

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



- 01** Sale of animals or animal parts (excl. adoption)
- 02** Adult sexual products, services, and entertainment
- 03** Casinos and gambling games
- 04** Cigarettes and tobacco products
- 05** Counterfeiting and piracy

- 06** Drugs and paraphernalia
- 07** Police/military gear and equipment
- 08** Political and Issue-Based Advertising
- 09** Unacceptable/Unsuitable Business, Services and Products
- 10** 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](#)

[CEE](#)

