

Appendix 2: Signatory Participation Form

Given the range of products and services, supporting different and diverse user communities, with varying capabilities of digital platforms, Signatories may make commitments to the Code that best matches their risk profiles, either for the company or for specific products/services.

Signatories are required to specify which commitments, outcomes and measures -- at the company, product or service-level -- that are most relevant to them for the purposes of the Code in the 'Signatory Participation Form' (see Appendix 2).

This form must be submitted on or before the commencement date of the Code, and will include, for each measure, either an initial assessment of practices being undertaken or an explanation as to why specific measures are not being implemented.

Signatories may amend this form, provided that they provide 90 days notice to the Administrator of any amendments.

Signatory:	TikTok New Zealand Limited (NZCN 8197739)
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Date Effective:	25 July 2022
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<i>If applicable:</i> Relevant Products / Services:	<i>TikTok</i>
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4.1 Reduce the prevalence of harmful content online

Signatories will indicate below which commitments, outcomes and measures are relevant for their company or for their products/services as it relates to reducing the prevalence of harmful content online.

	Outcomes	Measures	Relevant to company, product or service	
4.1	Outcome 1. Provide safeguards to reduce the risk of harm arising from online child sexual exploitation & abuse (CSEA)	Measure 1. Implement, enforce and/or maintain policies, processes, products, and/or programs that seek to prevent known child sexual abuse material from being made available to users or accessible on their platforms and services	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or

				programs relevant to this outcome/measure.
4.2		Measure 2. Implement, enforce and/or maintain policies, processes, products, and/or programs that seek to prevent search results from surfacing child sexual abuse material	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.3		Measure 3. Implement, enforce and/or maintain policies, processes, products, and/or programs that seek to adopt enhanced safety measures to protect children online from peers or adults seeking to engage in harmful sexual activity with children (e.g. online grooming and predatory behaviour)	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.4		Measure 4. Implement, enforce and/or maintain policies, processes, products, and/or programs that seek to reduce new and ongoing opportunities for the sexual abuse or exploitation of children	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.5		Measure 5. Work to collaborate across industry and with other relevant stakeholders to respond to evolving threats	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.6	Outcome 2: Provide safeguards to reduce	Measure 6. Implement, enforce and/or maintain policies and	Y	TikTok has implemented or commits to

	the risk of harm arising from online bullying or harassment	processes that seek to reduce the risk to individuals (both minors and adults) or groups from being the target of online bullying or harassment.		introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.7		Measure 7. Implement and maintain products and/or tools that seek to mitigate the risk of individuals or groups from being the target of online bullying or harassment.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.8		Measure 8. Implement, maintain and raise awareness of product or service related policies and tools for users to report online bullying or harassment content.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.9		Measure 9. Support or maintain programs, initiatives or features that seek to educate and raise awareness on how to reduce or stop online bullying or harassment.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.10	Outcome 3: Provide safeguards to reduce the risk of harm arising from online hate speech	Measure 10. Implement, enforce and/or maintain policies and processes that seek to prohibit or reduce the prevalence of hate speech.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant

				to this outcome/measure.
4.11		Measure 11. Implement and maintain products and tools that seek to prohibit or reduce the prevalence of hate speech.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.12		Measure 12. Implement, maintain and raise awareness of product or service related policies and tools for users to report potential hate speech.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.13		Measure 13. Support or maintain programs and initiatives that seek to encourage critical thinking and educate users on how to reduce or stop the spread of online hate speech.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.14		Measure 14. Work to collaborate across industry and with other relevant stakeholders to support efforts to respond to evolving harms arising from online hate speech.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.15	Outcome 4: Provide safeguards to reduce the risk of harm	Measure 15. Implement, enforce and/or maintain policies and processes that seek to prohibit or	Y	TikTok has implemented or commits to introducing

	arising from online incitement of violence	reduce the prevalence of content that potentially incites violence.		policies, processes, products, and/or programs relevant to this outcome/measure.
4.16		Measure 16. Implement and maintain products and tools that seek to prohibit or reduce the prevalence of content that potentially incites violence.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.17		Measure 17. Implement, maintain and raise awareness of product or service related policies and tools for users to report content that potentially incites violence.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.18		Measure 18. Support or maintain programs and initiatives that seek to educate users on how to reduce or stop the spread of online content that incites violence.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.19		Measure 19. Work to collaborate across industry and with other relevant stakeholders to support efforts to respond to evolving harms arising from online content that incites violence.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.

4.20	Outcome 5: Provide safeguards to reduce the risk of harm arising from online violent or graphic content	Measure 20. Implement, enforce and/or maintain policies and processes that seek to prohibit and/or reduce the spread of violent or graphic content online.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.21		Measure 21. Implement and maintain products and tools that seek to and/or reduce the spread of violent or graphic content.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.22		Measure 22. Implement, maintain and raise awareness of product or service related policies and tools for users to report potential violent and graphic content.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.23	Outcome 6: Provide safeguards to reduce the risk of harm arising from online misinformation	Measure 23. Implement, enforce and/or maintain policies, processes and/or products that seek to reduce the spread of online misinformation.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.24		Measure 24. Implement, enforce and/or maintain policies and processes that seek to penalise users who repeatedly post or share misinformation that violates related policies.	Y	TikTok has implemented or commits to introducing policies, processes,

				products, and/or programs relevant to this outcome/measure.
4.25		Measure 25. Support or maintain media literacy programs and initiatives that seek to encourage critical thinking and educate users on how to reduce or stop the spread of misinformation.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.26		Measure 26. Support or maintain programs and/or initiatives that seek to support civil society, fact-checking bodies and/or other relevant organisations working to combat misinformation.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.27		Measure 27. Work to collaborate across industry and with other relevant stakeholders to support efforts to respond to evolving harms arising from misinformation.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.28	Outcome 7: Provide safeguards to reduce the risk of harm arising from online disinformation	Measure 28. Implement, enforce and/or maintain policies, processes and/or products that seek to suspend, remove, disable, or penalise the use of fake accounts that are misleading, deceptive and/or may cause harm.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.

4.29		Measure 29. Implement, enforce and/or maintain policies, processes and/or products that seek to remove accounts, (including profiles, pages, handles, channels, etc) that repeatedly spread disinformation.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.30		Measure 30. Implement, enforce and/or maintain policies, processes and/or products that seek to provide information on public accounts (including profiles, pages, handles, channels, etc) that empower users to make informed decisions (e.g. date a public profile was created, date of changes to primary account information, number of followers).	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.31		Measure 31. Implement, enforce and/or maintain policies, processes and/or products that seek to provide transparency on paid political content (e.g. advertising or sponsored content) and give users more context and information (e.g. paid political or electoral ad labels or who paid for the ad).	N	Paid political advertising, including sponsored political content, is not allowed on TikTok. For more information regarding TikTok's advertising policies, please see here .
4.32		Measure 32. Implement, enforce and/or maintain policies, processes and/or products that seek to disrupt advertising and/or reduce economic incentives for users who profit from disinformation.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.33		Measure 33. Work to collaborate across industry and with other relevant stakeholders to support efforts to	Y	TikTok has implemented or commits to

		respond to evolving harms arising from disinformation.		introducing policies, processes, products, and/or programs relevant to this outcome/measure.
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4.2 Empower users to have more control and make informed choices

Signatories will indicate below which commitments, outcomes and measures are relevant for their company or for their products/services as it relates to empowering users to have more control and make informed choices.

	Outcomes	Measures	Relevant to company, product or service	
4.3 4	Outcome 8. Users are empowered to make informed decisions about the content they see on the platform	Measure 34. Implement, enforce and/or maintain policies, processes, products and/or programs that helps users make more informed decisions on the content they see	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.3 5		Measure 35. Implement, enforce and/or maintain policies, processes, products and/or programs that seek to promote accurate and credible information about highly significant issues of societal importance and of relevance to the digital platform's user community (e.g. public health, climate change, elections)	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.3 6		Measure 36. Launch programs and/or initiatives that educate or raise awareness on disinformation, misinformation and other harms, such as via media/digital literacy campaigns	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.3 7	Outcome 9. Users are empowered with control over the content they see	Measure 37. Implement, enforce and/or maintain policies, processes, products and/or programs that seek to provide users with appropriate control	Y	TikTok has implemented or commits to introducing policies, processes,

	and/or their experiences and interactions online	over the content they see, the character of their feed and/or their community online.		products, and/or programs relevant to this outcome/measure.
4.3 8		Measure 38. Launch and maintain products that provide users with controls over the appropriateness of the ads they see.	N	<p>TikTok enforces strict advertising policies that go beyond industry standards to protect all users on our platform.</p> <p>All ads must undergo a review process which involves vetting the products/services promoted, ad caption, text, images, audio, visuals, age/region targeting, and landing pages.</p> <p>We have an extensive list of prohibited products and services that cannot be advertised on the platform including: gambling, tobacco, alcohol, drugs, adult services, weight loss management/supplements, and political advertising.</p> <p>We take a special level of care and caution when it comes to advertising that our minors see - and craft our policies to ensure that any ads that could be shown to younger audiences are safe for those viewers.</p> <p>The broadest category of protections for minors in TikTok ads starts with the company's outright ban of any advertising that appeals directly to children, either through the use of child actors, ads promoting children's toys and clothing, or appealing to children to get their parents to buy a product.</p> <p>Beyond this broad protection, we moderate ads for any products or services that could potentially pose a higher physical, emotional or financial risk to minors and</p>

			<p>restrict them to an 18+ audience. Examples include dating apps, restricting financial services and health products.</p> <p>Additionally, we understand that our platform's products encourage mimicry, so we've taken minor safety into consideration and limit the behaviors that can be shown in ads well beyond what is legally required (banning ads showing unsafe driving, dangerous stunts, etc).</p> <p>We regularly review our advertising policies, and our Community Guidelines to ensure they are keeping up with the development of new products and services and cultural trends, and keep our users safe on TikTok.</p>
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4.3 Enhance transparency of policies, processes and systems

Signatories will indicate below which commitments, outcomes and measures are relevant for their company or for their products/services as it relates to enhancing transparency of policies, processes and systems.

	Outcomes	Measures	Relevant to company, product or service	
4.39	Outcome 10. Transparency of policies, systems, processes and programs that aim to reduce the risk of online harms	Measure 39. Publish and make accessible for users Signatories' safety and harms-related policies and terms of service.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.40		Measure 40. Publish and make accessible information (such as via blog posts, press releases and/or media articles) on relevant policies, processes, and products that aim to reduce the spread and prevalence of harmful content online.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.

4.4 1	Outcome 11. Publication of regular transparency reports on efforts to reduce the spread and prevalence of harmful content and related KPIs/metrics	Measure 41. Publish periodic transparency reports with KPIs/metrics showing actions taken based on policies, processes and products to reduce the spread or prevalence of harmful content (e.g. periodic transparency reports on removal of policy-violating content).	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.4 2		Measure 42. Submit to the Administrator an annual compliance report, as required in section 5.4, that set out the measures in place and progress made in relation to Signatories' commitments under the Code.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.

4.4 Support independent research and evaluation

Signatories will indicate below which commitments, outcomes and measures are relevant for their company or for their products/services as it relates to supporting independent research and evaluation.

	Outcomes	Measures	Relevant to company, product or service	
4.43	Outcome 12. Independent research that helps build understanding of the impact of safety interventions and harmful content on society and/or research on new technologies to enhance safety or reduce harmful content online.	Measure 43. Support or participate, where appropriate, in programs and initiatives undertaken by researchers, civil society and other relevant organisations (such as fact-checking bodies). This may include broader regional or global research initiatives undertaken by the Signatory which may also benefit Aotearoa New Zealand.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.
4.44		Measure 44. Support or convene at least one event per year to foster multi-stakeholder dialogue, particularly with the research community, regarding one of the key themes of online safety and harmful content, as outlined in section 4. This may include broader regional or global events undertaken by the Signatory which involve Aotearoa New Zealand.	Y	TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.

4.45	<p>Outcome 13: Support independent evaluation of the systems, policies and processes that have been implemented in relation to the Code.</p>	<p>Measure 45. Commit to selecting an independent third-party organization to review the annual compliance reports submitted by Signatories, and evaluate the level of progress made against the Commitments, Outcomes and Measures, as outlined in section 4, as well as commitments made by Signatories in their Participation Form (see Appendix 2).</p>	Y	<p>TikTok has implemented or commits to introducing policies, processes, products, and/or programs relevant to this outcome/measure.</p>
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