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Integrity and Authenticity



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# Integrity and Authenticity

Released August 14, 2025

Effective September 13, 2025

TikTok is all about having authentic experiences—from the accounts you follow, to the content you see. We want you to feel confident that what you're watching is reliable, original, and shared by real people. This trust is what helps build strong communities both on and off-platform.

## Misinformation

In a global community, people will have different opinions—but we aim to ground those conversations in facts. That's why **we don't allow misinformation that could cause significant harm to individuals or society, no matter the intent of the person posting it.** This includes hoaxes, misleading AIGC, harmful conspiracy theories, and other false information related to public safety, crises, or major civic events—when such content may lead to violence or cause public panic. We work with independent **fact-checkers** and experts to assess the accuracy of content, and we factor their assessments into our moderation decisions.

Content is ineligible for the FYF if it contains misinformation that may cause moderate harm to individuals or society. To be cautious, unverified information about crises, major civic events, or content temporarily under review by fact-checkers is also ineligible for the FYF. We may also apply warning labels or **prompt** users to pause before sharing unconfirmed content.

▼ **More information**

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## Civic and Election Integrity

## 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

Even with labels, some edited or AI-generated content can still be harmful. **We don't allow content that's misleading about matters of public importance or harmful to individuals.**

✓ **More information**

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Others

- Restrict your account, which could include limiting your ability to post new content, appear in top search results, or in the FYF

We strictly prohibit automation tools, scripts, or other tricks designed to bypass our systems. These can result in content removal, account bans, or other enforcement. If your account is restricted or banned, you may not create or use another account to get around it.

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Others

## Company

About TikTok

Newsroom

Contact

Careers

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Others

Terms of Service

Privacy Policy

Intellectual Property Policy

TikTok Law Enforcement Guidelines

Children's Privacy Policy

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