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.

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.

3. **Violent & graphic content**
   We do not allow content that is excessively gruesome or shocking, especially that promotes or glorifies abject violence or suffering.

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.

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.

6. **Harassment & bullying**
   Users should feel safe to express themselves without fear of being shamed, humiliated, bullied, or harassed.

7. **Adult nudity & sexual activities**
   We do not allow sexually explicit or gratifying content on TikTok, including animated content of this nature.

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

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.

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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Proactive removal rate</th>
<th>Removal within 24 hours rate</th>
<th>Removal at zero views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult nudity and sexual activities</td>
<td>90.3%</td>
<td>90.0%</td>
<td>78.5%</td>
</tr>
<tr>
<td>Harassment and bullying</td>
<td>73.3%</td>
<td>83.8%</td>
<td>61.4%</td>
</tr>
<tr>
<td>Hateful behavior</td>
<td>72.9%</td>
<td>80.8%</td>
<td>60.6%</td>
</tr>
<tr>
<td>Illegal activities and regulated goods</td>
<td>97.1%</td>
<td>95.7%</td>
<td>92.3%</td>
</tr>
<tr>
<td>Integrity and authenticity</td>
<td>88.3%</td>
<td>86.2%</td>
<td>67.9%</td>
</tr>
<tr>
<td>Minor safety</td>
<td>97.6%</td>
<td>95.4%</td>
<td>93.9%</td>
</tr>
<tr>
<td>Suicide, self-harm, and dangerous acts</td>
<td>94.2%</td>
<td>90.8%</td>
<td>81.8%</td>
</tr>
<tr>
<td>Violent and graphic content</td>
<td>94.9%</td>
<td>94.3%</td>
<td>86.6%</td>
</tr>
<tr>
<td>Violent extremism</td>
<td>89.4%</td>
<td>90.1%</td>
<td>79.5%</td>
</tr>
</tbody>
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TIKTOK Q2 2021 COMMUNITY GUIDELINES ENFORCEMENT REPORT

*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

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**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Privacy Settings</th>
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</thead>
<tbody>
<tr>
<td>13-15</td>
<td></td>
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<tr>
<td>16-17</td>
<td></td>
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</tbody>
</table>

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

- Keep TikTok family-friendly
- Set a limit on your teen's watch time
- Limit content that isn't suitable for your teen
- Manage your teen's privacy and safety settings
- Choose whether your teen can have a private or public account

Parents and Caregivers Guide

- Our Approach to Safety
- Privacy and Security on TikTok
- Safety & privacy controls

Online safety: 5 tips from teens
- Help me understand the rules
- I'm available to chat
- Don't panic when things go wrong
- Trust me
- Respect my privacy
People
Our Dublin Trust and Safety Hub

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

Specialist Policy teams

Data teams

IM (Incident Management)

Subject matter experts

Features

Product Managers

TikTok Confidential
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

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

\[\text{Ethel Quayle, Professor of Forensic Clinical Psychology in the School of Health in Social Science at the University of Edinburgh and Director of COPINE.}\]

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

\[\text{Judy Korn, CEO of the German organisation Violence Prevention Network,}\]

\[\text{Justine Atlan, CEO of e-Enfance, the French NGO for young people’s safety online.}\]

\[\text{Kristine Evertz, manager at the Dutch non-profit Blijf Groep.}\]

\[\text{Robin Sclafani, Director at CEJI, A Jewish Contribution to an Inclusive Europe.}\]

\[\text{Satu Raappana, Executive Director, Mental Collective, MIELI Mental Health Finland.}\]

\[\text{Seyi Akiwowo, founder and CEO of a newly formed charity, Glitch.}\]
Strong relationships with Law Enforcement

- **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
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?