Meeting conclusions

Participants	Visitors' delegation:
	• ████████████████████████, TikTok
	• ████████████████████████████████████,
	TikTok Brussels
	COM:
	• Věra Jourová, Vice-President for values and transparency
	• Daniel Brown, Deputy Head of Cabinet of VP Jourová
	• Marie Frenay, Member of Cabinet of VP Jourová
	• Anezka Samohejiova, Member of Cabinet of VP Jourová
Issues raised & follow-up	***On women in digital and digital literacy***
	• ███████████ explained her background and said that TikTok has been the new player and challenger in the platform space by taking a unique approach on short video space.
	• VP Jourová said that it is important for young girls and women to see women leading tech companies. This can prompt them to pursue careers in digital, which is a part of our digital future that the EU would like to foster.
	• ███████████ mentioned that she is using her connections in universities to champion the next generation of tech leaders, including women. VP Jourová suggested to reflect on an initiative to foster women's digital participation as well as media literacy projects. ███████████ would be interested in becoming a partner in these efforts, since TikTok would like to invest in education.
	On platforms' responsibility
	• VP Jourová thanked TikTok for its participation to the code of conduct on countering illegal hate speech online and the code of practice on disinformation. She stressed that tech companies should minimise the negative impact on users, while continuing to innovate.
	• ███████████ acknowledged that TikTok bears a responsibility. She said that the TikTok community finds ways of protecting itself, such as by developing digital literacy and safety videos (e.g. to combat tech addition) together with the creator community.
	On the fight against disinformation
	• VP Jourová stressed the need to step up the fight against disinformation, notably against vaccines. Though the code of practice on disinformation has yielded results, it does not cover all the market actors and has its limits as a self-regulatory arrangement. The Digital Services Act will fill this regulatory gap.
	• The code, Daniel Braun added, will remain important even after the adoption of these initiatives, as a bridge to legislation. It brings together companies with the community of civil society and institutions, which is a real added value. Work must continue with outside experts and in all languages. While content moderation is important, there needs to be focus on the algorithms and

| | architecture themselves, he added. Giving access to data to researchers is crucial to understand what the malicious actors are doing. He referred to the European Media Observatory that brings together fact-checkers and researchers and focusses also on media literacy. |
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- Every three months, ▓▓▓▓▓▓▓ said, she is meeting with TikTok's safety advisory council in the US that brings together nine industry experts across the field to tackle issues such as deep fakes, teen health, cyberbullying, misinformation etc. Last month, TikTok has also launched a safety advisory council for Europe.

- VP Jourová said that there are many different sensitivities and complexities: platforms need to understand the law and the legal tradition of each country in which they are operating when it comes to hate speech.

- ▓▓▓▓▓▓▓ is in favour of a balanced approach but acknowledged that sometimes the lines are blurry. This is a challenge for platforms, she said, and the reason why TikTok relies on fact-checkers. She announced that in May TikTok will inaugurate an EU transparency and accountability centre based in Dublin, similar to the one in the US. Experts may check the company's content moderation systems and learn about the company's security and privacy practices as well as the algorithm codes that TikTok is using.

On political advertising and elections

- VP Jourová invited TikTok to contribute to the political advertising initiative that the Commission is preparing, including in defining the notion of political content.

- ▓▓▓▓▓▓▓ said that TikTok does not allow for political advertising. She admitted that defining political advertising can be tricky and it is easier if done at the sponsor level. She argued that all platforms have different specificities but TikTok would in any case like to participate in this dialogue.

- ▓▓▓▓▓▓▓ said that TikTok has set up early on a team to address challenging content during the US elections. Around 50,000 videos have been removed, though TikTok is a place of creative expression and not of political debate. She added that politicians should hold the same standards as all other users.

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