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TikTok Presentation to EU Internet Forum

November 2021 - Theo Bertram - VP, Public Policy, Europe

Agenda

- Introduction to TikTok
- Our approach to safety:
 - Policies
 - Practices
 - Product
 - People
 - Partners
- Q&A

Meet TikTok

TikTok is a leading destination for short-form mobile video. Our mission is to capture and present the **creativity, knowledge, and precious life moments** for our users across all generations.

Our users love TikTok because it allows for a joyful experience and creators are on a level playing field; anyone can make the For You page if their video content is entertaining or engaging.



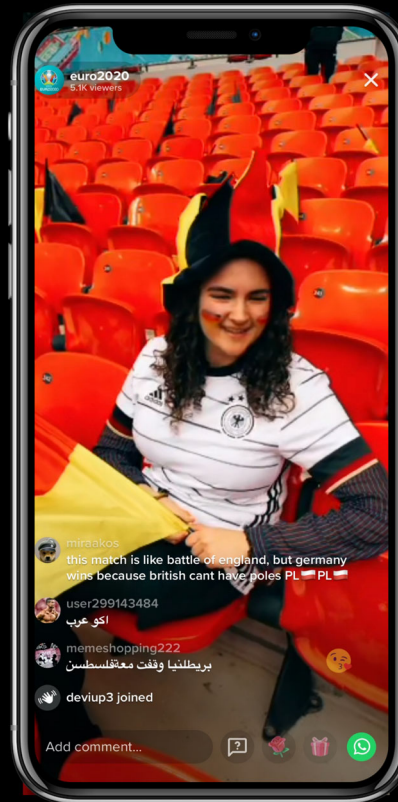


we're an **entertainment first**
content platform

- A platform that prides itself on inclusivity and safety
- A platform that honors creativity, self-expression and authenticity

Our Technology

TikTok opens directly to the For You feed - an immersive, full-screen feed of autoplay videos catered to the interests of each individual user. No extra clicks required.



More
Personalized



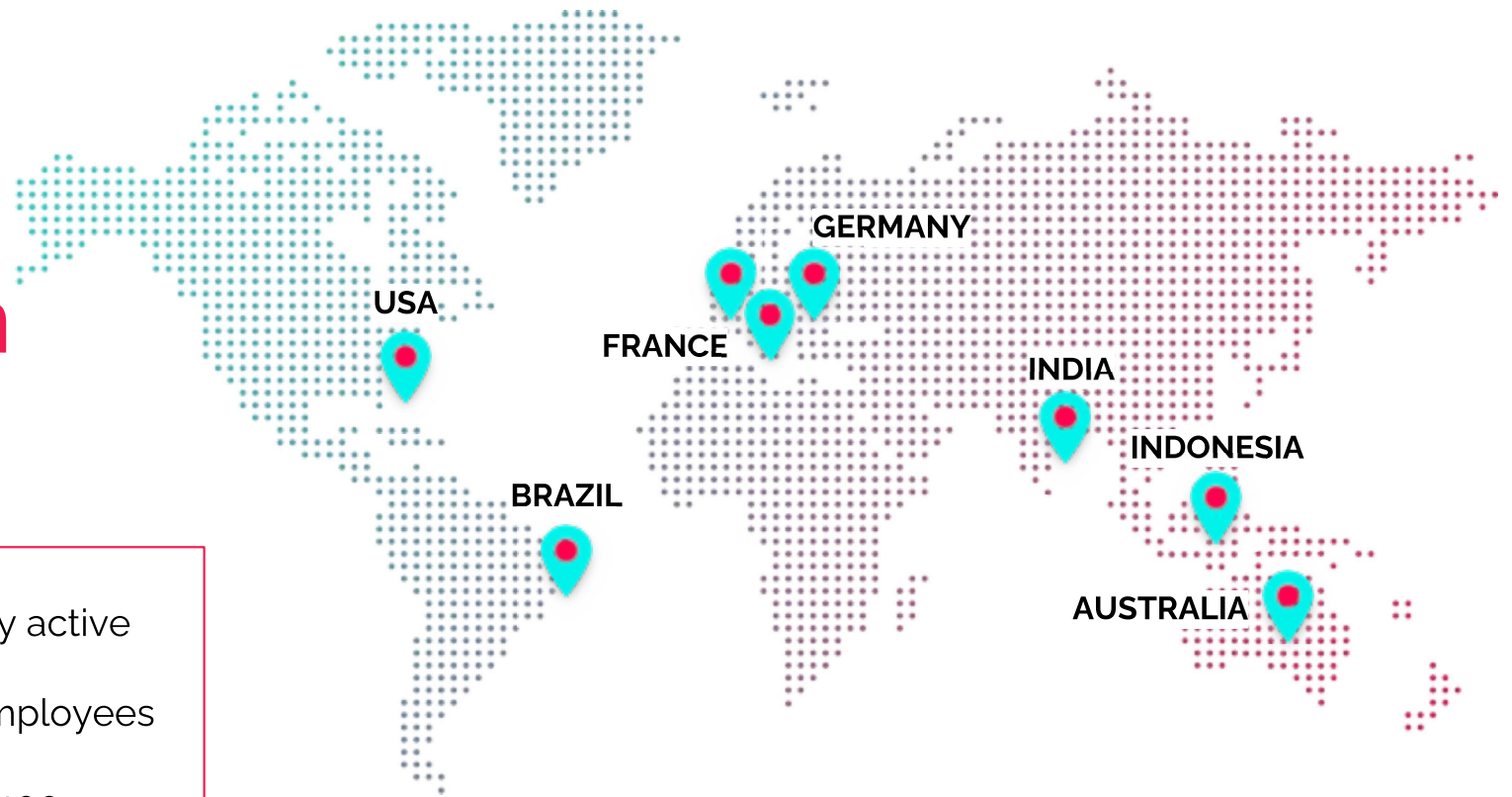
More **Accurate**



More **Diverse**

TikTok in Europe

- 100 million monthly active users in Europe
- More than 2,000 employees across Europe
- Dublin hub has > 1,100 employees
- Thousands of content moderators around the world



150
Countries and
Regions

75
Languages

50
Global Offices

Our approach to safety

The 5 Ps



Policies

We enforce both the Community Guidelines and Terms of Service through a robust moderation process



Practices

We use a combination of innovative technology and human moderation teams to detect and remove violating content



Product

We offer users a number of controls, tools and privacy settings that they can use to customize their experience on TikTok



People

We have thousands of content moderators globally who specialize in youth safety, hate speech, disinformation and more.

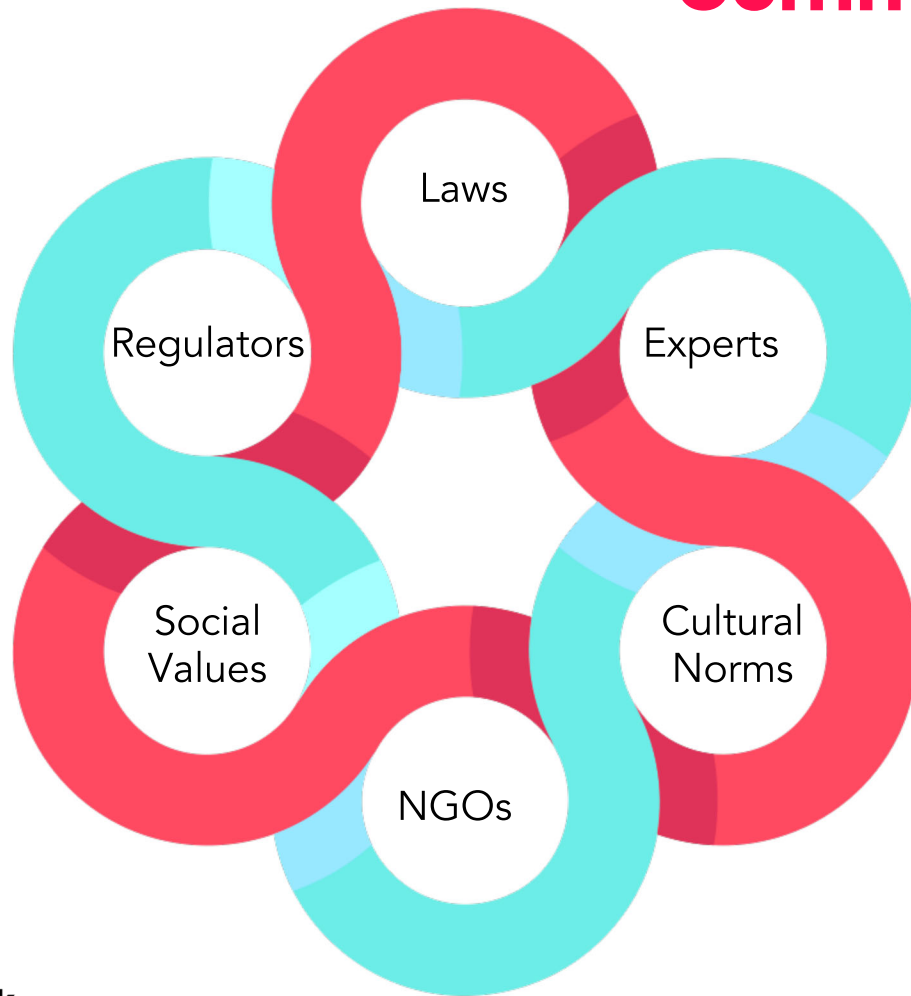


Partners

We're at our best when we partner with people who are experts on the issues that industry is facing

Policies

Community Guidelines & Policies



**Adopting a holistic approach
when crafting our policies and
Community Guidelines.**

**Compliance with local laws,
respecting cultural and social
norms and values**



Community Guidelines: What is and isn't allowed on TikTok

1

Dangerous individuals & orgs

We do not allow dangerous individuals or organizations to use our platform to promote terrorism, crime, or other types of behavior that could cause harm.

6

Harassment & bullying

Users should feel safe to express themselves without fear of being shamed, humiliated, bullied, or harassed.

2

Illegal activities & regulated goods

We prohibit the trade, sale, promotion, and use of certain regulated goods, as well as the depiction or promotion of criminal activities.

7

Adult nudity & sexual activities

We do not allow sexually explicit or gratifying content on TikTok, including animated content of this nature.

3

Violent & graphic content

We do not allow content that is excessively gruesome or shocking, especially that promotes or glorifies abject violence or suffering.

8

Minor safety

We are deeply committed to child safety and have zero tolerance for predatory or grooming behavior toward minors.

4

Suicide, self-harm & dangerous acts

We do not promote participation in activities that could lead to harm. We also do not permit users to encourage others to take part in dangerous activities.

9

Integrity and authenticity

Content that is intended to deceive or mislead any of our community members endangers our trust-based community. We do not allow such content on our platform.

5

Hate speech

We do not tolerate content that attacks or incites violence against an individual or a group of individuals on the basis of protected attributes.

10

Threat to platform security

Our policies prohibit activities that undermine the TikTok service such as: hacking, spreading viruses, reverse engineering, automated scripts, and more

Example: TikTok's Hateful Behaviour Policy

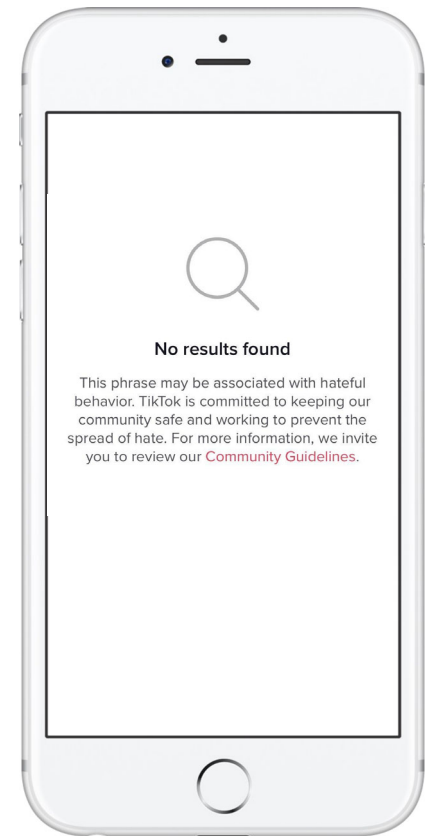
At TikTok, hate speech includes 'content that attacks, incites violence or dehumanises people on the basis of protected attributes'.

This includes race, religion, caste, gender, gender identity, sex, sexual orientation, national origin, immigration status, and serious disease or disability.

What does this mean in practice?

- Content that attacks an individual or a group of individuals on the basis of protected attributes is removed.
- Accounts associated with hateful behaviour or ideologies, eg accounts that spread or are linked to white supremacy or anti-semitism, are banned.
- We remove race-based harassment and the denial of violent tragedies, such as the Holocaust and slavery.

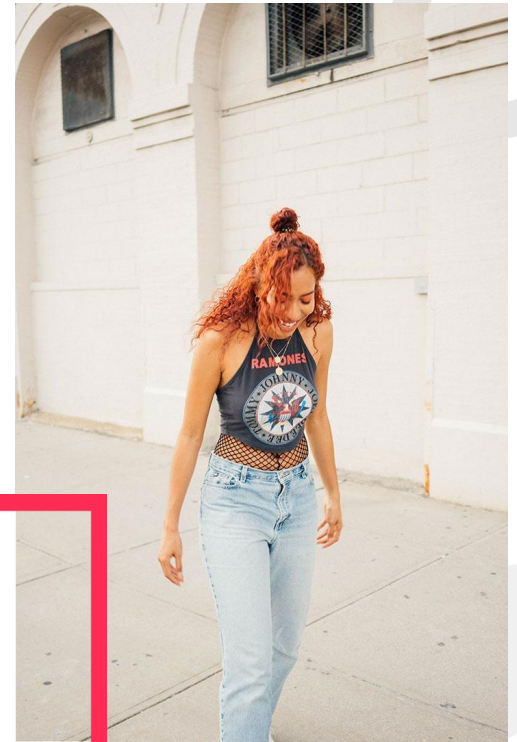
Since September 2020, we have been a signatory of the [EU Code of Conduct to Combat Illegal Hate Speech Online](#) - first evaluation round just completed.



Example: TikTok's Minor Safety Policy

We are deeply committed to child safety and have zero tolerance for predatory or grooming behavior toward minors.

We do not allow content that depicts or disseminates child abuse, child nudity, or sexual exploitation of children in both digital and real world format, and we report such content to relevant legal authorities.



Practices

Our Approach to Content Moderation

“TikTok is a space designed to inspire creativity and bring joy. For our community of over 100 million people in Europe, we know that creative expression relies on feeling safe. We are committed to developing industry-leading policies and tools to make TikTok the safest platform for this community.

- Cormac Keenan, Global Head of Trust & Safety





Moderation in Action

TikTok has put in place protective measures by combining content moderation technology with a human moderation team.

We have a robust content moderation system with several layers of tools and processes, including automated classifiers and user reports.



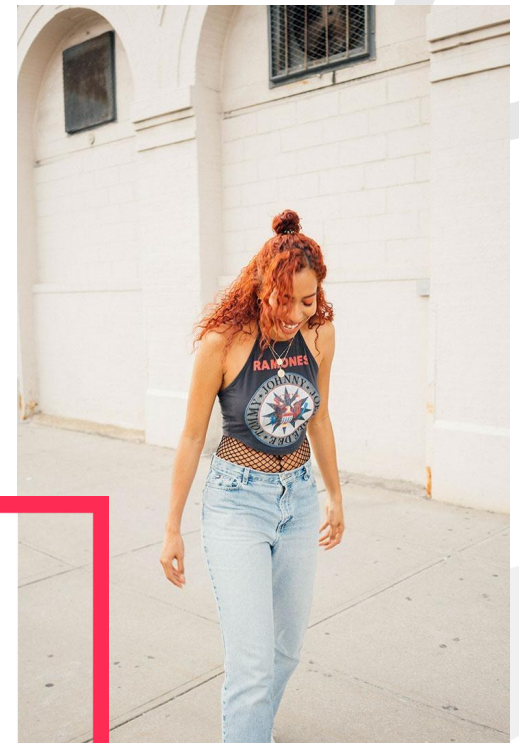
DETECTION TECHNOLOGY We've built intelligent models on text, video, image, behavioral signals to identify content that may violate our community guidelines, which allows us to take swift actions.

ROBUST MODERATION ensures swift and scalable responses to reported content.

ISSUE SPECIFIC ABUSE TEAM enables precision safety on nuanced issues.

Reporting CSAM to NCMEC

- Images involving CSAM are sent to NCMEC
- We will report any cases involving imminent threats domestically to Law Enforcement
- TikTok leverages [PhotoDNA](#) and we have continued to invest in our own systems that work to identify CSAM
- We made 22,692 reports to NCMEC in 2020 (Transparency Report)



How effective is our enforcement?

Our safety efforts reflect the positivity of our community's content – with videos removed for violation currently accounting for **less than 1%** of all videos uploaded on TikTok.

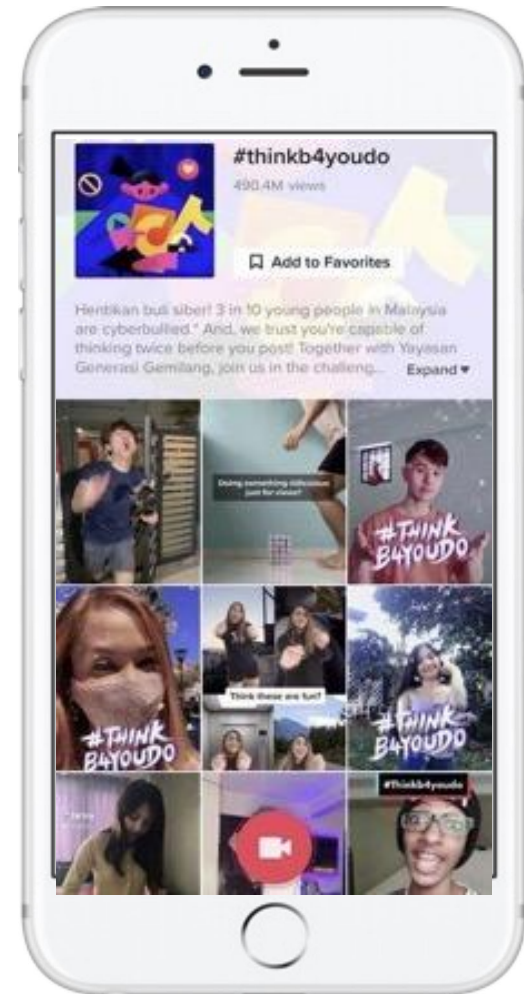
94.1%

of violating videos removed
before they were reported

87.5%

of violating videos removed
before they received any views

Source: TikTok Transparency Report- Q2 2021



Operating with Transparency

We have no higher priority than helping promote a safe app experience. We can't do that without transparency - both through our **regular reporting** and at our **Transparency & Accountability Centres**

	Proactive removal rate	Removal within 24 hours rate	Removal at zero views
Adult nudity and sexual activities	90.3%	90.0%	78.5%
Harassment and bullying	73.3%	83.8%	61.4%
Hateful behavior	72.9%	80.8%	60.6%
Illegal activities and regulated goods	97.1%	95.7%	92.3%
Integrity and authenticity	88.3%	86.2%	67.9%
Minor safety	97.6%	95.4%	93.9%
Suicide, self-harm, and dangerous acts	94.2%	90.8%	81.8%
Violent and graphic content	94.9%	94.3%	86.6%
Violent extremism	89.4%	90.1%	79.5%

TIKTOK Q2 2021 COMMUNITY GUIDELINES ENFORCEMENT REPORT

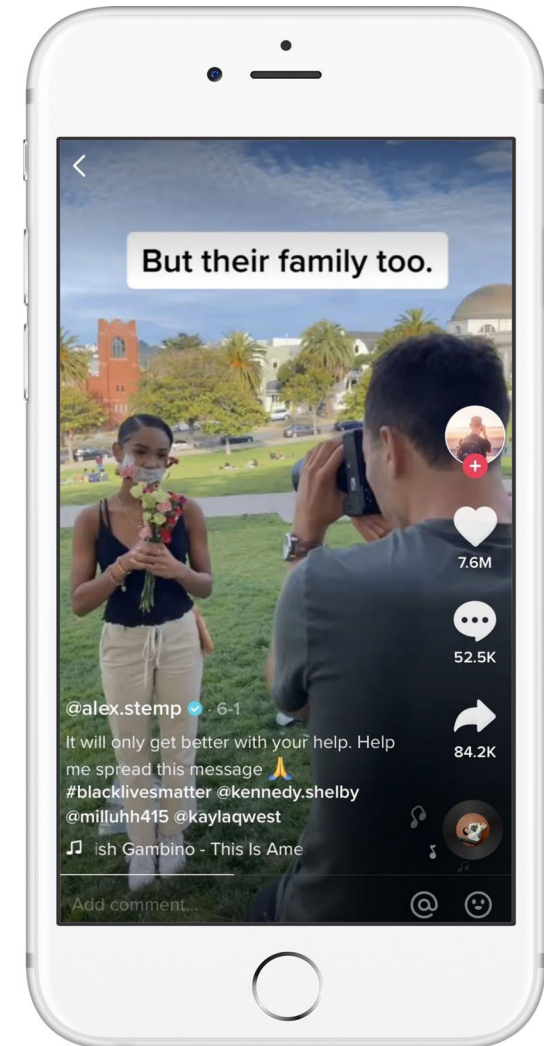
TikTok Confidential

*all stats pertain to Q3/Q4 2020 transparency report

Product

Safety by Design

We design the app with safety in mind, implementing a 'safety by design' approach that ensures that we are building protection for all our users.

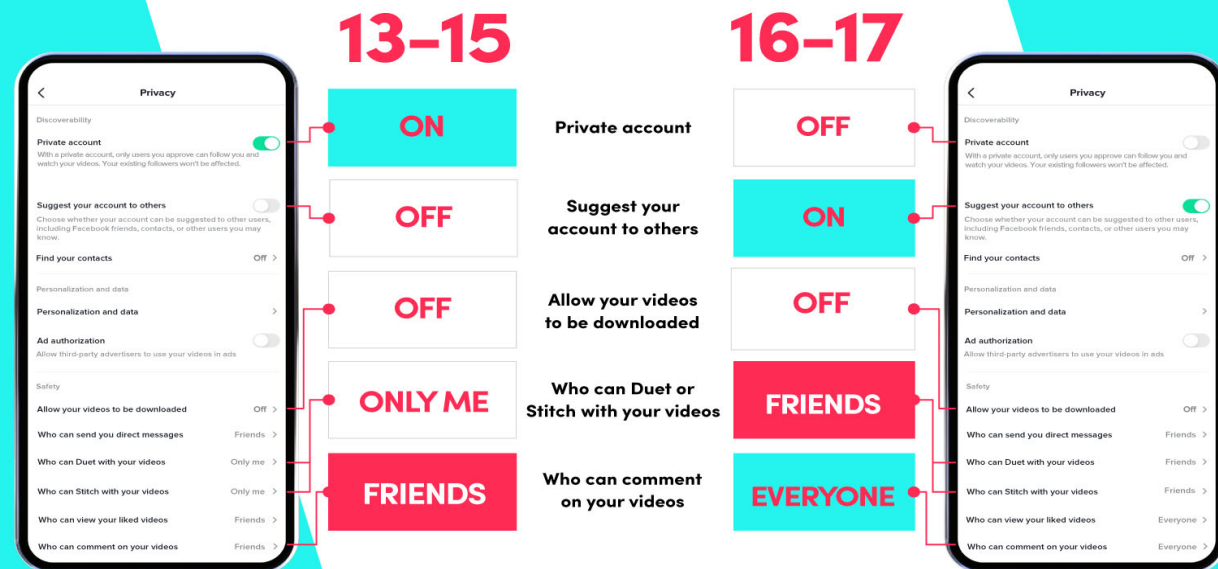


Designing for minors

strengthening privacy for youth on TikTok

At TikTok, we believe it's important to provide age-appropriate privacy and content settings. Drawing on research and guidance from youth safety experts, we've implemented new default account settings for people under age 18.

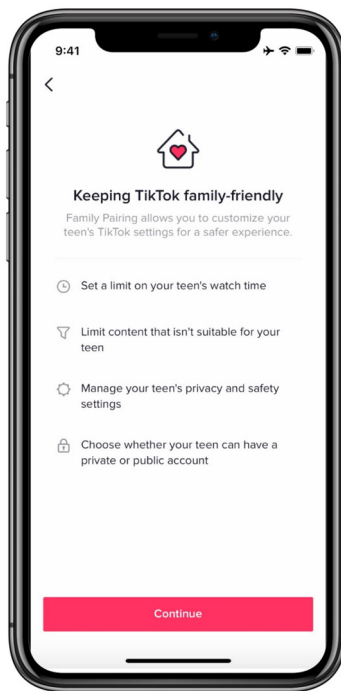
default settings



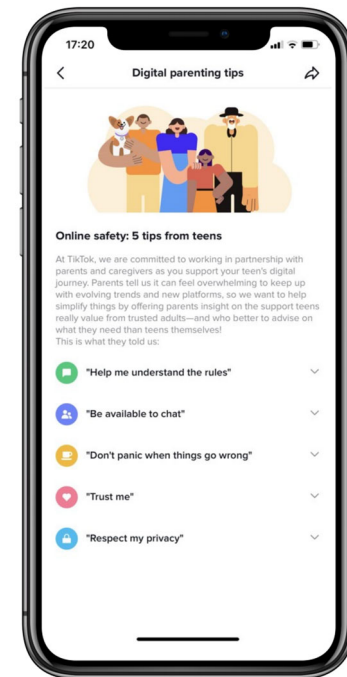
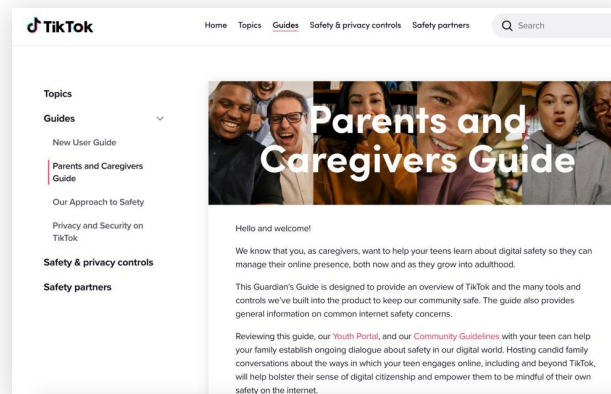
The default setting for Duet, Stitch, and video downloads is Off and cannot be changed for users ages 13-15; comment settings can only be set to Friends or No one.

Parental Supports and Controls

Family Pairing



Information for Parents / Caregivers



People

Our Dublin Trust and Safety Hub



From 20 people in January 2020, to
1,100 in January 2021.



**Specialist
Policy teams**



**Subject
matter experts**



Data teams



**Features
Product
Managers**



**IM (Incident
Management)**



Privacy team in Europe



Elaine Fox
Leads the European Privacy
Legal Team



Caroline Goulding
TikTok's DPO, and lead of the
Office of the Data Protection
Officer

Partners

Regional Safety Advisory Councils



Collaboration
with Trust &
Safety



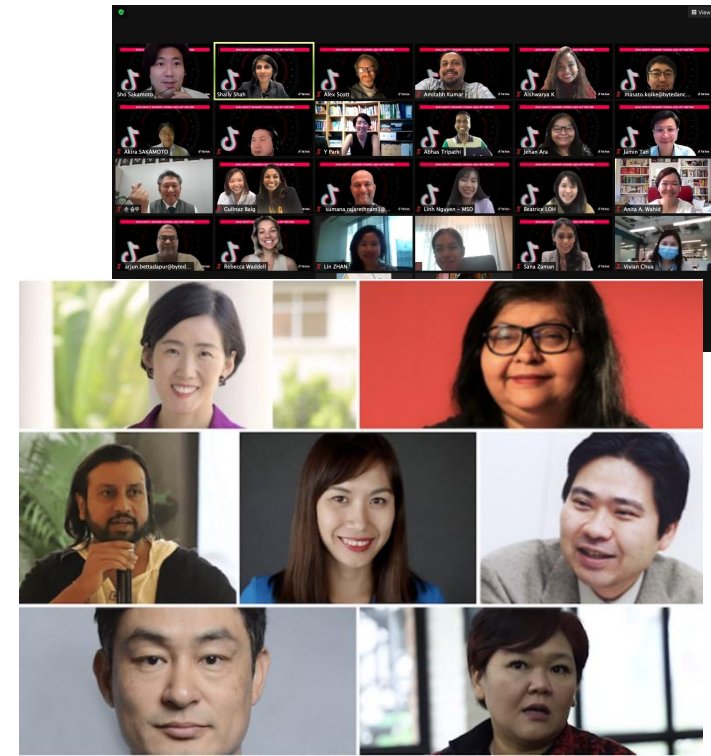
Regional &
Global
network



Guidance &
insights



Diverse topics,
Current &
emerging
trends



European Safety Advisory Council

The mission of the Council is to provide TikTok EMEA Trust & Safety team insight and guidance as TikTok further refines its processes and policies relating to platform content in the EU region.

- **Advise** T&S's regional leadership team, internal content and oversight teams, on issues relating to TikTok's content policies, safety strategies, and product launches in the regions
- **Identify** existing and emerging issues affecting TikTok's platform and its users and advise on strategies and policy solutions to address these issues
- **Engage** regularly with TikTok T&S teams and provide ongoing guidance and feedback on TikTok's content policies and

Alex Holmes, Deputy CEO of the UK non-profit The Diana Award and founder of peer to peer support programme Anti-Bullying Ambassadors.

Ethel Quayle, Professor of Forensic Clinical Psychology in the School of Health in Social Science at the University of Edinburgh and Director of COPINE.

Ian Power, CEO of the Irish not-for-profit, Community Creations, behind the award-winning young people wellbeing and mental health initiatives: SpunOut.ie and '50808'.

Judy Korn, CEO of the German organisation Violence Prevention Network,

Justine Atlan, CEO of e-Enfance, the French NGO for young people's safety online.

Kristine Evertz, manager at the Dutch non-profit Blijf Groep.

Robin Sclafani, Director at CEJI, A Jewish Contribution to an Inclusive Europe.

Satu Raappana, Executive Director, Mental Collective, MIELI Mental Health Finland.

Seyi Akiwowo, founder and CEO of a newly formed charity, Glitch.

Education & knowledge sharing



Conducting tailored presentations and workshops for Law Enforcement stakeholders & Investigators



Facilitating requests & queries



Clarifying data disclosure request processes or user safety issues through direct communication with LE



Open communication



Understanding emerging risks/trends that concern Law Enforcement, to further prevent harmful activity online

Strong relationships with Law Enforcement

Partnerships: Child Safety

We're at our best when we partner with people who are experts on the issues that industry is facing. We have a growing list of partners:

- WeProtect Global Alliance
- Tech Coalition
- Alliance to Better Protect Minors Online
- INHOPE
- IWF
- NCMEC



Thank You. Questions?