Gifting on TikTok

You must be 18 + to buy Coins, send Gifts and collect Diamonds on TikTok.

Coins: Users can purchase Coins, either through the app stores or from **www.tiktok.com**. These Coins can only be used on TikTok to send Gifts or other services that may be made available from time to time and cannot be refunded or reimbursed (because as soon as you purchase them they are downloaded to your account).

Gifts: One way to use Coins is to send Gifts to other users to show your appreciation for their content. The number of Coins that are needed to send a Gift will be displayed to you before you decide to send a Gift.

Diamonds: TikTok awards Diamonds to users to incentivise them to create content. TikTok takes into account the Gifts sent by users to show appreciation for other users' content when awarding Diamonds. Users that collect Diamonds can use them to initiate the payment of real money from TikTok.

Users having problems with any virtual currency should contact TikTok using this form:
tiktok.com/legal/report/transaction

Limit the content you see

If you don't like a video, you can simply long-press on that video and tap **Not Interested** to see less of that sort of video in the future.

Set your messaging preferences

For users over 16, only your Friends – those who follow you and you follow back – can send you a private message.

You can unfollow or block a user to stop them from sending a direct message or disable messaging entirely from your privacy settings.
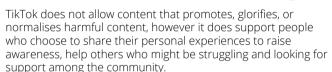
Set your video to private

If you've already uploaded the video: **Tap the three dots, tap Privacy settings and select Only me**

If you're about to post a video you can choose who can watch it: **Only me, Friends or Everyone** and you can choose whether comments are allowed.

Supporting community and wellbeing

TikTok does not allow content that promotes, glorifies, or normalises harmful content, however it does support people who choose to share their personal experiences to raise awareness, help others who might be struggling and looking for support among the community.

To help users do this safely, TikTok provides well-being guides (**tiktok.com/safety/en-gb/well-being-guide**) to support people who choose to share their personal experiences on the platform, developed with the guidance of independent experts.

Redirecting Users - when someone searches for words or phrases relating to sensitive issues they are directed to local support resources such as Samaritans or BEAT helpline.

Warning Users - when a user searches content that some may find distressing, for example 'scary make-up', the results page will be covered, requiring individuals to opt-in to see content.

Additional information and support

You can find TikTok's policies, tools and resources in the Safety Centre: **tiktok.com/en/safety**

You can look at TikTok's safety videos to learn more: **@tiktoktips**

UK Safer Internet Centre:
saferinternet.org.uk

Professionals Online Safety Helpline:
saferinternet.org.uk/helpline

Report Harmful Content:
reportharmfulcontent.com

Pick up a copy of this checklist along with other online safety materials on the SWGfL Store: **swgflstore.com**
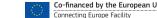
Privacy & Safety Checklist

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What is TikTok?

TikTok is an entertainment platform. After downloading the TikTok app, you can start creating your own videos or watch content created by other users.

You can also find trending content by clicking the 'Discover' button. Creating and editing videos is simple, with different effects, filters, and stickers to choose from.

Age restrictions

TikTok is only for users aged 13 and over, and we actively remove underage accounts. You can report underage users in-app, by emailing **privacy@tiktok.com** or completing an online form **tiktok.com/legal/report/privacy**

Accounts for users **under 16** are set to **Private by Default**. Only someone the user approves can view or comment on their videos, they cannot Direct Message, their accounts are not suggested to others, and their videos cannot be downloaded.

For **16-17s** other features have enhanced privacy settings, with many set to **'Off' by default** unless the user actively decides to enable it.

How to stay safe on TikTok

Choosing to **make your account private** allows you to approve or deny followers and restrict your uploaded content to followers only. To make your account private:

- Tap on the profile tab
- Go to the **three-dot** menu in the top-right corner
- Tap on **Privacy**
- Then toggle **Private account**

You can keep your identity secure by not including any personal information, such as name, address, phone number or age in your profile.

Users can also manage their experience through the **Digital Wellbeing** tool in their settings, using 'Screen Time Management' and 'Restricted Mode', to limit the type and amount of content viewable.

What about parental controls?

The **Family Pairing** feature allows parents to customise their teen's safety settings based on their individual needs. It allows a parent to link their TikTok account to their teen's and set controls including:

- **Screen Time Management:** Control how long your teen can spend on TikTok each day.
- **Restricted Mode:** Limit the appearance of content that may not be appropriate for them.
- **Direct Messages:** Restrict who can send messages to the connected account, or turn off direct messaging completely.
- **Search:** Decide whether teens are able to proactively search for content

Parents or caregivers that enable Family Pairing receive advice for parents, which are also available on the Guardian's Guide section of TikTok's Safety Centre - **tiktok.com/safety**

How do I report a problem?

If you feel someone is harassing you or otherwise being inappropriate you can report them or a specific video to TikTok's dedicated moderation team in the app. You can also report via the web form - **tiktok.com/legal/report/feedback**

To report a specific user:

- Access the user's profile
- Tap on the **three-dot** menu in the top-right corner
- An option saying **report** will come up
- Follow the on-screen instructions

To report a specific video:

- **Hold** your finger on the video
- Tap **report** and follow the on-screen instructions

TikTok also works with the **Professional Online Safety Helpline (0344 381 4772 or helpline@saferinternet.org.uk)** If you're a professional working with children and you come across content that you do not think should be on TikTok, you can call or email POSH. The team will then report the content directly to TikTok's Trust and Safety to take action.

Blocking users on TikTok

You can also block a user so they won't be able to view your videos or interact with you through direct messages, comments, follows, or likes.

- Go to the profile of the account you want to report
- Tap the **settings** icon
- Tap **block** and follow the steps in the app

Users can also **bulk report**, delete or block up to 100 comments or accounts at once by long-pressing on a comment or tapping the pencil icon in the upper-left corner to open a window of further options.

Control your comment section

You have the power to decide whether you want to allow comments on videos from everyone, followers only, or restrict them altogether. Using profile settings, you can filter all comments to prevent certain keywords, or pre-approve any comment that appears on your video.