

Enforcement

Released August 14, 2025

Effective September 13, 2025

Public Interest Exceptions

We recognize that some content that would otherwise violate our rules may be in the public interest to view. Public interest refers to topics that inform, inspire, or educate the community and enhance deliberation about matters of broad collective significance. We may allow content to remain on TikTok under public interest exceptions, including:

- Documentary
- Educational
- Medical or Scientific
- Counterspeech
- Satirical
- Artistic

When reviewing content, we consider if the post raises awareness or challenges harmful behavior. If you want to post content that does this, you might consider using features like captions, stickers, or voiceover to make it clear.

Even if we allow content under a public interest exception, we might still:

- Make it ineligible for the FYF
- Add a warning screen
- Add a context label

We won't make exceptions for content that could cause extreme harm, like showing explicit imagery of abuse involving a young person.

Detection and Reporting

We aim to remove content or accounts that violate our rules before they are viewed or shared. Content first goes through an automated review process. If content is identified as a potential violation, it will be automatically removed, or flagged for additional review by our moderators. Additional review will occur if content gains popularity or has been reported. To support moderation accuracy, we apply additional quality assurance processes to some accounts that have already gone through additional validation processes, such as verified accounts.

Even with our robust moderation measures and processes, we can't guarantee that all content complies with our Community Guidelines or [Terms of Service](#). If you see something that seems to break the rules, you can [report it in the app or on our website](#).

Learn more about our enforcement efforts through our [Transparency Center](#).

Notice and Appeals

We believe in [fairness and consistency](#). If your content breaks a rule, we seek to explain to you why it was removed. If your account is [banned](#), you'll see a message in the app. If your content is made ineligible for the FYF or otherwise restricted, this information will appear in the [TikTok analytics tool](#).

If your account was banned, or your content was removed, made ineligible for the FYF, or otherwise restricted, and you believe this was an error, you may [appeal the decision](#). Once your appeal is filed, you can view its [status](#) in the in-app Safety Center, as well as the status of any reports you have filed about other content or accounts.

Was it helpful?

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