



A new frontier for community-based digital knowledge

Digital Business Congress – May 15th



Yasmina Laraudogoitia

Public Policy and Government Relations Manager
Portugal & Spain

We're TikTok

We are the leading platform for vertical videos

Our mission is to inspire creativity and bring joy. This is the reason why we have built the platform putting content at its very center. On TikTok content, not relationships, is what matters most.

This creates an environment where creativity and originality have a much greater weight than personal celebrity or one's social connections.

TikTok in numbers

75

LANGUAGES

150M+

USERS IN EUROPE

150+

COUNTRIES

Safety - our priority



**40,000 safety
professionals**



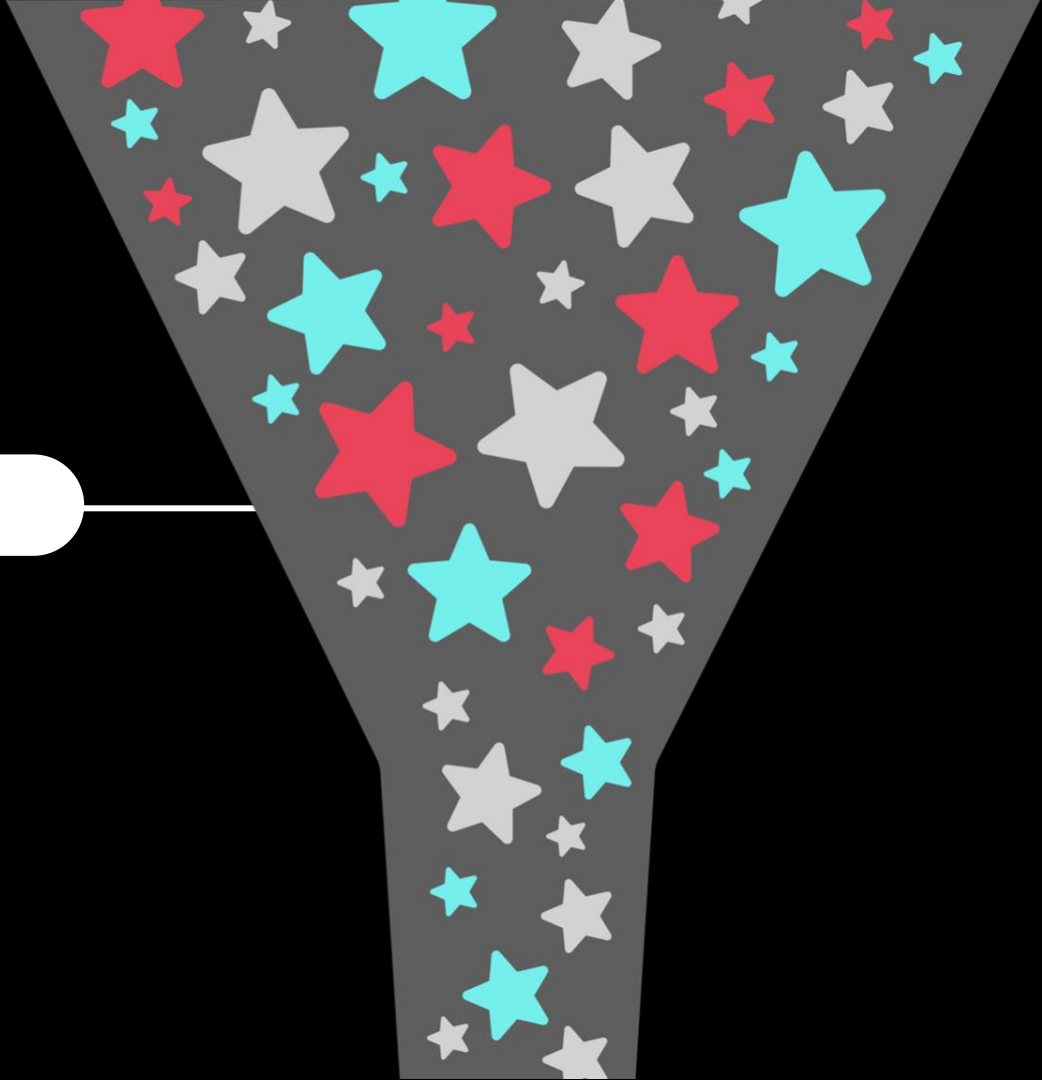
70+ languages



**Community
Guidelines**

Removing content

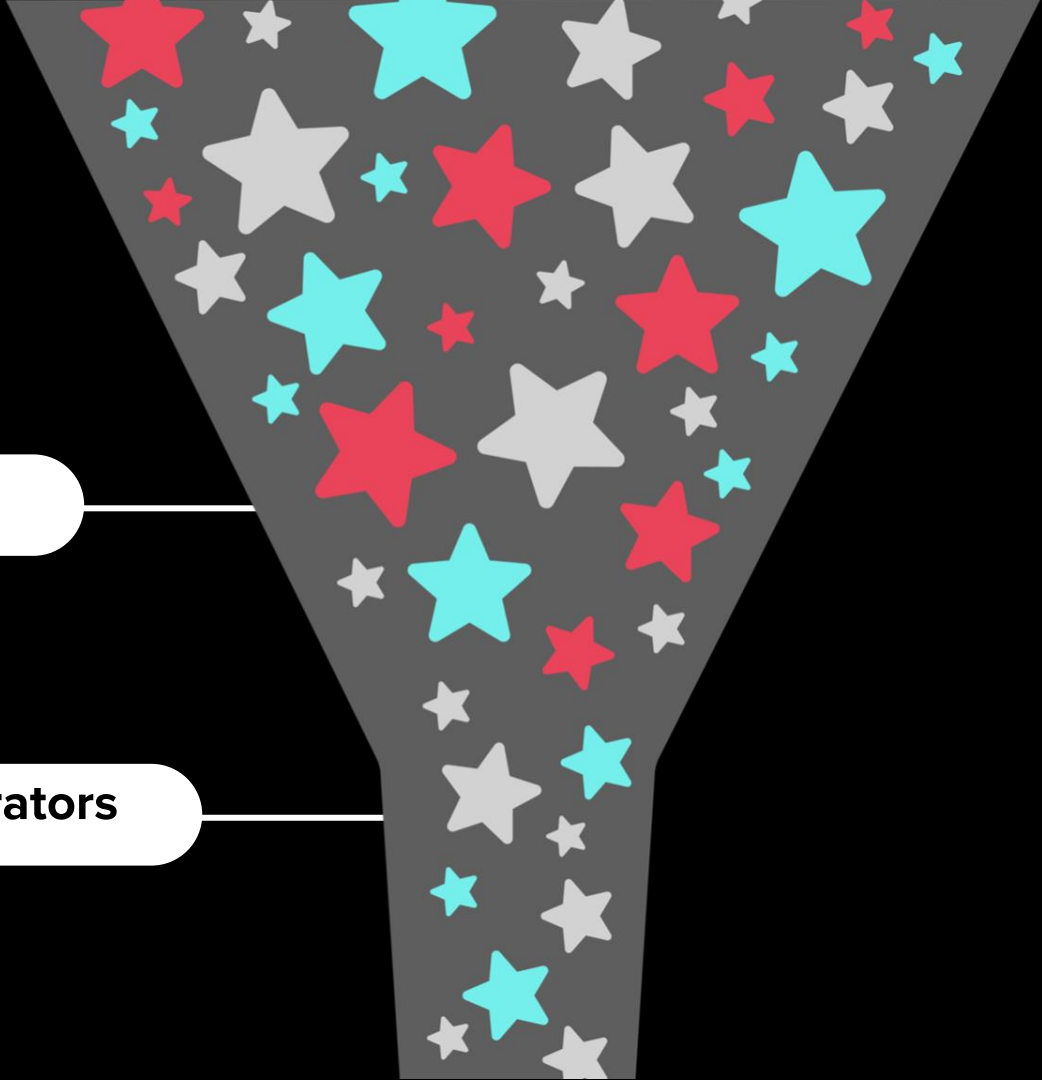
Automated technology



Removing content

Automated technology

Content Moderators



A safe space

The security and protection of all our users is a priority, especially that of **minors**, as they are the most vulnerable.

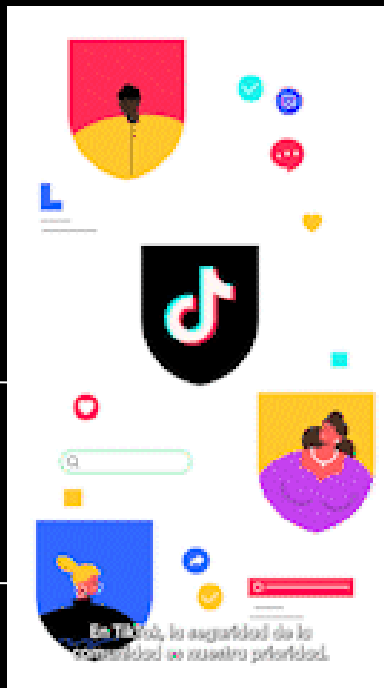


Our approach towards minor safety



Community Guidelines & content moderation

Age-appropriate tools & content levels



Resources

Programs & campaigns with partners

Age-appropriate limits on tools and features

All accounts under 16

PRIVATE by default **NO** Direct Messaging

ONLY FRIENDS can
comment on videos **NO** Duet and Stitch

NO downloading
their TikToks

All accounts under 18

Daily screen time
set to **60 minutes**

NO going LIVE

NO virtual gifts



Removing content



**Age-restricting
content**



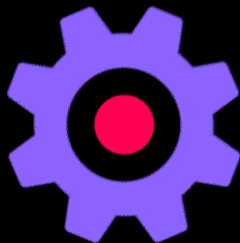
**For You feed
eligibility**



Our approach

TikTok is taking
industry-first steps
to respect European
data sovereignty.

Core tenets of Project Clover

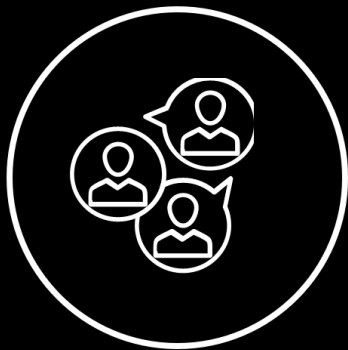


**Data
Sovereignty**

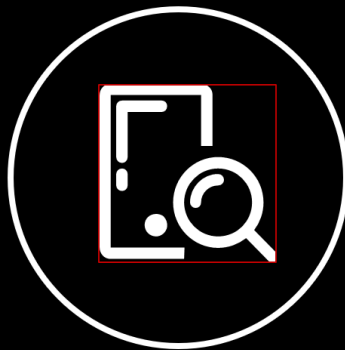
**Enhanced Data Controls
& Restrictions**

**Third Party
Oversight**

Digital Services Act



Content moderation



Transparency



For You feed

EU Online Safety

TikTok

[Overview](#) [Content Moderation](#) [Recommender Systems](#) [Research](#) [Transparency](#)

English



European Online Safety

We believe creative and joyful experiences on TikTok start with feeling safe. That's why we welcome online safety regulation across Europe and support its overall ambition.



TikTok's Approach to EU Elections

We invest in a three-point strategy to protect our community during election windows.

1. Policies and enforcement:

We do not allow misinformation about an election or civic process on the platform, regardless of intent. This applies to any piece of content, posted by any user on our platform. We enforce our policies through robust, proactive human and automated moderation work.



TikTok's Approach to EU Elections

2. Connecting our community to **authoritative information**, including:

- a. Election centres with in-app resources that link our community to reliable information
- b. Fact checking (with restrictions applying while content is being fact-checked)
- c. Notice tags that allow users to opt in/out of election-related content.
- d. Media literacy campaigns



TikTok's Approach to EU Elections

3. **Partnerships:** We work with external experts to develop our policies, improve our enforcement strategies and stay ahead of evolving trends. This includes:

- a. Strategic partners (e.g academics, civil society, industry experts, Safety Advisory Councils).
- b. Tactical partners (e.g local media orgs, fact-checking partners such as Poligrafo).



Local contribution



Plan Nacional de Leitura
Feira do Livro Lisboa



APEL (Associação Portuguesa de
Editores e Livreiros
Book 2.0

Local contribution



Partnership on digital skills and
wellbeing



Obrigada