

Required Annotations:

1. Clarity Rating (`clarity_rating_1_to_4`) *Language*

- Scale: 1-4 (1 = very unclear, 4 = very clear)
- Question: "How clear is this explanation?"
 - Meaning: language, structure, flow ->

2. Understanding Rating (`understanding_rating_1_to_4`) *Rule*

- Scale: 1-4 (1 = very difficult, 4 = very easy)
 - Meaning: content, semantics, legal requirements, understandability
- Question: "Is the rule that is the basis of the decision explained well?"

3. Redress Clarity (`possability_of_redress_clear`)

- Options: Yes = 1/No = 0/Unsure
 - Question: "Is the possibility of redress clearly given?"
 - Meaning: Whether the statement of reason includes information on the possibility to redress.
- E.g. does it say that within a few weeks you have to email them for them to reconsider the decision

4. Unclear Terms (`unclear_terms_yes_no_unsure`)

- Scale: 1-4 (1 = heavy jargon/unclear terms, 4 = no jargon/very clear language)
- Question: "How much unclear jargon or technical terms are used?"
 - Meaning: unclear specific words, technical terminology, etc.

5. Detail Level (`detail_level_assessment`) *Application*

- Scale: 1-4 (1= very unclear why it breached the rule; 4 = very clear why it breached the rule)
 - Question: "Is the explanation detailed enough?"
 - Meaning: whether TikTok included the explanation of why the act
- Question: "How easy is it to understand why the content was removed?"
- Question: "Is it clear why the rule is applied here?"

| <i>example</i> | <i>clarity</i> | <i>understanding</i> | <i>redress</i> | <i>terms</i> | <i>detail</i> |
|---|----------------|----------------------|----------------|--------------|---------------|
| Your content is against our Community Guidelines. The guidelines include rules and standards for using TikTok that apply to everyone and everything on our platform. | 4 | 1 | 0 | 4 | 1 |
| Your content is against our Community Guidelines. The guidelines include rules and standards for using TikTok that apply to everyone and everything on our platform. Users and 3rd-parties can report policy violations | 4 | 2 | 0 | 4 | 1 |

| | | | | | |
|--|---|---|---|---|---|
| to us. We have detected this policy violation based on a report that the content violated our Community Guidelines. We have used automated measures to make the decision. | | | | | |
| For more policy details, please refer to ""TikTok Advertising Policies - Industry Entry" (https://ads.tiktok.com/help/article?aid=6685586866860720134). You may also refer to "Market Specific Prohibitions and Restrictions" on TikTok Business Help Center for more information: https://ads.tiktok.com/help/article?aid=9550 Please modify or remove the related content. Please change the promoted product/service in your ad or change the targeted location(s) in your ad group settings according to our policy. For more policy details, please refer to "TikTok Advertising Policies - Industry Entry" (https://ads.tiktok.com/help/article?aid=6685586866860720134). Please resubmit the ad with a disclaimer. For more details, please refer to "Misleading Claims & Inconsistent Information" of our Advertising Policies for Ad Creatives & Landing Page: https://ads.tiktok.com/help/article/tiktok-advertising-policies-ad-creatives-landing-page In addition, you can find more information on 'How to Add Disclaimers to Ads' from our Business Help Center: https://ads.tiktok.com/help/article/add-disclaimers-to-ads Please modify or remove the invalid button. For more policy details, please refer to "Misleading Claims & Inconsistent Information" in "TikTok Advertising Policies - Ad Creatives & Landing Page" (https://ads.tiktok.com/help/article?aid=9552). Please modify or remove the related content. You can read more about our TikTok Advertising Policies on adult and sexual content at: https://ads.tiktok.com/help/article/tiktok-advertising-policies-ad-creatives-landing-page-prohibited-content#anchor-9 | 2 | 2 | 0 | 3 | 2 |
| We welcome the respectful expression of different viewpoints but not toxicity or trolling. We do not allow language or behavior that harasses, humiliates, threatens, or doxxes anyone. This also includes responding to such acts with retaliatory harassment (but excludes non-harassing counter speech). We proactively enforce our Community Guidelines through a mix of technology and human moderation. We have detected this policy violation using automated measures. | 4 | 4 | 0 | 2 | 3 |
| Your LIVE is not eligible for recommendation and restricted in search results, because your LIVE does not comply with the For You feed eligibility standards under our Community Guidelines. Reason: sexually suggestive behaviors | 4 | 2 | 0 | 3 | 4 |