local youth mental health attitudes. We used the survey as a basis to release a new series of educational videos on mental health.¹⁰²

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.¹⁰³

In 2025, TikTok and TOUCH Cyber Wellness also launched 'Our Digital Journey' — a new digital parenting initiative designed to guide parents and their teens on fostering responsible digital citizenship and social media readiness, and enhance online safety for families. This initiative is in support of Singapore's Digital for Life movement, and comprise a series of curated workshops for the community and schools across Singapore. The parent-teenager workshops were rolled out in March in Sembawang Group Representation Constituency (GRC), and aims to train more than 250 parent-teenager pairs across 2025. Families will learn how to use TikTok's safety tools and features, and co-create a family-oriented approach to responsible social media use through open discussions.¹⁰⁴

We also have measures in place to support organisations promoting online safety and digital wellness. For example, we recently unveiled a \$2.3 million donation in ad credits to 31 mental health organisations in 22 countries around the world as part of our Mental Health Education Fund. In combination with training provided by TikTok, this funding will help these organisations create even more informative and engaging mental health content for audiences globally. In Singapore, the fund will support Limitless (@limitless.sg), a non-profit organisation providing mental health support to youths.¹⁰⁵


¹⁰² <https://newsroom.tiktok.com/en-sg/tiktok-further-its-commitment-to-cultivating-positive-digital-spaces-with-new-wellness-initiatives>.

¹⁰³ <https://newsroom.tiktok.com/en-sg/youth-for-good-2-sg>.

¹⁰⁴ <https://newsroom.tiktok.com/en-sg/tiktok-supports-parents-and-youth-in-digital-parenting-initiative-with-touch-cyber-wellness-sg>.

¹⁰⁵ <https://newsroom.tiktok.com/en-sg/expanding-tiktoks-mental-health-education-fund-and-wellbeing-features-sg>.

Aside from digital wellness, we are also committed to tackling scams and investing in scams education. We worked together with the Ministry of Home Affairs, National Crime Prevention Centre and Singapore Police Force, to launch an enhanced version of the [Scam Prevention Edition of our Digital Wellness Hub](#). This hub merges education and entertainment to facilitate engagement with end-users of all ages on the platform and deploy educational messages on scam prevention. Building on the success of its first edition, we refreshed the hub to continuously provide end-users with relevant tools, up-to-date resources and insights to ensure end-user safety in the digital realm. This includes an enhanced version of TikTok's ShopSafe Programme and a new quiz to help end-users test, detect, and report scams, empowering them to navigate the digital space securely.




Scam Prevention Edition


DIGITAL WELLNESS HUB


#ICanACTAgainstScams


Be aware


Top scams in Singapore



 Investment Scams



 Job Scams



 Government Impersonation Scams



 E-commerce Scams


 Phishing Scams


 Fake Friend Call Scams


 Education from TikTok Creators


 Education from TikTok Creators


 Education from TikTok Creators

QUIZ TIME

#ICanACTAgainstScams


Do you know how to identify or handle scams?


Take the quiz and test your knowledge!

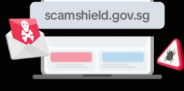
[Start](#)


Stay safe

Learn how to protect yourself from scams!


ADD ScamShield App and security features


CHECK seller/shop credentials


CHECK for signs of a scam with official sources


TELL the authorities by reporting scams as you encounter them, and share the latest scam alerts with family and friends

Shop safe

Scammers might try to obtain confidential information or money from you by pretending to be TikTok Shop employees, logistics partners, or sellers.

Use this checklist to spot red flags! ▶▶▶

✓ Requests for confidential information, such as your TikTok Shop or bank account log-in details, OTPs, or credit/ debit card details.

✓ Providing links ending in suspicious extensions (e.g. "tikTok.com", "tik-tok.com", "tiktok.com.hos-xy.art").

✓ Asking for payments/monetary transfers outside of TikTok Shop for various reasons (e.g. order payment, shipping, deposits, job purposes etc.)

✓ Use of urgent language (e.g. "limited", "selling fast", "promotion", "click now") in messages.

✓ Off-platform communications with unknown mobile numbers claiming to be from TikTok or TikTok Shop.

✓ Unknown contacts adding you into messaging chat groups, and offering payment for completing simple tasks (e.g. doing surveys, liking videos).


✓ Too-good-to-be-true opportunities such as cheap items, lucky draw prizes, or tast and easy jobs with high pay.

✓ Asking you to download unknown files/ applications (e.g. APK attachments, zip files, etc.)

✓ Warnings from your phone when you try to download files or click on links provided.

Help us secure your shopping experience on TikTok Shop by participating in the ShopSafe Program!

Learn more about [TikTok ShopSafe Program](#)

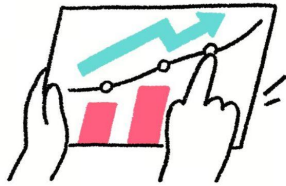


Visit the Scam Prevention Edition of the Digital Wellness Hub now!

Figure [14] Screenshot of the enhanced Scam Prevention Edition of our Digital Wellness Hub¹⁰⁶

¹⁰⁶ <https://activity.tiktok.com/magic/eco/runtime/release/64d1f0d34e438802e75cbd04>.

Aside from the Scam Edition of our Digital Wellness Hub, we also recently introduced search interventions for scam-related queries. End-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 end-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.



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 [15] Landing Page for Scam-Related Search Queries

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.

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

Figure [16] Straits Times Article on Parental Controls¹⁰⁷

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.

¹⁰⁷ <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>.

Our Youth Portal shares information on our online safety tools.¹⁰⁸ We provide children with information on ways to use our platform safely, including:

- How to spot suspicious behaviour;¹⁰⁹
- How to control what is shared on our platform;¹¹⁰
- How to limit unwanted comments;¹¹¹ and
- How to control their interactions with others.¹¹²

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

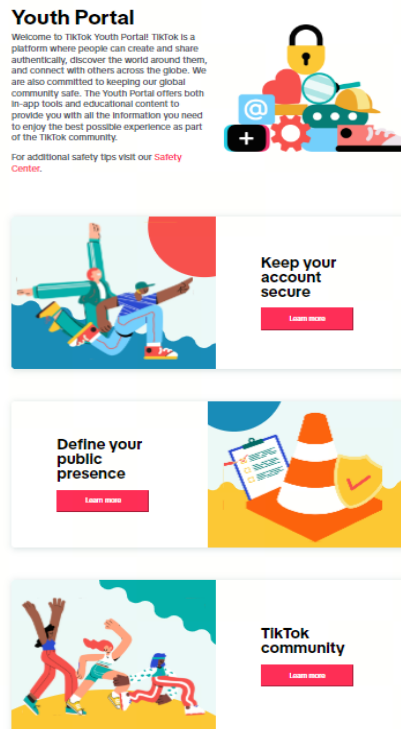


Figure [17]: TikTok's Youth Portal¹¹³

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](#).

¹⁰⁸ <https://newsroom.tiktok.com/en-us/tiktok-youth-portal-and-our-commitment-to-digital-literacy>.

¹⁰⁹ <https://www.tiktok.com/safety/youth-portal/keep-your-account-secure?lang=en>.

¹¹⁰ <https://www.tiktok.com/safety/youth-portal/define-your-public-presence?lang=en>.

¹¹¹ <https://www.tiktok.com/safety/youth-portal/define-your-public-presence?lang=en>.

¹¹² <https://www.tiktok.com/safety/youth-portal/define-your-public-presence?lang=en>.

¹¹³ Screenshot of TikTok App.

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

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.¹¹⁴ 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.¹¹⁵

¹¹⁴ <https://www.tiktok.com/community-guidelines/en/mental-behavioral-health#1>.

¹¹⁵ <https://www.tiktok.com/safety/en-us/suicide-self-harm/>.

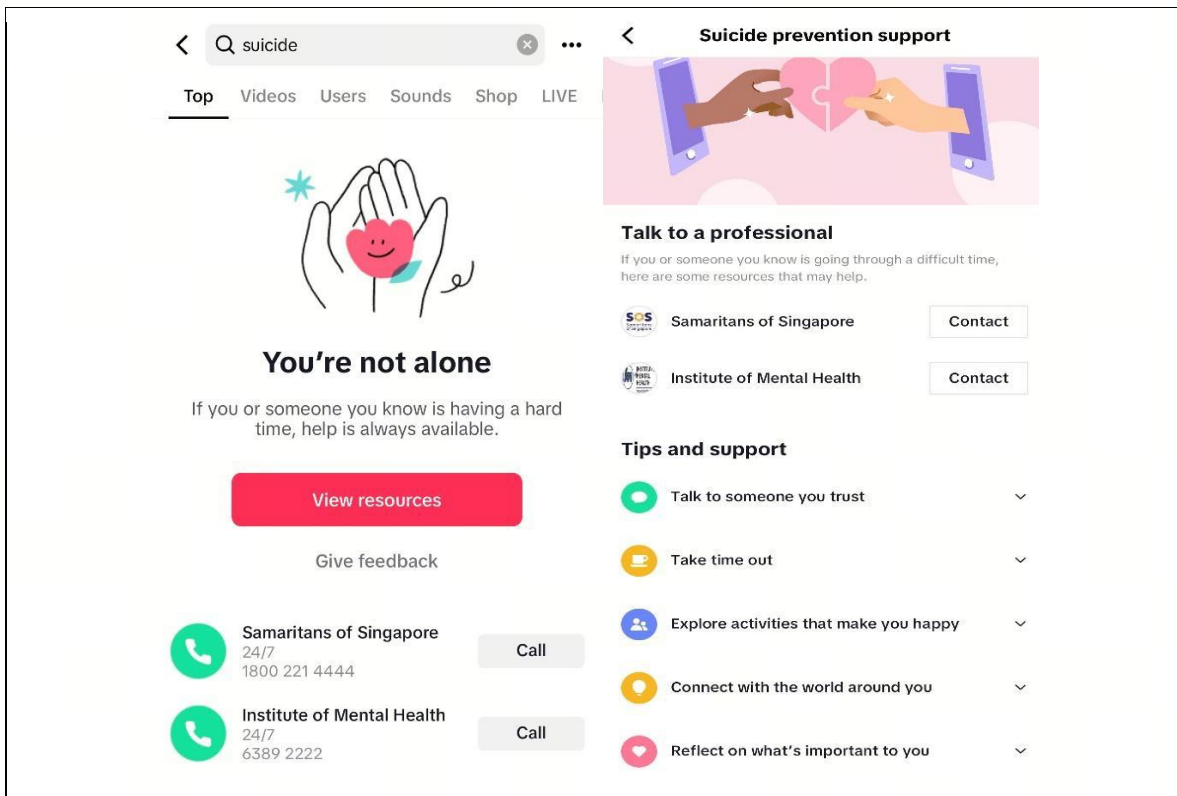


Figure [18]: Search intervention measures for high-risk search terms related to suicide¹¹⁶

Differentiated or additional measures in place for Children

Our search intervention measures (as mentioned in our response above) apply to children as well.¹¹⁷

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

¹¹⁶ Screenshot from TikTok app.

¹¹⁷ <https://www.tiktok.com/safety/en-us/suicide-self-harm/>.

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. We have also recently updated our specialised 'Computer Vision' model, an AI-powered detection system designed to identify visual material potentially containing CSAM and CSEA. This system directs flagged content to TikTok's Child Safety Team for review and reporting to NCMEC. 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 permanently banned from our platform. Our proactive approach minimises our end-users' exposure to CSAM.¹¹⁸

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.

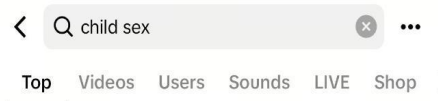
We consult and work with leading youth safety organisations such as the National Centre for Missing & Exploited Children ("**NCMEC**") to learn best practices and collaborate on tackling CSAM content.¹¹⁹ We also work with other leading youth

¹¹⁸ <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

¹¹⁹ <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

safety organisations such as the Family Online Safety Institute ("FOSI"), Tech Coalition, Internet Watch Foundation, and child safeguarding units in various international law enforcement agencies in tackling CSAM.¹²⁰ In addition, we are committed to the 'Voluntary Principles to Counter Child Sexual Exploitation and Abuse' from the We Protect Global Alliance, of which we are a signatory in order to help build collaboration across platforms. Our active participation in the WeProtect Global Alliance fosters collaboration across sectors – including NGOs, safety firms, and governments – facilitating the sharing of knowledge and best practices, and strengthening the collective response to CSEA.

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.

¹²⁰ <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

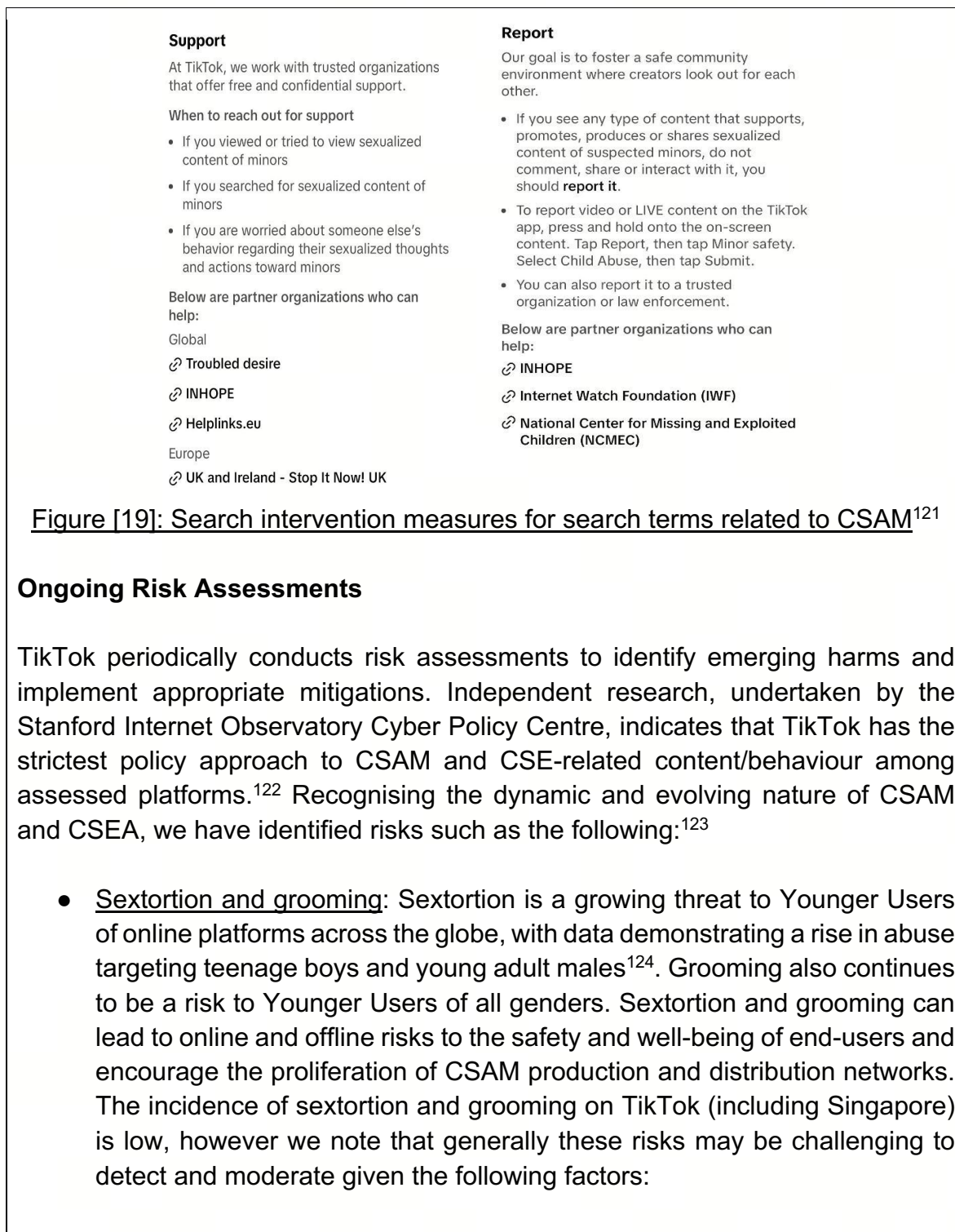


Figure [19]: Search intervention measures for search terms related to CSAM¹²¹

Ongoing Risk Assessments

TikTok periodically conducts risk assessments to identify emerging harms and implement appropriate mitigations. Independent research, undertaken by the Stanford Internet Observatory Cyber Policy Centre, indicates that TikTok has the strictest policy approach to CSAM and CSE-related content/behaviour among assessed platforms.¹²² Recognising the dynamic and evolving nature of CSAM and CSEA, we have identified risks such as the following:¹²³

- **Sextortion and grooming:** Sextortion is a growing threat to Younger Users of online platforms across the globe, with data demonstrating a rise in abuse targeting teenage boys and young adult males¹²⁴. Grooming also continues to be a risk to Younger Users of all genders. Sextortion and grooming can lead to online and offline risks to the safety and well-being of end-users and encourage the proliferation of CSAM production and distribution networks. The incidence of sextortion and grooming on TikTok (including Singapore) is low, however we note that generally these risks may be challenging to detect and moderate given the following factors:

¹²¹ Screenshots from TikTok app.

¹²² Cross-Platform Dynamics of Self-Generated CSAM, David Thiel, Renée DiResta and Alex Stamos, Stanford Internet Observatory (Cyber Policy Centre) v1.2.0 (2023-06-07), page 10.

¹²³ https://sf16-v.a.tiktokcdn.com/obj/eden-va2/zayvwly_fjulyhwzuyhf/ljhwZthlaukilkulzlp/DSA/TikTok_DSA_Risk_Assessment_Report_2024.pdf (TikTok's DSA Risk Assessment Report 2024) at page 37-38.

¹²⁴ <https://www.missingkids.org/home>.

- Subtle tactics: Groomers build trust over time, making their conversation (in comments related to UGC) hard to distinguish from regular interactions. Automated systems often struggle with the nuanced and contextual nature of these conversations;
- Anonymity: Predators frequently use fake profiles and multiple accounts to evade detection, and often employ mass communication tactics to reach more victims;
- Underreporting: Victims may not report grooming or sextortion due to fear, shame, or lack of awareness of their ability to make such a report.
- Difficulty in detecting covert and suspicious behavioural signals: Online predators may conceal their behaviour so as to bypass moderation efforts by interacting with and searching for content created by Younger Users without explicitly violating Community Guidelines. Online platforms could be exploited by adults with predatory intent, by connecting with like-minded adults via comments, likes, and follower lists, potentially forming 'offender communities'.
- Artificial Intelligence Generated Content (“AIGC”): AIGC technologies can be used to facilitate the creation of illegal content (e.g. synthetic CSAM).

To address some of the behaviours reference above, our systems have been enhanced and complemented to identify holistic account-level signals. TikTok also deploys in-app warnings and deterrence resources designed by CSEA prevention organisations¹²⁵ to deter end-users from violative behaviour related to CSEA and CSAM.

To address AIGC-related CSAM, TikTok’s Community Guidelines have been updated to classify hyper-realistic AIGC sexual content which depicts minors as CSAM, ensuring its prompt removal and reporting of such content to NCMEC. We also prohibit any AIGC that depicts realistic appearing people under the age of 18. Under our advertising policies, we will also remove advertisements which we know or suspect features AIGC imagery depicting people aged 18 or under. Our “Computer Vision” systems have also been trained to pick up AIGC-related CSAM so that our machine moderation can tackle them effectively.

¹²⁵ <https://www.stopitnow.org.uk/>.

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.
- 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.¹²⁶

¹²⁶ <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).

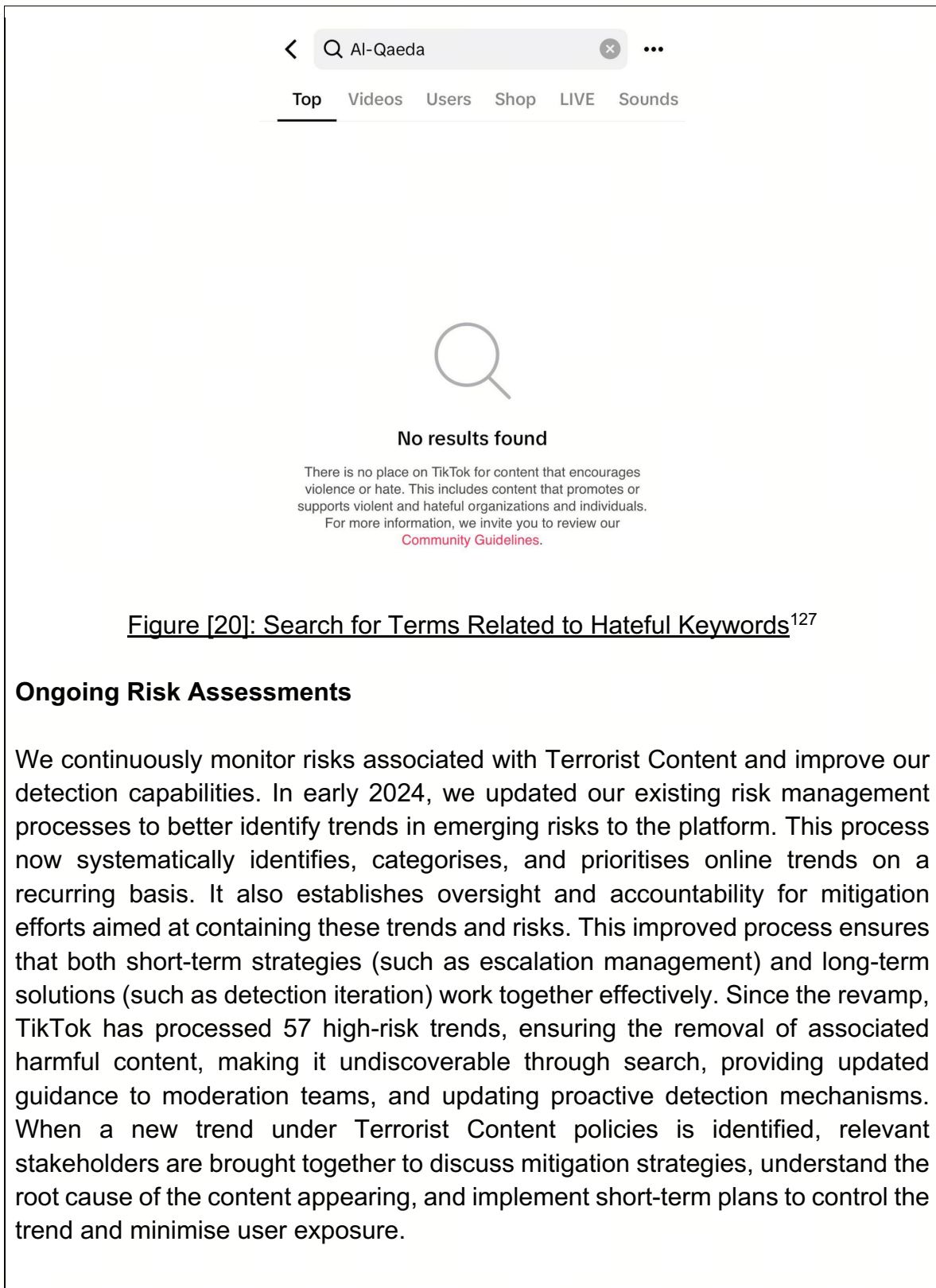


Figure [20]: Search for Terms Related to Hateful Keywords¹²⁷

Ongoing Risk Assessments

We continuously monitor risks associated with Terrorist Content and improve our detection capabilities. In early 2024, we updated our existing risk management processes to better identify trends in emerging risks to the platform. This process now systematically identifies, categorises, and prioritises online trends on a recurring basis. It also establishes oversight and accountability for mitigation efforts aimed at containing these trends and risks. This improved process ensures that both short-term strategies (such as escalation management) and long-term solutions (such as detection iteration) work together effectively. Since the revamp, TikTok has processed 57 high-risk trends, ensuring the removal of associated harmful content, making it undiscoverable through search, providing updated guidance to moderation teams, and updating proactive detection mechanisms. When a new trend under Terrorist Content policies is identified, relevant stakeholders are brought together to discuss mitigation strategies, understand the root cause of the content appearing, and implement short-term plans to control the trend and minimise user exposure.

¹²⁷ Screenshot from TikTok App.

In particular, some of the risks we have identified and taken appropriate mitigation measures for include:¹²⁸

- Risks related to the evolving nature of terrorist use of UGC platforms: We identified several priority areas reflective of the dynamic and evolving nature of how terrorist and violent extremist entities innovate to exploit UGC-platforms. Notably, the Hamas terror attacks of 7 October 2023 and the resulting Israel-Hamas war were significant events that shaped these priorities. As of mid-September, 2024, TikTok has removed more than 4.7 million videos and suspended more than 300,000 livestreams in the conflict region for violating Community Guidelines, including content related to promoting Hamas, hate speech, violent extremism, and misinformation.¹²⁹
- Evolving use of multiple platform features to share violative content: TikTok has identified a growing trend of users exploiting account biographies and profile information to disseminate content that violates its Community Guidelines on violent extremism. Violative behaviour among violent extremist users is not limited to a single type of content, but is spread across various platform features. Notably, these users frequently use videos, comments, and user profiles to propagate their messages. This issue has been highlighted through feedback from experts, escalations concerning terrorist and violent extremist activities, and an internal analysis of policy breaches.

In response, we have updated our enforcement guidance to our moderation teams, and updated our proactive detection mechanisms (including the update to our risk management processes mentioned above). When such trends under Terrorist Content policies are identified, relevant stakeholders are brought together to discuss mitigation strategies, understand the root cause of the content is not being caught by our moderation process, and implement solutions to control the trend and minimise user exposure.

TikTok engaged its Safety Advisory Councils across the globe, as well as experts in antisemitism and Islamophobia to ensure Community Guidelines were appropriate within the context of the outbreak of violence to ensure policies and corresponding enforcement were and remain proportionate to the threat. TikTok also convened special meetings with priority partners ranging from international organisations such as Tech Against Terrorism and the International Committee of

¹²⁸ https://sf16-va.tiktokcdn.com/obj/eden-va2/zayvwly_fjulyhwzuyhf/ljhwZthlaukilkulzp/DSA/TikTok_DSA_Risk_Assessment_Report_2024.pdf (TikTok's DSA Risk Assessment Report 2024) at page 23-24.

¹²⁹ <https://newsroom.tiktok.com/en-gb/protect-tiktok-community-israel-hamas-war>.

the Red Cross to identify violative content, as well as local and regional NGOs with knowledge of cultural trends and nuances.

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).

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.¹³⁰ 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.¹³¹

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.¹³² 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.¹³³

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.

¹³⁰ <https://www.tiktok.com/community-guidelines/en/safety-civility#4>.

¹³¹ <https://www.tiktok.com/community-guidelines/en/safety-civility#4>.

¹³² <https://www.tiktok.com/community-guidelines/en/safety-civility#3>.

¹³³ <https://www.tiktok.com/transparency/en-us/combating-hate-violent-extremism/>.

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 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).¹³⁴ 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.¹³⁵ 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

¹³⁴ <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes>.

¹³⁵ <https://newsroom.tiktok.com/en-us/strengthening-enforcement-of-sexually-suggestive-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).¹³⁶ 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.¹³⁷ To facilitate enforcement of our Community Guidelines, we also actively encourage end-users to report any suicide or self-harm content they see on our platform.¹³⁸

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

Paragraph 17(d): Cyberbullying content

¹³⁶ <https://www.tiktok.com/community-guidelines/en/sensitive-mature-themes;>
<https://www.tiktok.com/community-guidelines/en/safety-civility>.

¹³⁷ <https://www.tiktok.com/community-guidelines/en/mental-behavioral-health>.

¹³⁸ <https://newsroom.tiktok.com/en-us/what-to-do-if-you-see-a-user-who-needs-support/>.

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.¹³⁹ 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: <https://www.tiktok.com/safety/en/bullying-prevention/>.

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.

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 end-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.¹⁴⁰

¹³⁹ <https://www.tiktok.com/community-guidelines/en/safety-civility#7>.

¹⁴⁰ <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>.

In addition, we also have advertising initiatives to protect our younger end-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.¹⁴¹ We also do not allow promotion of weight loss products, services or claims on our platform in Singapore.

We also have measures in place to ensure that there is easy access to educational content on our platform with the recent launch of the STEM feed in Singapore.¹⁴² 1 in 3 young people on TikTok visit the STEM feed on a weekly basis in regions where it is available.

The STEM feed features over 30 STEM creators and organisations from Singapore who share enriching educational content, such as BioGirl MJ (@justkeepthinking), Coach Saiful (@coach.saiful), A*STAR (@astarsg), Mandai Wildlife Group (@mandaiwildlifereserve) and National Parks Board Singapore (@nparkssg). These creators appear alongside more than 8,600 STEM creators from around the world such as the American Museum of Natural History (@naturalhistorymuseum), National Geographic (@natgeo), and New Scientist Magazine (@newscientist).

To help ensure the reliability of the high-quality STEM content being shared, TikTok has partnerships with [Common Sense Networks](#) and [Poynter](#). After STEM videos or accounts are identified by TikTok, the organisations assess the content to ensure its appropriateness and the reliability of information presented before it is featured on the STEM feed.

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.

¹⁴¹ <https://ads.tiktok.com/help/article/protecting-minors-on-tiktok-advertising-initiatives>.

¹⁴² <https://newsroom.tiktok.com/en-sg/tiktok-brings-dedicated-stem-feed-to-singapore>.

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 at **Section 3** for more details.

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. We have expanded our family features to provide parents with more options for tailoring their teens' accounts. We have also introduced a feature to help teens build balanced digital habits.

The updated Family Pairing feature allows parents to:¹⁴³

- **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.¹⁴⁴
- **Manage their children's screen time:** Parents / guardians can set their children's daily screen time limit for our platform. For example, parents could choose to limit their teens to 30 minutes on TikTok during the week but a little longer on a weekend. Once a parent-set limit has been reached, a teen can only use TikTok if their parent shares a unique passcode. Even if a parent doesn't customize their teen's settings, everyone under 18 has a 60 minute daily screen time limit by default. Parents / guardians also have access to a screen time dashboard which provides a summary of their children's usage of our platform.¹⁴⁵

¹⁴³ <https://newsroom.tiktok.com/en-us/supporting-youth-and-families-on-tiktok>.

¹⁴⁴ <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>.

¹⁴⁵ <https://newsroom.tiktok.com/en-us/supporting-youth-and-families-on-tiktok>; <https://newsroom.tiktok.com/en-sg/supporting-parents-and-helping-teens-build-balanced-digital-habits-sg>.

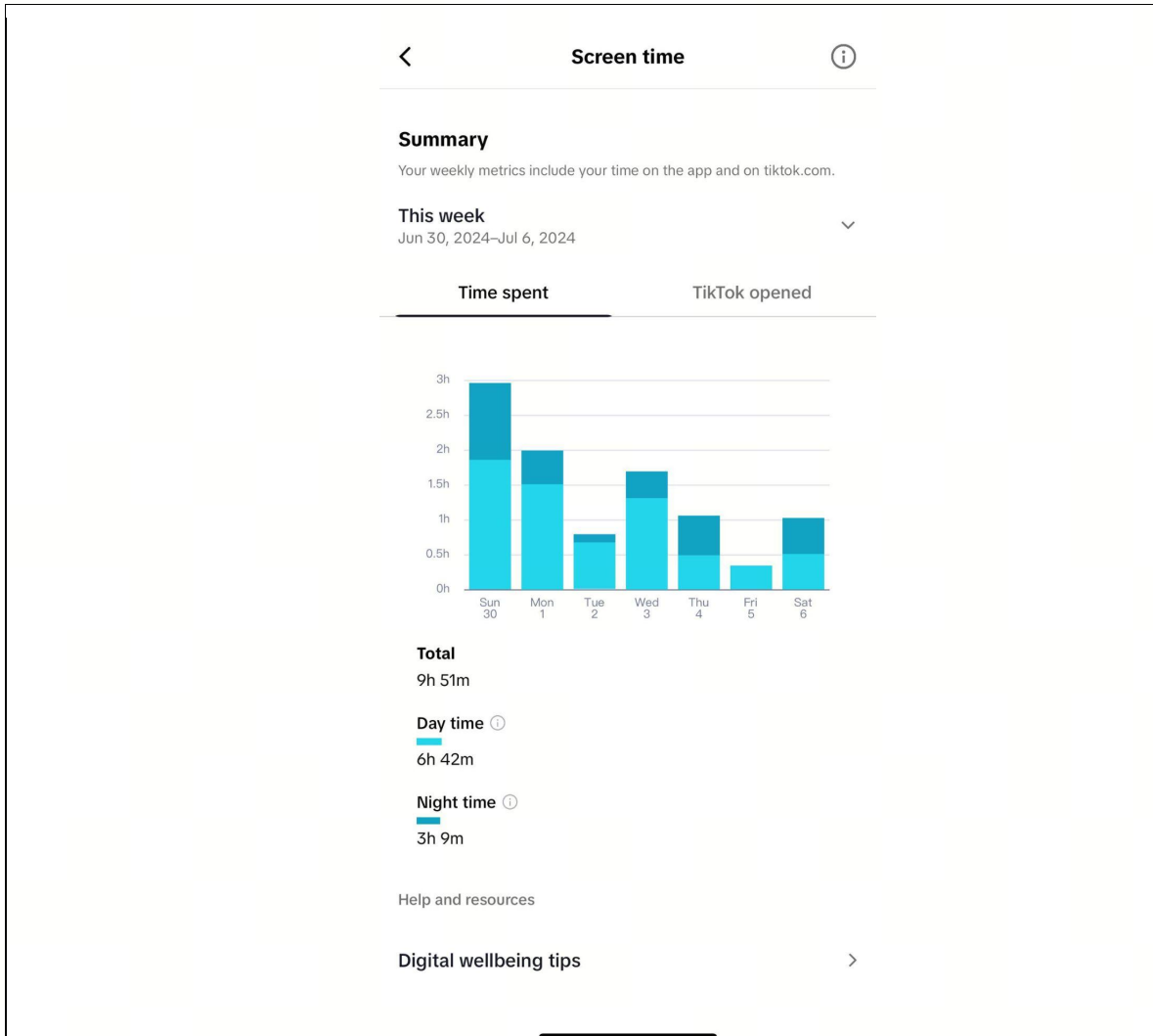


Figure [21]: Screen Time Dashboard¹⁴⁶

- **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.¹⁴⁷
- **Restrict their children’s search:** Parents / guardians can decide whether their children can search for videos, hashtags or LIVE videos on our platform.¹⁴⁸
- **Re-enable our dedicated STEM feed if their teen has turned it off.**¹⁴⁹

¹⁴⁶ <https://newsroom.tiktok.com/en-us/supporting-youth-and-families-on-tiktok>.

¹⁴⁷ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

¹⁴⁸ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

¹⁴⁹ <https://newsroom.tiktok.com/en-sg/supporting-parents-and-helping-teens-build-balanced-digital-habits-sg>.

- **Switch their teen’s account back to the default private setting, if their teen has made it public.**¹⁵⁰
- **Set “Time Away” feature:** Parents/guardians can use the new Time Away feature to decide when it’s best for their teens to take a break and set a recurring schedule which best suits their family life.

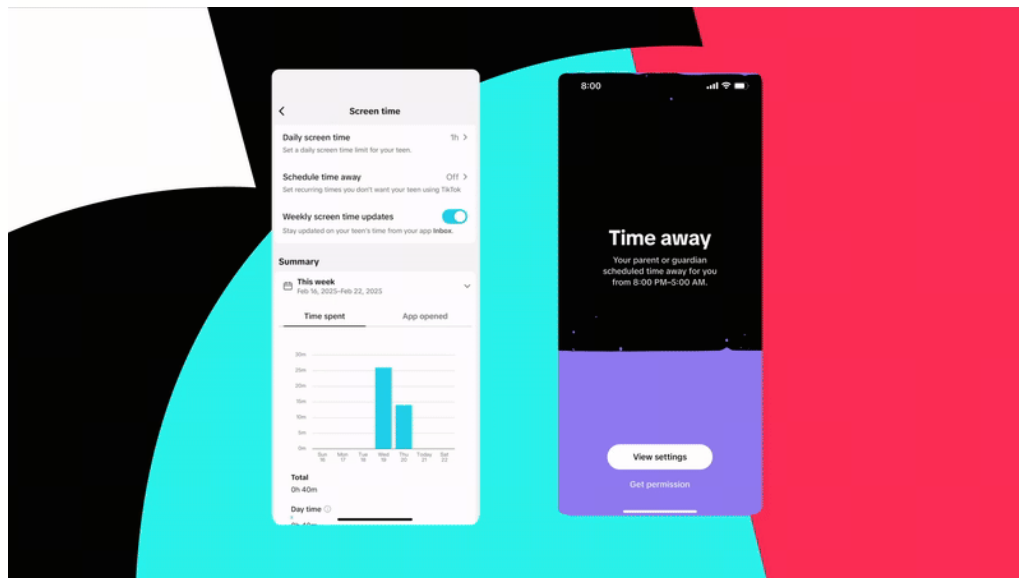


Figure [22]: Set “Time Away” Feature¹⁵¹

- **Get better visibility of their teen’s network:** Parents/guardians will be able to see who their teen is following on TikTok, and who follows them, along with the accounts their teen has blocked. The objective is to support parents in being better equipped to have ongoing conversations and helping their teens develop the digital literacy skills they need.

¹⁵⁰ <https://newsroom.tiktok.com/en-sg/supporting-parents-and-helping-teens-build-balanced-digital-habits-sg>.

¹⁵¹ <https://newsroom.tiktok.com/en-sg/supporting-parents-and-helping-teens-build-balanced-digital-habits-sg>.

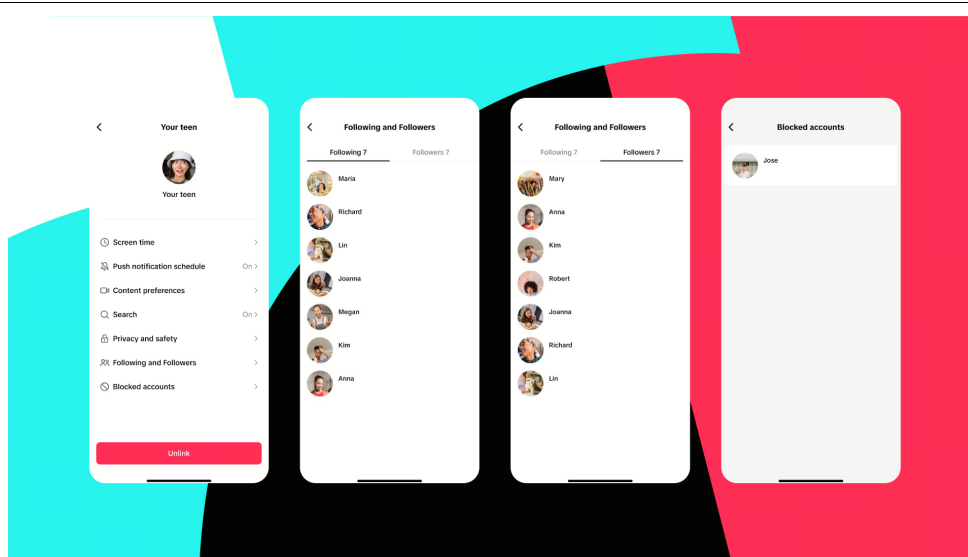


Figure [23]: Visibility of Teen's Network¹⁵²

To help teens build balanced digital habits, we also introduced a new 'Wind Down' feature to encourage young people to switch off at night¹⁵³. If a teen under 16 is on TikTok after 10pm, their For You feed will be interrupted with a full-screen takeover with calming music to help teens relax and be mindful of the time.

If a teen decides to spend additional time on TikTok after the first reminder, we show a second, harder to dismiss, full-screen prompt. As before, we deliberately do not send push notifications to teens at night, which cannot be changed (Please refer to further details in **Section 11**).

These features were designed to reflect best practices in behavioural change theory by providing positive nudges that can help teens develop balanced long-term habits. We are also testing adding meditation exercises to the wind down reminder, as research shows that mindful meditation can improve sleep quality.

¹⁵² <https://newsroom.tiktok.com/en-sg/supporting-parents-and-helping-teens-build-balanced-digital-habits-sg>.

¹⁵³ <https://newsroom.tiktok.com/en-sg/supporting-parents-and-helping-teens-build-balanced-digital-habits-sg>.



Figure [24]: Wind Down Feature¹⁵⁴

Paragraph 19(b): Tools to:

- i. **Limit the public visibility of children’s accounts, including their profile and content;**
- ii. **Limit who can contact and/or interact with children’s accounts; and**
- iii. **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:¹⁵⁵

- **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.¹⁵⁶

¹⁵⁴ <https://newsroom.tiktok.com/en-sg/supporting-parents-and-helping-teens-build-balanced-digital-habits-sg>

¹⁵⁵ <https://newsroom.tiktok.com/en-us/supporting-youth-and-families-on-tiktok>.

¹⁵⁶ <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/transparency/en-us/protecting-teens/)

- **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.¹⁵⁷
- **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.¹⁵⁸
- **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.¹⁵⁹
- **Control who comments on their children’s videos:** Parents / guardians can decide who can comment on their children’s videos.¹⁶⁰

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 parents/ 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.¹⁶¹

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

¹⁵⁷ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

¹⁵⁸ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

¹⁵⁹ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

¹⁶⁰ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/user-safety>.

¹⁶¹ <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

in a variety of ways, including via our trained safety team, keyword monitoring, detection mechanisms and in-app reports from our end-users.¹⁶²

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.¹⁶³

- **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 end-users aged 13-15, our video download feature is entirely disabled - meaning others cannot download the content of our youngest end-users. For end-users aged 16-17, the download setting is off by default. If these end-users turn it on, we surface a notice to ensure they understand the impact of their decision.¹⁶⁴

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

¹⁶² <https://www.tiktok.com/transparency/en-us/protecting-teens/safety>.

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

¹⁶³ <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

¹⁶⁴ <https://www.tiktok.com/safety/en/community-controls/>.

15 years of age. The following settings restrict these children’s interactions with other end-users on our platform.¹⁶⁵

- **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.
- **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 end-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 end-users adjust their settings for ‘private account’.

¹⁶⁵ <https://www.tiktok.com/transparency/en-us/protecting-teens/>.

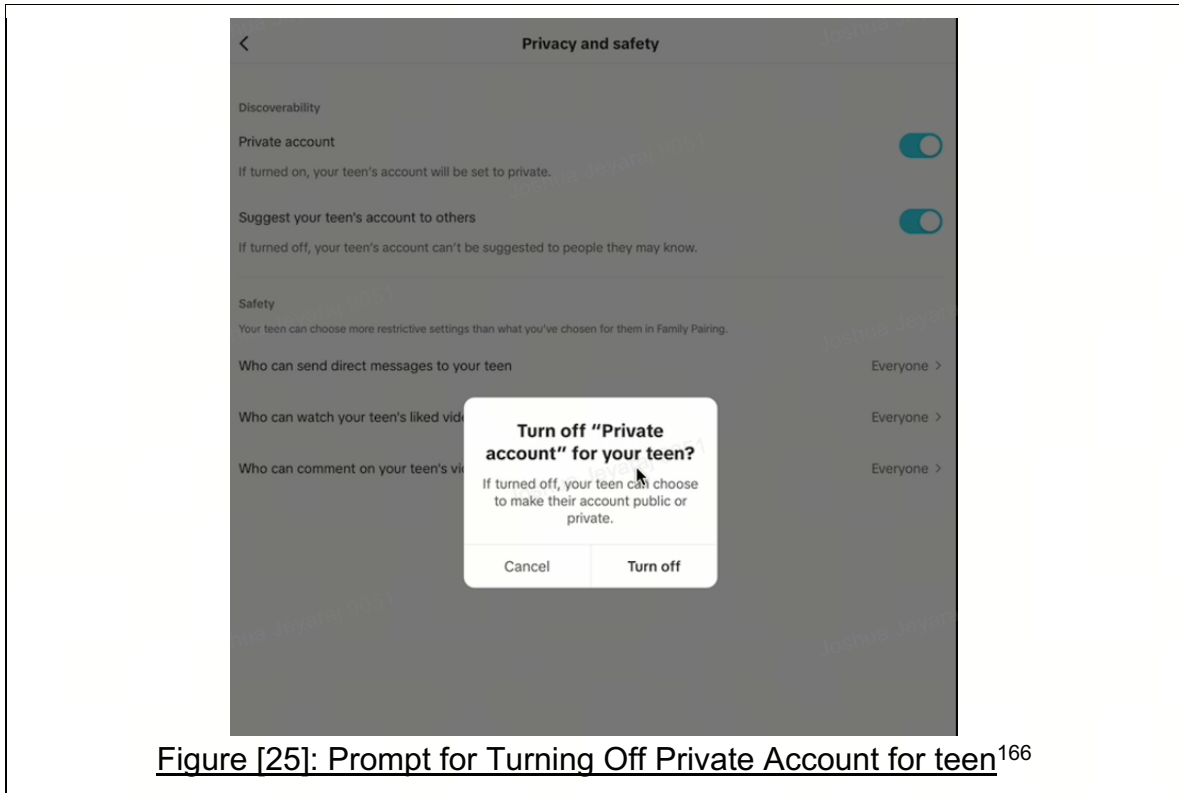


Figure [25]: Prompt for Turning Off Private Account for teen¹⁶⁶

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.

How to Make a User Report:

There are two methods for users to report a post on TikTok.¹⁶⁷

¹⁶⁶ Screenshot from TikTok App.

¹⁶⁷ <https://support.tiktok.com/en/safety-hc/report-a-problem/report-a-video>.

- From the TikTok app:
 1. Go to the post and tap the Share button, or press and hold the post.
 2. Tap Report and select a reason. If prompted, select a subtopic.
 3. Tap Submit.
- From a web browser:
 1. Go to the video and hover over the More options ... button at the top.
 2. Click Report and select a reason. If prompted, select a subtopic.
 3. Click Submit.

In addition, users may report accounts, comments, hashtags and a range of other features on TikTok. Details about how to make these reports are available [here](#).

Understanding our Reporting Channels

Reducing Need for Reporting: Our moderation technologies help us remove millions of violative content at scale. As referenced at Section 14, we removed 97.4% videos originating from Singapore proactively, and 82.4% before there were any views.

As mentioned above at Section 2, we use technology to quickly address clear-cut violations, while human experts are able to focus on new, complex or context heavy kinds of violations picked up by user reporting or reports from our community partners.

We continue to invest in enhancing our detection and moderation technologies and to close the gap between violative content picked up by machine moderation and our reporting channels. We regularly update our machine moderation to understand greater context and variety of signals, based on our assessment of leakages picked up by our reporting channels.

In particular, we also began testing large language models (LLMs) to further support proactive moderation at scale.¹⁶⁸ LLMs can comprehend human language and perform highly specific, complex tasks. This can make it possible to moderate content with high degrees of precision, consistency, and speed. We've started to pilot LLMs to help enforce our rules for comments on TikTok. In preliminary testing, LLM-driven comment moderation has been shown to help improve both the detection of violative comments and the accuracy of removals.

¹⁶⁸ <https://www.tiktok.com/transparency/en-us/community-guidelines-enforcement-2025-1>.

In line with this, in Q1 2025, over 99% of violating content was removed before someone reported it to us, and over 90% was removed before gaining any views. The vast majority of violations (94%) were removed within 24 hours. In this quarter, automated moderation technologies removed more violative content than ever—over 87% of all video removals. In addition, TikTok's moderation technologies helped identify violative livestreamed content faster and more consistently. Over 19M LIVES were stopped in Q1 2025, a 50% increase from Q4 2024. At the same time, we continued to prioritize moderation accuracy, with the number of appeals remaining steady amidst the increase in automated moderation.¹⁶⁹

Strengthening of User Reporting: In addition, we work closely with hundreds of community partners and regulators and have dedicated escalation channels to address specific pieces of violative content and understand content trends. Where appropriate, we may also update moderator guidance and moderation technologies based on our analysis of these escalations and other proactive sweeps. This feedback loop allows us to strengthen our handling of our user reports while balancing accuracy and speed. This continuous process enhances the handling of user reports as demonstrated by the following data:

- In respect of aggregate content removals and account bans between April 2024 to March 2025:
 - **774,724** total pieces of content were removed, of which, **754,231** pieces were removed proactively by us. Of the total pieces of removed content, only approximately **3.8%** of pieces (i.e **29,361** pieces) were appealed successfully,¹⁷⁰ demonstrating the effectiveness of our moderation measures and systems.
 - Out of a total of 69,101 accounts that were banned, only approximately **12.8%** of these bans (i.e **8,818** accounts) were appealed successfully.¹⁷¹

¹⁶⁹ <https://www.tiktok.com/transparency/en-us/community-guidelines-enforcement-2025-1>.

¹⁷⁰ Explained below under Section 14 at p 94.

¹⁷¹ Explained below under Section 14 at p 96.

- In respect of reactive removals¹⁷² between Q3 2024 to Q1 2025:¹⁷³
 - Only **6** pieces of reported content (i.e approximately **0.03%**) took longer than 24 hours to be removed while the remaining pieces of reported content were removed within 24 hours.¹⁷⁴
 - Every piece of reported content under our Integrity and Authenticity policy was removed within 2 hours.¹⁷⁵
 - On average, **87%** of removals under our Sensitive and Mature Themes policy were completed within 8 hours.¹⁷⁶
 - On average, **83%** of removals under our Youth Safety and Well-Being policy were completed within 8 hours.¹⁷⁷

Increasing Awareness of TikTok’s Reporting Tools: In order to ensure that our user reporting features are being used optimally, TikTok also published a series of posts in June 2025 on our official TikTok Singapore and Instagram page. These posts helped to provide clarity on how to report content on TikTok, how those reports are treated as well as other measures to deal with potentially harmful content.

¹⁷² i.e distinct removals that were actioned under community guidelines after user reporting.

¹⁷³ For clarity, the data does not cover Q2 2024 (i.e April 2024 to June 2024) due to our internal retention policy and the data availability at the time they were extracted.

¹⁷⁴ Explained below under Section 14 at p 94.

¹⁷⁵ Explained below under Section 14 at p 94.

¹⁷⁶ Explained below under Section 14 at p 94.

¹⁷⁷ Explained below under Section 14 at p 94.

TikTok

Your safety matters on TikTok

From reporting tools to personalised safety features, here's how TikTok supports a safer space for everyone.

TikTok

Keep it safe your way: TikTok's safety tools

If content is uncomfortable or unsettling to you, you can control your experience the way you want it. That's where TikTok's safety tools come in.

TikTok

Keep it safe your way: Use these features anytime

| Feeling this? | Try this feature | Where to find it |
|---|--|--|
| Prefer not to see any comments, topics or keywords? | Comment Filters Hide comments with certain keywords | Settings & Privacy → Privacy → Comments → Filter specific keywords |
| | Keyword Filters Block content with words you don't want to see | Settings & Privacy → Content Preferences → Filter keywords |
| Want to avoid someone? | Blocking Prevent someone from seeing or interacting with you | Go to their profile → Tap ⋮ (... on desktop) → Block |
| Not into this kind of content? | 'Not Interested' Train your feed to show less of what you don't like | Long-press on video → Tap "Not Interested" |

TikTok

All reports are treated with care

When you report content, it's reviewed with care and assessed against TikTok's Community Guidelines consistently and fairly. It's part of a shared effort to keep the platform safe, respectful, and inclusive.

"You report harmful content" → It goes through a moderation process

Appropriate action is then taken based on guidelines

| | | | |
|----------------|-----------------|--------------------|-----------------------------|
| | | | |
| Account banned | Content removed | No violation found | Ineligible for For You Feed |



Figure [26] User Reporting Campaign

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 end-user of the reason.

- Except in cases involving CSAM, end-users will be given the opportunity to appeal the decision.

The first time content is removed because of a Community Guidelines violation, end-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 end-user may receive a strike instead of a warning. We may also ban the account immediately.¹⁷⁸

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, end-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 end-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 end-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 end-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 end-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

¹⁷⁸ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/content-violations-and-bans>.

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.

Terrorism

Where we detect terrorism related trends and events, we implement measures to ensure that such content is addressed with more speed and accuracy.¹⁷⁹ 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.

Emergency Situations

In limited emergency situations picked up by our moderation including user reporting, we will disclose user information to law enforcement authorities when we have reason to believe, in good faith, that the disclosure of information is necessary to prevent the imminent risk of death or serious physical injury to any person.¹⁸⁰

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

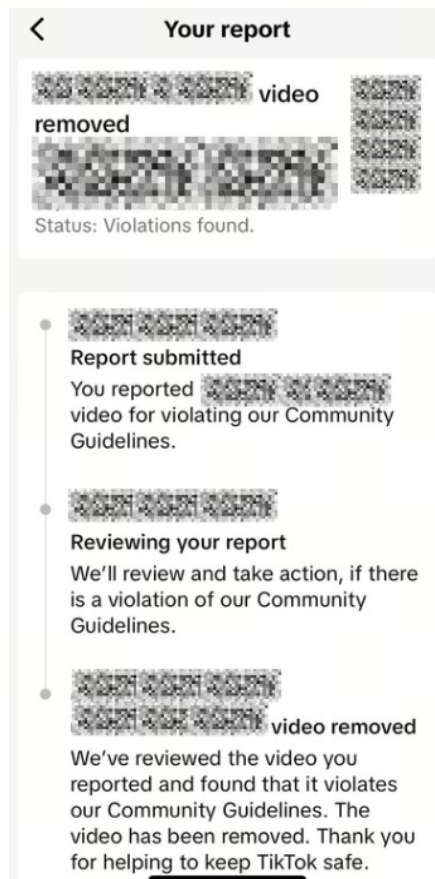
¹⁷⁹ <https://www.tiktok.com/transparency/en-us/combating-hate-violent-extremism/>.

¹⁸⁰ <https://www.tiktok.com/transparency/en/tco-report-2025>.

- 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.¹⁸¹ 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 end-user’s report history under Settings and Privacy > Support > Safety Center > Safety Centre > Report Records.



¹⁸¹ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/content-violations-and-bans>.

Figure [27] Updates on User Report (Redacted)¹⁸²

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).¹⁸³ 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.¹⁸⁴ 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:
https://www.tiktok.com/safety/en/reporting?sc_version=2024

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.¹⁸⁵

¹⁸² Screenshot from TikTok App.

¹⁸³ <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>.

¹⁸⁴ <https://support.tiktok.com/en/safety-hc/account-and-user-safety/content-violations-and-bans>.

¹⁸⁵ <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-us/community-guidelines-enforcement-2025-1>.

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, including¹⁸⁶:

- 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/>.

¹⁸⁶ <https://www.tiktok.com/safety/en/>.

- Guides and resources on topics, such as suicide and self-harm¹⁸⁷, and bullying¹⁸⁸. 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.¹⁸⁹ We provide children with ways to use our platform safely, including:

- How to spot suspicious behaviour;¹⁹⁰
- How to control what is shared on our platform;¹⁹¹
- How to limit unwanted comments;¹⁹² and
- How to control their interactions with others.¹⁹³

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:

¹⁸⁷ <https://www.tiktok.com/safety/en/suicide-self-harm/>.

¹⁸⁸ https://www.tiktok.com/safety/en/bullying-prevention/?enter_method=category_card.

¹⁸⁹ <https://newsroom.tiktok.com/en-us/tiktok-youth-portal-and-our-commitment-to-digital-literacy>.

¹⁹⁰ <https://www.tiktok.com/safety/youth-portal/keep-your-account-secure?lang=en>.

¹⁹¹ <https://www.tiktok.com/safety/youth-portal/define-your-public-presence?lang=en>.

¹⁹² <https://www.tiktok.com/safety/youth-portal/define-your-public-presence?lang=en>.

¹⁹³ <https://www.tiktok.com/safety/youth-portal/define-your-public-presence?lang=en>.

<https://www.tiktok.com/transparency/en-us/community-guidelines-enforcement-2025-1>

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), 97.4% of videos taken down between 1 April 2024 to 31 March 2025 that originated from Singapore, were taken down proactively. During this same period, we also evaluated **954,289** reports submitted by users in Singapore. Videos referenced in **36,602** reports were found to be violative.

During the same period, **20,493** 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

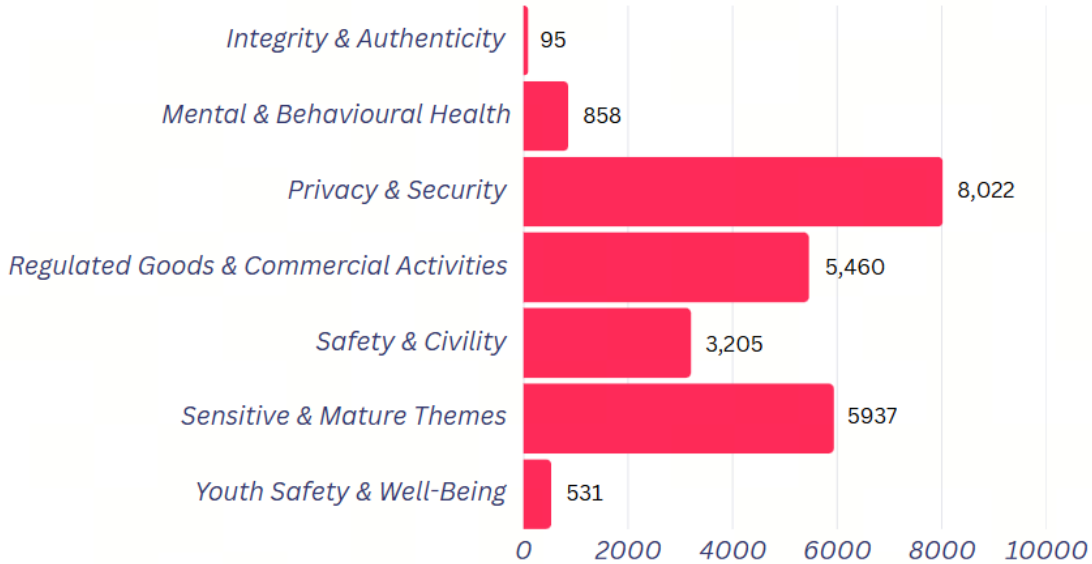


Figure [28]: Reports of SG Originating Videos - Removal by Policy

Based on the various sub-categories of content addressed by our Community Guidelines, the following are the top 5 sub-categories for removal from highest to lowest for the 2024-2025 Period.

1. Sensitive & Mature Themes - Sexual Activity & Services
2. Regulated Goods & Commercial Activities - Frauds & Scams
3. Mental & Behavioural Health - Dangerous Activities & Challenges
4. Privacy & Security - Personal Information
5. Regulated Goods & Commercial Activities - Alcohol, Tobacco & Drugs

To provide better context on enforcement trends, these were the top 5 sub-categories for removal from highest to lowest for the 2023-2024 Period.

1. Mental & Behavioural Health - Dangerous Activities & Challenges
2. Sensitive & Mature Themes - Sexual Activity & Services
3. Sensitive & Mature Themes - Nudity & Body Exposure
4. Sensitive & Mature Themes - Shocking & Graphic Content

5. Regulated Goods & Commercial Activities - Frauds & Scams

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 in Singapore from 1 April 2024 to 31 March 2025, the median time taken to remove videos was 22.5 hours, calculated from when the video was reported to when the video was taken down.

During the period Q3 2024 to Q1 2025*, and in respect of distinct removals under our community guidelines after user report):

- Only 6 pieces of reported content (i.e. approximately 0.03%) were removed after 24 hours, while all other removals were completed within 24 hours.
- Every piece of reported content under our Integrity and Authenticity policy was removed within 2 hours.
- On average, 87% of removals under our Sensitive and Mature Themes policy were completed within 8 hours.
- On average, 83% of removals under our Youth Safety and Well-Being policy were completed within 8 hours.

*For clarity, the specific data above does not cover Q2 2024 (i.e. April 2024 to June 2024) due to our internal retention policy and when the data was extracted.

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 2024 to 31 March 2025, we proactively removed **680,717,166** 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

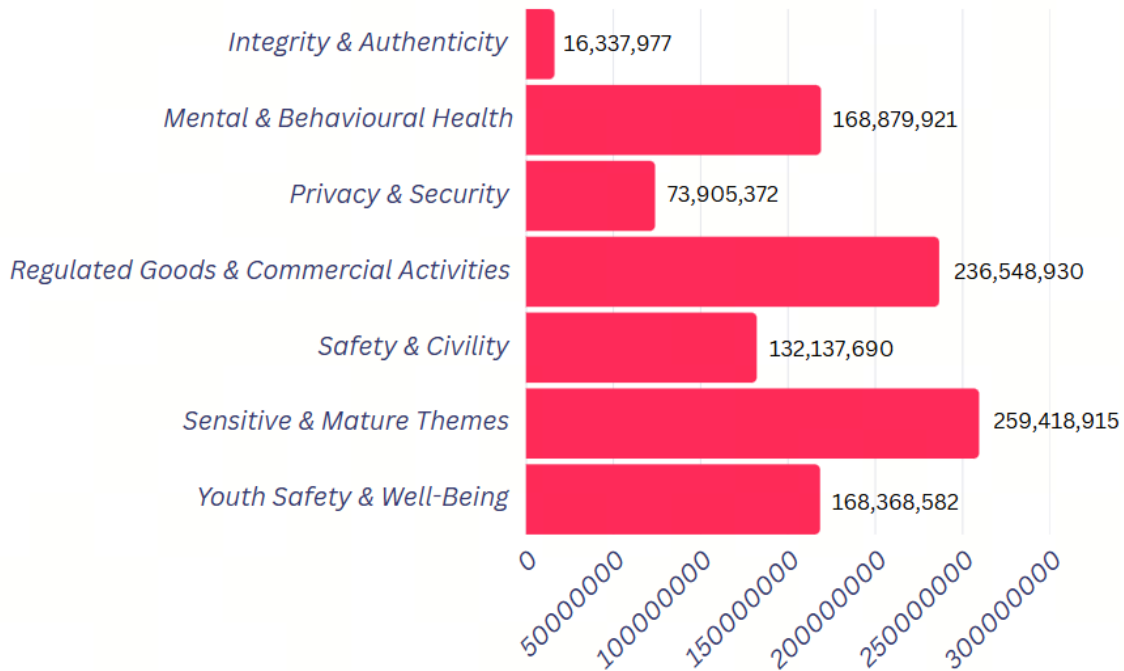


Figure [29]: Global Videos - Proactive Removal by Policy

Out of these videos, **754,231** 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.

In the section below, we stated that we removed 20,493 videos originating from Singapore based on user reports. Hence, the total number of videos removed was 774,724. Of this total, only approximately 3.8% of pieces of content (i.e. 29,361 pieces of content) were appealed successfully, demonstrating the effectiveness of our moderation measures.

SG Originating Videos - Proactive Removal by Policy

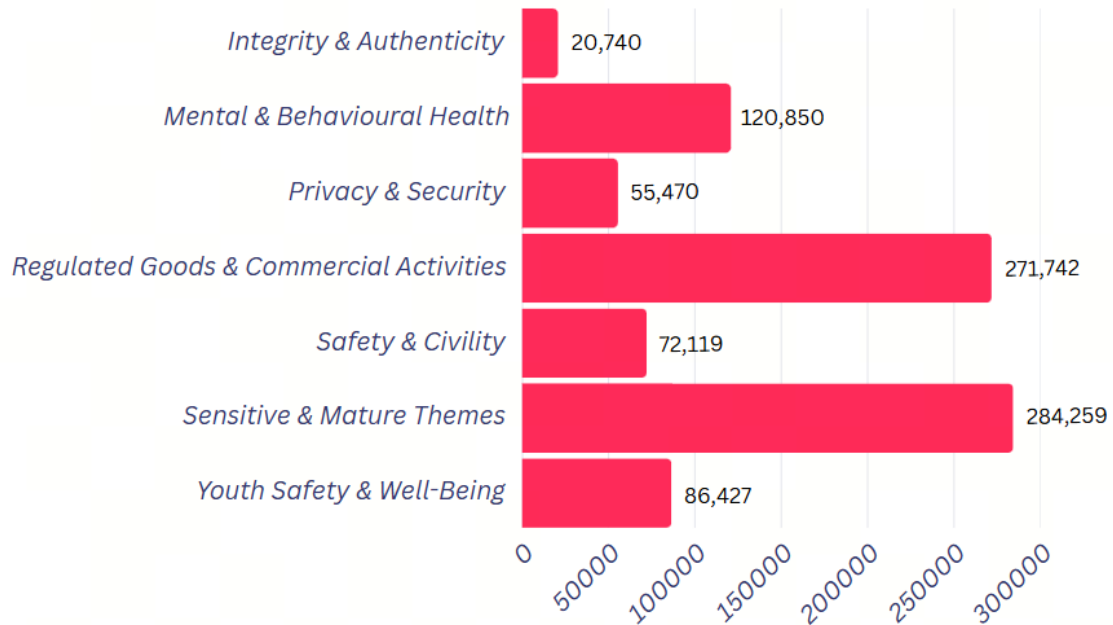


Figure [30]: SG Originating Videos - Proactive Removal by Policy

In addition, from 1 April 2024 to 31 March 2025, the percentage of videos originating from Singapore removed proactively (without a user report being made), within 24 hours, and with 0 views further broken down as follows:

| Videos Removed | Percentage of Total Videos Removed |
|----------------------------------|------------------------------------|
| Total Videos Proactively Removed | 97.4% |
| Videos Removed within 24 hours | 82.8% |
| Videos Removed with 0 views | 82.4% |

Figure [31]: 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 2024 to 31 March 2025, we removed **115,530,334** accounts globally. **86,525,704** accounts were removed on the basis that users were suspected to be under the age of 13.

Out of these accounts, we removed **69,101** accounts that originated from Singapore. **37,610** accounts were removed on the basis that users were suspected to be under the age of 13. Out of a total of 69,101 accounts banned, only approximately 12.8% of them (i.e. 8,818 accounts) were appealed successfully.

Explanation for Changes in Figures Reported for First and Second Annual Online Safety Reports

We note that there might be some percentage changes with respect to video removals for between the two material reporting periods for the first and second annual online safety reports, namely (i) 1 April 2023 to 31 March 2024 ("**2023 - 2024 Period**"); and (ii) 1 April 2024 to 31 March 2025 ("**2024 - 2025 Period**").

| TikTok Community Guidelines | Reports of SG Originating Videos - Removal by Policy | | | SG Originating Videos - Proactive Removal by Policy | | |
|---|--|-------------------------------|----------|---|-------------------------------|----------|
| | 1 April 2023 to 31 March 2024 | 1 April 2024 to 31 March 2025 | % change | 1 April 2023 to 31 March 2024 | 1 April 2024 to 31 March 2025 | % change |
| Integrity & Authenticity | 127 | 95 | -25% | 123,962 | 20,740 | -83% |
| Mental & Behavioural Health | 1,450 | 858 | -41% | 519,763 | 120,850 | -77% |
| Privacy & Security | 16,435 | 8,022 | -51% | 87,865 | 55,470 | -37% |
| Regulated Goods & Commercial Activities | 47,962 | 5,460 | -89% | 693,137 | 271,742 | -61% |
| Safety & Civility | 7,952 | 3,205 | -60% | 109,598 | 72,119 | -34% |
| Sensitive & Mature Themes | 38,869 | 5,937 | -85% | 1,930,242 | 284,259 | -85% |
| Youth Safety & Well-Being | 775 | 531 | -31% | 36,343 | 86,427 | 138% |

Figure [32]: IMDA’s Comparison of TikTok’s Online Safety Reports

There are a number of factors involved in enforcement rates including susceptibility of content to machine moderation, nature of content trending on the platform, shifts in user behaviour, downstream effects of taking action against inauthentic accounts,



changes in policies, data collection methods and how the origin of users and videos are recorded.

Nevertheless, we have attempted to identify some plausible reasons.

Global Events occurring in the 2023 - 2024 Period

H2 2023 and Q1 2024 experienced a significant number of videos published in relation to the Israel-Hamas conflict. We also rolled out expanded policies relating to hate speech and hateful behaviour and made certain improvements to our detection systems. There was hence a spike in terms of enforcement activity and we took down millions of videos for violating our Community Guidelines, [including content promoting Hamas, hate speech and misinformation](#).

As part of our enforcement activity, we also removed and reported publicly on three networks of accounts inauthentically posting content related to the Israel-Hamas conflict which violated our covert influence policies.

Accordingly, removals under our "*Sensitive & Mature Themes*" policy, "*Safety & Civility*" and "*Integrity & Authenticity*" policies were comparatively higher in the 2023-2024 Period. Disabling the networks of fake accounts potentially contributed to fewer videos under these categories being disseminated in the 2024-2025 Period.

Removal of Inauthentic Accounts

As mentioned above, the 2023 - 2024 Period, in particular Q4 2023 and Q1 2024, saw a substantial increase in the number of inauthentic and fake accounts and related videos removed. This also likely included some accounts operating in Singapore. The following snapshot from our Community Guidelines Enforcement Report on fake videos removed is illustrative:

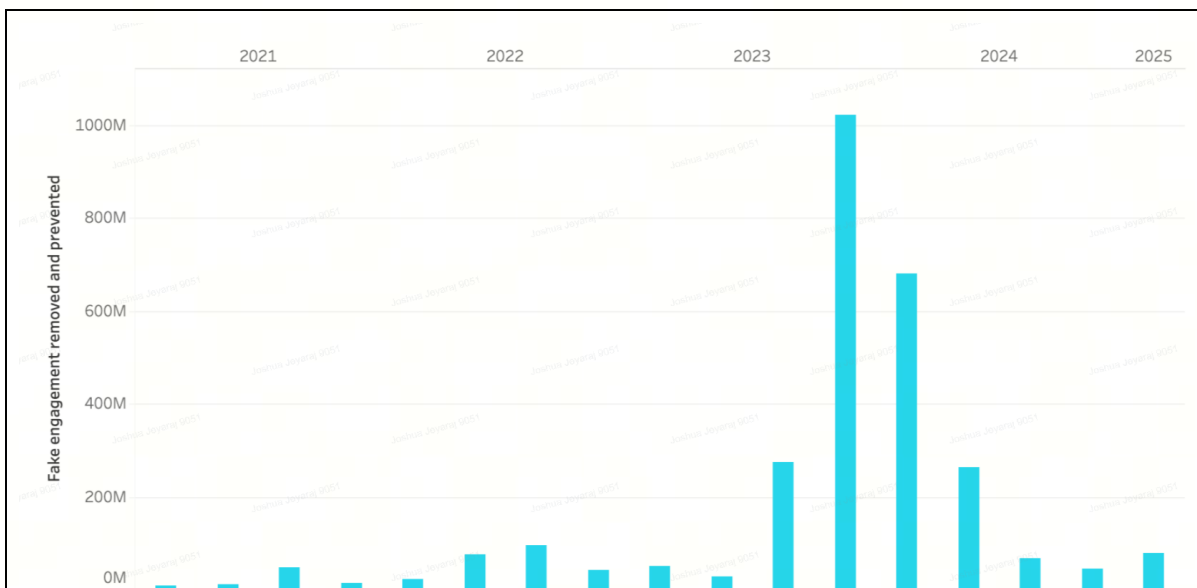


Figure [33] Fake Engagement Removed and Prevented

The removal of such accounts, often used to amplify violative content, would have a downstream effect on subsequent reporting periods and hence less violative content may have been disseminated in subsequent reporting periods across all categories.

We highlight that in Jan 2025, TikTok also uncovered and [disrupted a covert influence operation network targeting Chinese-speaking audiences globally](#), which would potentially include Singapore, and had removed over 2,000 TikTok accounts linked to the said covert influence operation. Given the large number of Chinese speakers in Singapore, this could have had a downstream impact on the number of violative videos being published in Singapore.

Policy Overhaul and Updates

The team regularly reviews and updates the ambit of the various policies under TikTok's community guidelines. Of particular note, in Q2 2024 and Q3 2024, the team revamped TikTok's "*Youth Safety & Well-Being*", "*Integrity & Authenticity*" and "*Sensitive & Mature Themes*" policies such that the scope of some of the policies were consolidated whereas others were released from moderation.

For example, exceptions were added for nudity, which falls under "*Sensitive & Mature Themes*", in certain settings, such as artistic content and protests. In addition, we retired our repetitive content and QR codes policy, which accounted for a large proportion of removals under our "*Integrity & Authenticity*" Policy. This would have led to comparatively fewer removals under this category for the 2024 - 2025 reporting period.

Some adjustments in our enforcement strategy also resulted in more content related to alcohol, tobacco and drugs removals being removed under the "*Youth Safety & Well Being*" policy rather than under our "*Regulated Goods & Commercial Activities*" policy. This would have led to higher removals under the former category and fewer removals under the latter category for the 2024-2025 reporting period.

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