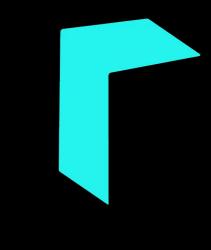


## Which types of Products and Services are prohibited on TikTok Ads?

On TikTok we prioritise the safety of our customers. Consequently, we do not allow the advertisement of some industries. Besides, to comply with diverse cultures and regulations some prohibitions may vary from country to country.





## **General Prohibited Industries**

- Oliminal Sale of animals or animal parts (excl. adoption)
- O2 Adult sexual products, services, and entertainment
- Casinos and gambling games
- **04** Cigarettes and tobacco products
- 05 Counterfeiting and piracy
- O6 Drugs and paraphernalia
- Police/military gear and equipment
- OB Political and Issue-Based Advertising
- Unacceptable/Unsuitable Business, Services and Products
- Weaponry and weapon parts





## **Market-Specific Prohibitions and Restrictions**

By clicking on these links you can access the lists of Industries that are not allowed to be advertised on TikTok in a specific country. Remember to stay up to date!

EU, UK and Israel

**META** 

<u>CEE</u>

