**1. Profile Information**

Personal Details:

Date of birth

Username

Email address

Telephone number

Password

Profile Enhancements:

Bio

Profile photo

**2. User Content**

Content Types:

Photographs

Videos

Audio recordings

Livestreams

Comments

Hashtags

Feedback

Reviews

Metadata Associated with Content:

Creation time and date

Location where content was created

Identity of the creator

Additional Content Information:

Information about non-users appearing in user content

Pre-loaded content during creation, import, or upload (even if not saved or uploaded)

Content from device's clipboard (text, images, video) when copying/pasting or sharing with third-party platforms

Location information added to content (e.g., tourist attractions, shops, points of interest)

**3. Direct Messages**

Message Content and Metadata:

Content of direct messages sent and received

Time stamps (sent, received, read)

Participants in the communication

Merchant Communications:

Messages exchanged with merchants

Use of virtual assistants during purchases

Purpose:

Spam blocking

Crime detection

User safety

**4. Your Contacts**

Synchronized Contact Information:

Names from your device's phone book

Phone numbers

Email addresses

Social Network Contacts:

Your public profile information from social networks

Names and profiles of your social network contacts

Usage:

Matching contacts to users on the platform

Finding other users through social networks

**5. Purchase Information**

Transaction Details:

Payment card information

Billing information

Delivery information

Contact information

Items purchased

Purchase or payment transaction details

**6. Surveys, Research, and Promotions**

Participation Information:

Data provided during surveys

Research participation details

Promotion and contest entries

Marketing campaign responses

Event participation information

**7. Information When You Contact Us**

User-Initiated Communications:

Proof of identity

Proof of age

Feedback about platform usage

Inquiries and support requests

Reports of policy violations

**8. Information From Forms and Features You Use**

Form Data:

Information entered into forms on the platform

Automatically filled form data (addresses, payment inf o)

**9. Technical Information**

Device and Network Details:

Device model

Operating system

Keystroke patterns or rhythms

IP address

System language

Performance Data:

Crash reports

Performance logs

Identifiers:

Device ID

User ID

Cross-device activity identifiers

**10. Location Information**

Approximate Location Data:

Based on SIM card information

IP address

Device Location (with permission):

Location services data when enabled on device settings

**11. Usage Information**

Engagement Metrics:

Content viewed

Duration and frequency of platform use

Interactions with other users

Search history

User settings and preferences

**12. Content Characteristics and Features**

Analyzed Content Attributes:

Objects and scenery in media

Detection of faces or body parts

Transcription of spoken words

Purpose:

Content moderation

Providing special effects (video filters, avatars)

Generating captions

**13. Inferred Information**

User Attributes and Interests:

Inferred age range

Inferred gender

Inferred interests

Usage:

Platform safety

Content moderation

Personalized advertising (where permitted)

**14. Cookies and Tracking Technologies**

Collected Data:

Cookie identifiers

Tracking data from cookies and similar technologies

Usage:

Remembering language preferences

Preventing repeated content display

Security enhancements

Marketing and advertising purposes

**15. Information from Advertising, Measurement, and Other Partners**

Shared External Data:

Activities on other websites and apps

In-store purchase activities

Products or services purchased elsewhere

Identifiers and Matching Data:

Mobile advertising identifiers

Hashed email addresses

Phone numbers

Cookie identifiers

Integration Tools:

Data from TikTok Advertiser Tools (e.g., TikTok Pixel)

**16. Information from Merchants, Payment, and Transaction Fulfillment Providers**

Transaction Updates:

Payment confirmation details

Delivery information for purchased products

**17. Information from Third-Party Platforms and Partners**

Third-Party Sign-In Data:

Email address

User ID

Public profile information

Synced Contact Information:

Contacts synced by you or other users

Cross-Service Interaction Data:

Information for cross-service authentication

Data from cross-posting activities

Usage of TikTok's "share" button on third-party platforms

Safety and Moderation Data:

Information from third-party providers for user protection and content moderation

**18. Information from Additional Sources**

Public and External Sources:

Data from organizations, businesses, and individuals

Publicly available information

Government authorities

Professional organizations

Charity groups

User Mentions and Inclusions:

Being mentioned in User Content

Inclusion in Direct Messages

Information from complaints, appeals, or feedback

Provided Contact Information:

Contact details provided by other users