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Subject:

REPORT: Meeting with Tik-Tok 28 June 2021

On 28 June, a call between **Monika Maglione** (CAB Johansson) and Tik Tok representatives **Caroline Greer**, Director, Public Policy & Government Relations, and **Alexandra Evans**, Head of Child safety Europe, took place to discuss Tik Tok's approach to security and safety and their willingness to become members of the EU Internet Forum.

Key points:

- Tik Tok is already a signatory to the EU's Disinformation Action Plan and the Code of Conduct on Illegal hate speech online. They would like to become members of the EU Internet Forum and would be ready to present their activities to the next Senior Officials Meeting in November 2021.
- Tik Tok offered to organise a virtual visit to its European Transparency Centre in Dublin, which is open to regulators, to look at data flows, algorithms in a dynamic and secure setting and to learn about how Tik Tok handles content and what challenges they face.
- Tik Tok also informed extensively about its child safety policies and showed support for the Commission's plans to having a NECMEC style operation.
- They are also interested in being involved in workshops on the implementation of the TCO Regulation.

Details:

- Tik Tok informed they have passed the 100 million user mark in Europe. The platform is a content sharing entertainment based platform. While its reputation is that it is predominantly for younger users, the demographic is wider.
- The European Trust and Safety Team started off last year with 20 people with now over 1000 staff.
- They prioritise child safety and have zero tolerance on CSAM. They are part of the Tech Coalition, and the We Protect Global Alliance and signatory to the voluntary principles on child

sexual exploitation. Their community guidelines include not showing minors smoking or drinking and forbid sexual images of children.

- They use a combination of automated technology and human verification to remove harmful content. In the last half of 2021, Tik Tok removed 89 million videos worldwide, which represents less than 1% of the content. On minor safety, 97.1% removed proactively, and 98% of that removed within 24 hours.
- They also advocate safety by design, for example by designing direct messaging (no end-to-end encryption) to limit its use – it is impossible to send any video or image privately on TikTok, both parties have to mutually follow each other even if they are over 16. When sharing the content under 16s users cannot create the option for everyone to comment on their videos, only those that follow them can comment.
- Tik Tok reports child sexual abuse images to NecMEC (around 22,000 reports last year). AI technology can review imagery and take snap shots before they are uploaded. Some images are removed automatically, others are identified for further review. If a video has a certain view rate it will be sent back for another review.

They informed about recent blog posts on:

- recommender systems: <https://newsroom.tiktok.com/en-us/how-tiktok-recommends-videos-for-you>
- hateful ideologies: <https://newsroom.tiktok.com/en-gb/countering-hate-on-tiktok-gb>
- The European Transparency Centre: <https://newsroom.tiktok.com/en-gb/tiktok-launches-eu-transparency-and-accountability-centre>