



Regulated Goods, Services, and Commercial Activities



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TikTok is a place to share and learn about all kinds of products and services, but some may come with higher risks—like addiction, danger, or fraud. We moderate content about regulated or commercial activities to help prevent physical or financial harm. In some cases, when potential harms can be mitigated by additional controls, we allow limited **paid advertising** from verified registered business accounts that meet TikTok’s policies and legal requirements.

Regulated Goods and Services

We don’t allow trading, marketing, or providing access to regulated, prohibited, or high-risk goods and services. For the most harmful goods and services, we prohibit both promotion and showing their use. For certain products like alcohol, we allow some content, but may apply restrictions to reduce potential risks. **Learn more about substance use support [here](#), and gambling resources [here](#).**

In some regions and on **LIVE**, our treatment of this type of content may be different. We provide limited exceptions for registered business accounts and verified TikTok Shop sellers meeting our standards.

Learn how to apply for registered business account authorization [here](#).

✓ [More information](#)

Product feedback

How do you think we can improve?

Accuracy: The information provided didn't match what I see in the product

Readability: The information was unclear and not easy to understand

Relevancy: The information didn't match the title or header

Details: The information is relevant to me, but lacking additional details or examples

Formatting: There are formatting errors, typos, or issues with the information structure

Others

Submit

want anyone to take advantage of your desire to engage and explore new topics. **That's why we don't allow any attempts to scam, trick or defraud people.** This includes helping with financial scams, impersonating a celebrity to sell something or communicate with users, or fraud of any kind. **Learn more about how to identify online scams and protect yourself.**

✓ More information

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Others

Programs

TikTok for Good

TikTok for Developers

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Others

English



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