TikTok
Ad Policy Education
UGC Ads for Sensitive Industries

Our goal at TikTok is to inspire creativity and bring joy!

And the safety of our community is crucial to our success. That's why we believe in working with our advertisers to run ads that are safe, high-quality, and adhere to our policy guidelines.

What is Commercial UGC?
- Commercial UGC consists of two ad formats, Spark Ads and Branded Content.
- Spark Ads are a native ad format that allows you to leverage organic TikTok posts and their features in your advertising.
- Branded Content is content where a creator will promote or review a third party brand's products/services in exchange for payment.
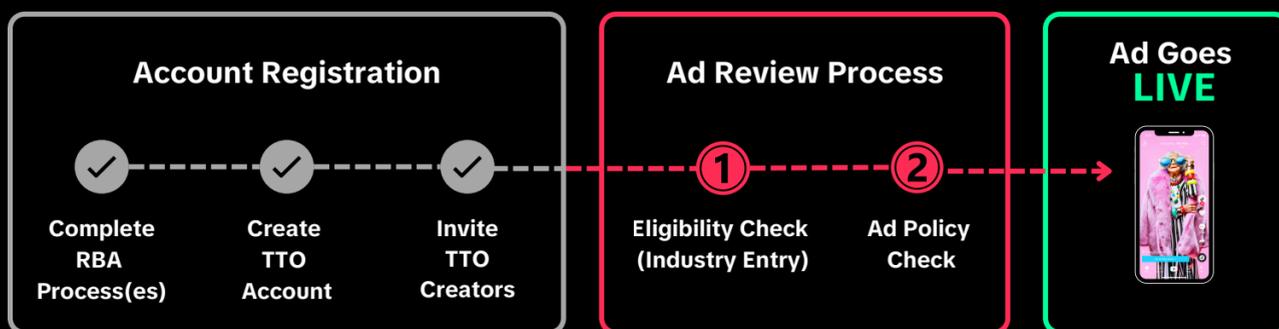
What is TikTok One (TTO)?
- TTO is an all-in-one TikTok creative platform with tools to create effective TikTok Projects. Access to millions of creators, connect with production partners, and uncover creative insights — all in one place.
- Invite links for creators are generated through TikTok One

What's a Registered Business Account (RBA) and why is it important?
- Business registration is a process that lets TikTok Business Accounts boost authenticity of their business to both the platform and users.
- Age-gating and geo-fencing are applied based on the business type and region of the Registered Business Account & the industry selected.

Ad Review Process

Before a Commercial UGC ad goes live on TikTok, it must undergo our Ad Review Process. This is where we ensure a product or service is allowed to run ads on TikTok and that all Ad Creatives are policy-compliant.

Account Registration
- ✓ Complete RBA Process(es)
- ✓ Create TTO Account
- ✓ Invite TTO Creators

Ad Review Process
- ① Eligibility Check (Industry Entry)
- ② Ad Policy Check

Ad Goes LIVE

End-to-End Process

1. Verify your Business Center or Individual Account as a Registered Business

2. Link your brand's organic TikTok account(s) to your Business Center or Individual Account

3. Switch the brand's organic TikTok account into a Business Account

4. Complete the Registered Business Account (RBA) process for all brand organic TikTok accounts.

5. Create TikTok ONE (TTO) account for Business Center and get verified

6. Create Project invitation link for 3P Creator or Publisher

7. Creator or Publisher will use the link to post on their organic account

8. [Optional] Brand can Spark Creator or Publisher content for paid ads

BC vs Individual
UGC Ads for Sensitive Industries

Verification Comparison: Business Center vs Individual

Verifying through Business Center covers all connected accounts. Therefore this is the best process if you have multiple brand handles.

	Business Center Verification	Individual Verification
Scalability	One verification process covers all connected accounts	Must repeat process for each account or sub-brand
Document Burden	Lower burden, central entity handles documents once	Higher burden, possible name mismatches
Risk of Mismatch	Legal name and parent entity conistency is maintained	Names or brand names may differ from legal name
Administrative Overhead	Lower	High
Verification Speed	Faster for additional accounts once Business Center is verified	Each account processed individually
Control and Access	○ Central control ○ Better governance ○ Role permissions	Each account is discrete

How to verify your Business Center as a Registered Business
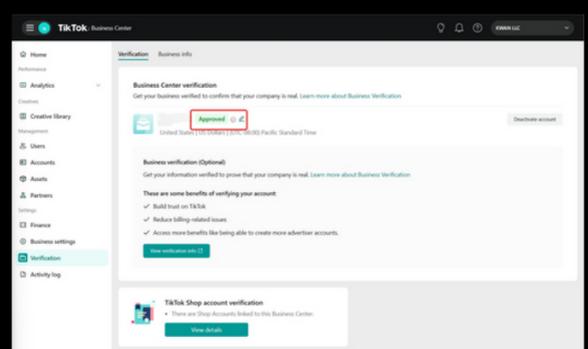
Step 1

Upload required documents

- From the sidebar (left navigation panel), select Verification.

- Click the Start Verification button.

- Select your account type: Business or Individual.

- The Country/Region field will be auto-filled.

- Enter your business name exactly as it appears on your official business documents.

- Choose your industry from the list. If it does not appear, select Other.

- From the dropdown menu, select the document type you will upload for verification.

- Upload the required document.

- Enter the account certificate number and state.

- (Optional) Upload any additional documents if needed & click Submit.
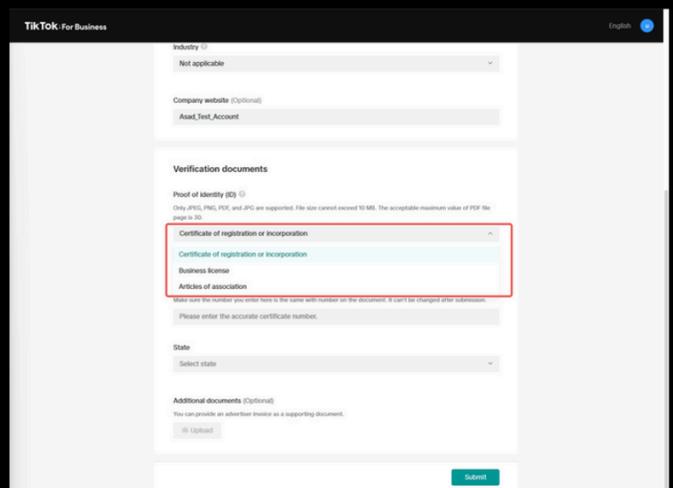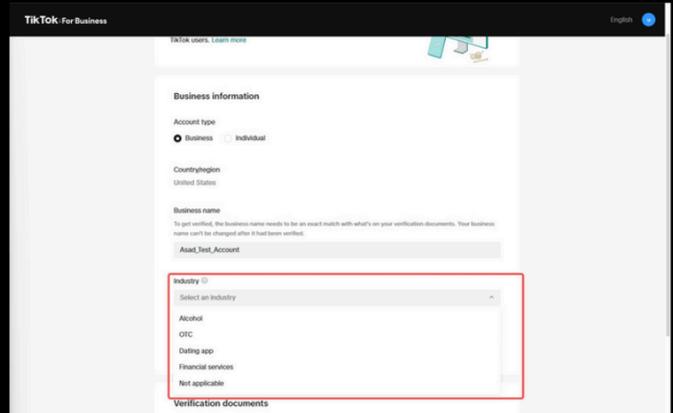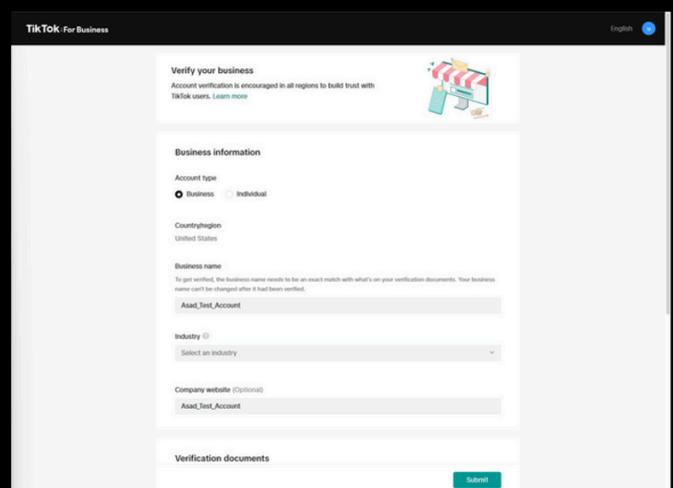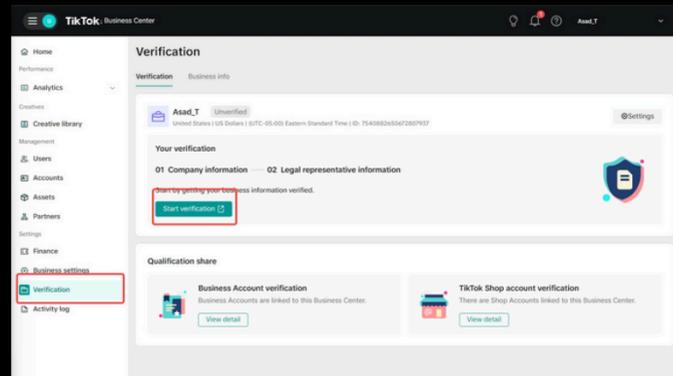
Step 2

Check your ad account's verification status

- Select Verification > Business Account Verification. You should be able to see the verification status of any accounts linked to the Business Center account.

TikTok
Account Linking
UGC Ads for Sensitive Industries

How to link your organic account to your Business Center

Step 1

Add your TikTok Account in TikTok Business Center

TikTok Business Center

- From the sidebar (left navigation panel), click Accounts.

- In the top tab bar, select TikTok Accounts.

- Click Add a TikTok Account.

- A new pop-up will appear displaying a QR Code.
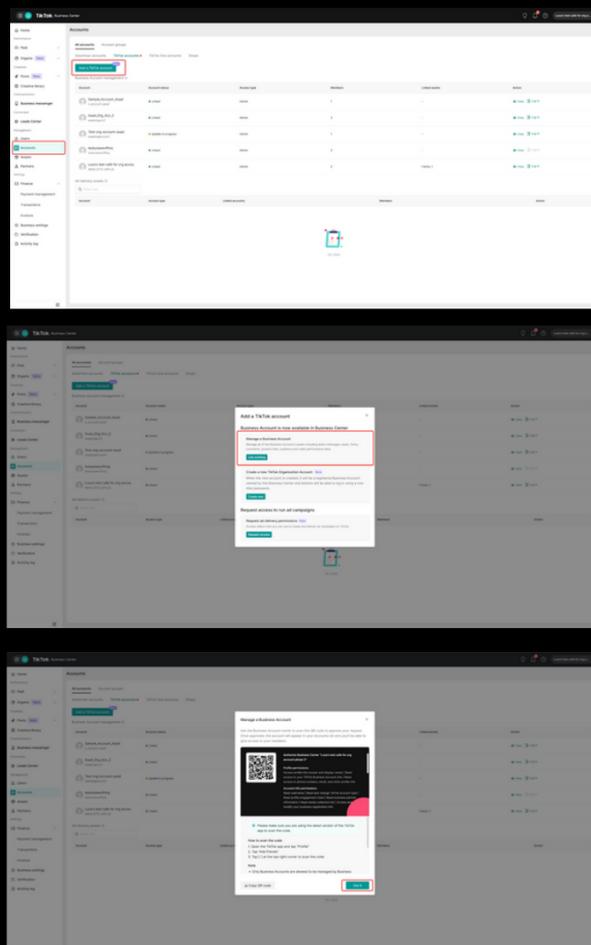
Step 2

Check your ad account's verification status

TikTok App
- Open the TikTok app (with the account that you want to link, logged in) and tap Profile at the bottom of the screen.

- Tap the Add Friends icon at the top left of the Profile page.

- Tap the Scan symbol [-] at the top right to scan the QR code.

- After scanning, a screen will appear with the message:

"[Business Center Name] wants to access your TikTok account."

- You will receive a confirmation on the next screen that your account is authorized.

Brand Organic
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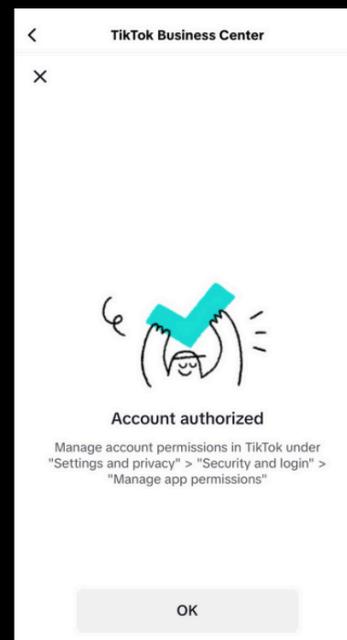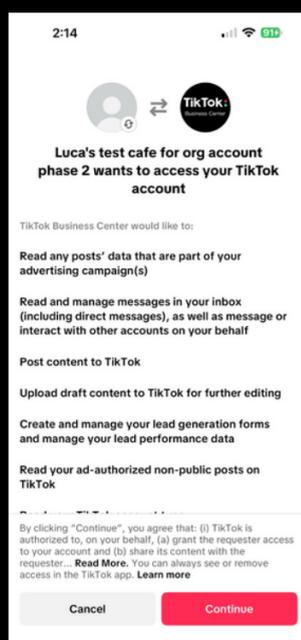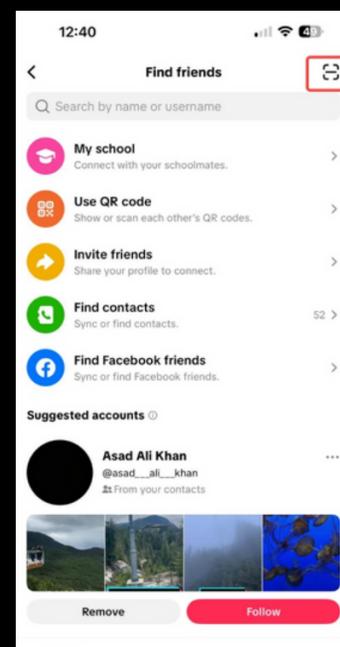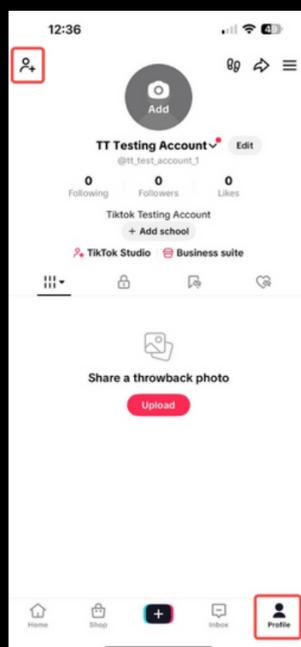
How to sign up your organic account as a Registered Business

Step 1

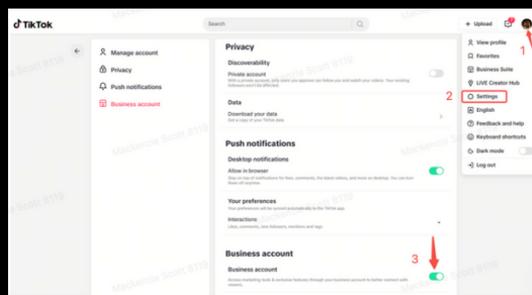#### Switch the brand's organic account into a Business Account

TikTok App
- From the TikTok app, select your profile page and select the hamburger menu in the upper right hand corner
- Select Settings and Privacy
- Select Switch to Business Account
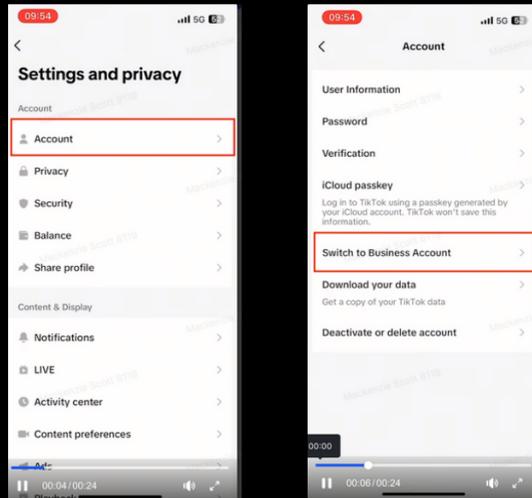
TikTok Web
- Select your user icon in the upper right hand corner.
- Select Settings from the dropdown menu.
- Select the toggle next to Business Account.

Step 2

Verify your brand's organic Business Account

TikTok App
- From the TikTok app, select your profile page and select the hamburger menu in the upper right hand corner
- Select Business Suite
- Select Business Registration
- Fill out the relevant information on this page and submit
- Ensure you have selected your industry from the dropdown menu
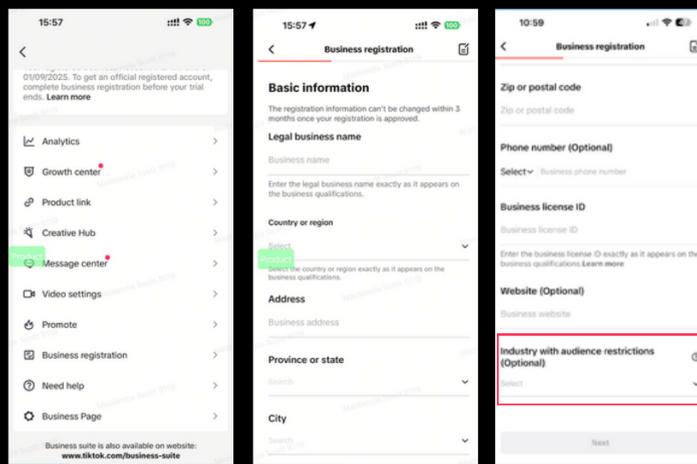
TikTok Web
- Select the Get Started button
- Fill all the required information under the Business Registration page
- Ensure you have selected your industry from the dropdown menu
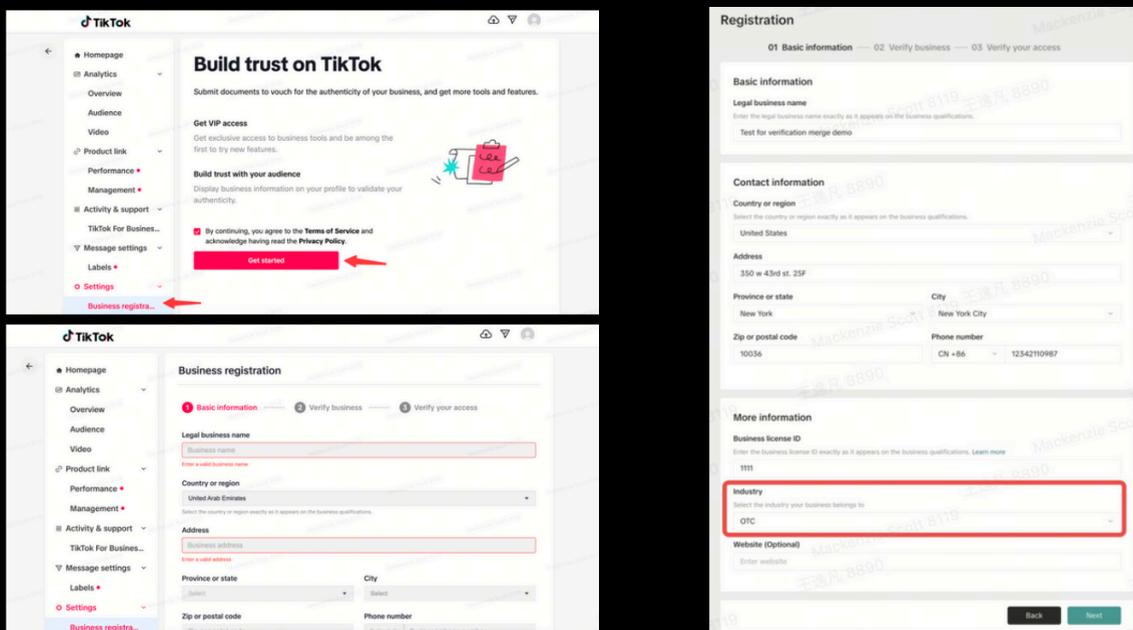
How to verify your organic account as a Registered Business

Step 2 cont.

Selecting the correct industry is crucial to ensuring your account is age and geo targeted correctly based on industry requirements and regulations:
- Dating Apps
- Financial Services
- Alcohol
- OTCs

- Upload any required business licensure.
  - RBA applications will require business license information to be approved.

- Submit and wait for a follow-up from TikTok on whether your registration has been successful
  - Applications typically take 5-7 days to be approved.
  -
- Advertisers in sensitive industries must complete an attestation during Business Account verification process
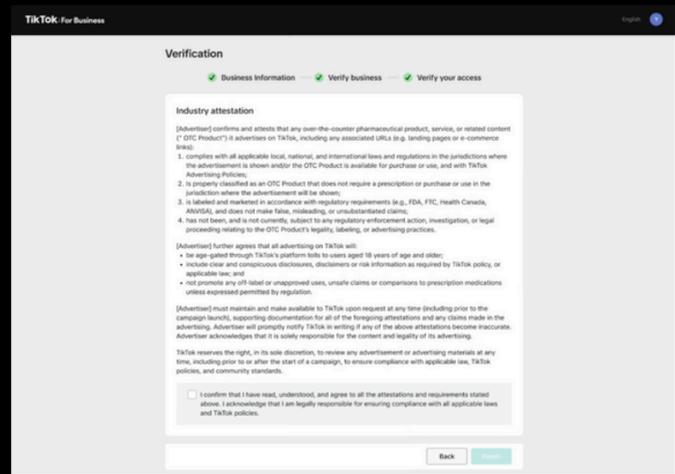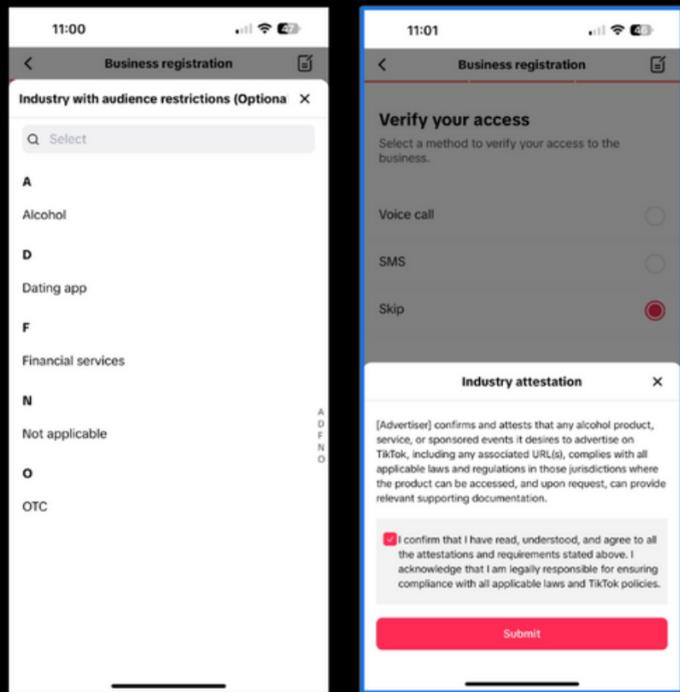
Step 3

Check your organic account's verification status in-app (applicable to Business Center)

- **Verification badge:**
  - Select Business Suite > click on the arrow to the top right, and it will take you to an "About this account" page where you can see the verification at the bottom.

- **Approved Industry:**
  - The "Verified" status will show the industry that your account is approved for.

- **Help Center Information:**
  - Click the arrow next to your approved industry to view age-gating and geo-fencing information.

TikTok
Branded Content
UGC Ads for Sensitive Industries
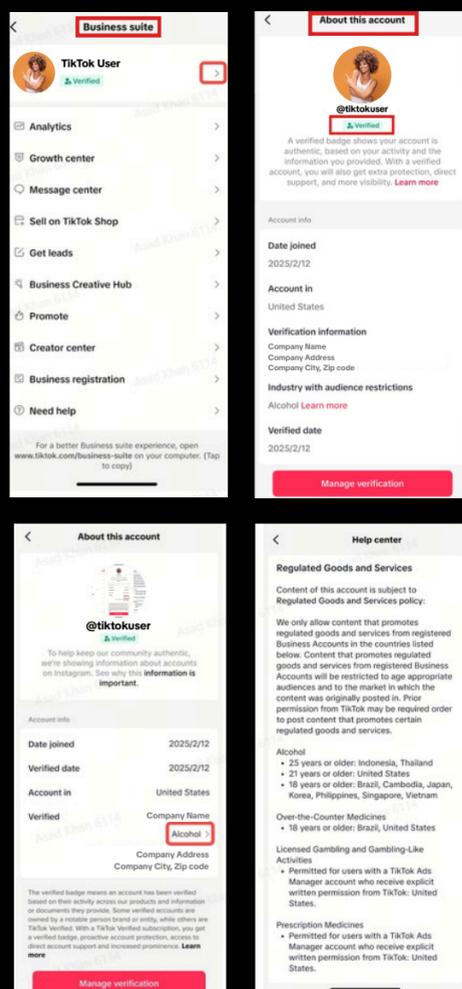
How to sign up for a TikTok One (TTO) account

### Step 1

- Access TikTok One and select Log In in the upper right corner.

- Log in using an existing TT4B email address to link existing accounts OR create a new account entirely.

- Complete your profile and agree to the new TikTok One Terms of Service
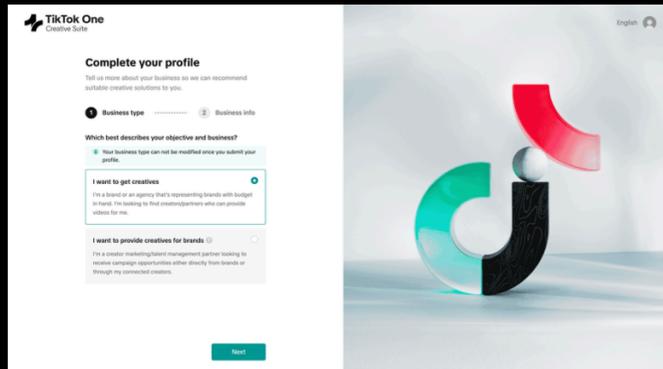
Step 2

- Link the TikTok One Account to a Business Center Account:

- *Note: Business Center and TTO must contain the same name in order to link the accounts*
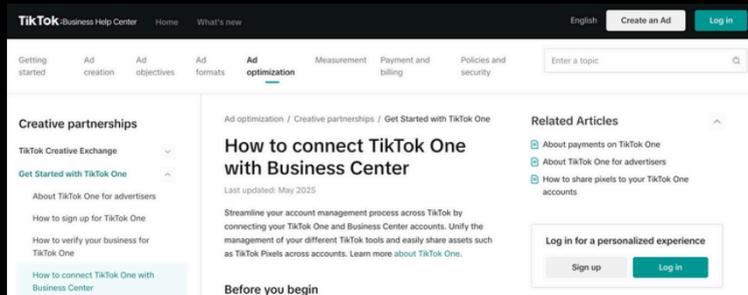
Step 3

- Create your brand profile + add your RBA profile info

- When clients post projects via TTO, they can input their TikTok account Link through their Brand Profile, so that the system can link their TTO ID and RBA uid. This prevents them from being needed to collect manually.
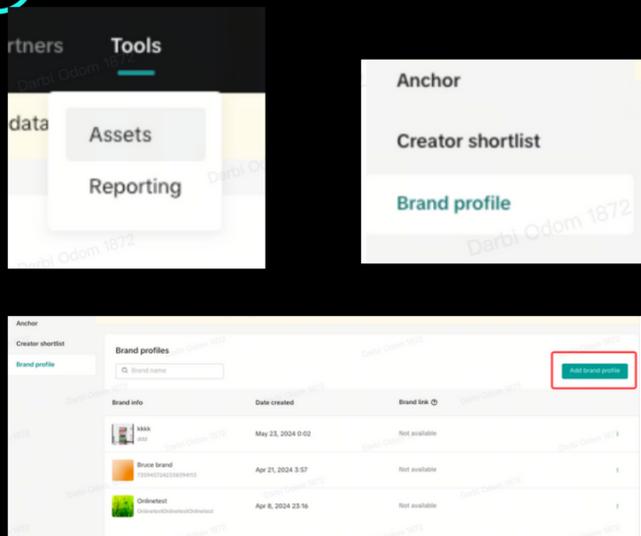
Step 4

- Within Brand profile, use search within select verified brands library to see if your brand is already there.
  - *If it's not, use "Add manually" button to submit brand details.*
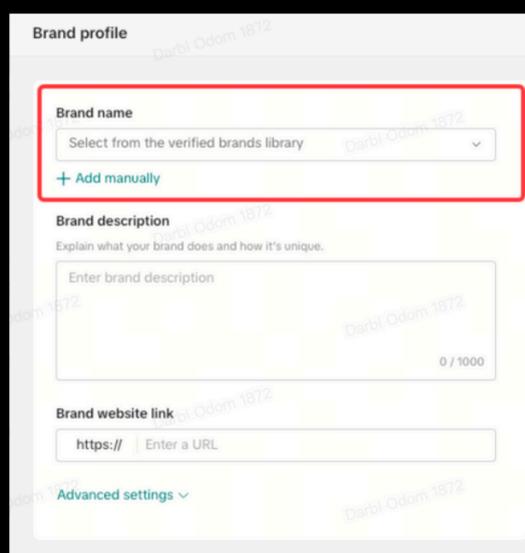
## How to sign up for a TikTok One (TTO) account

Step 5

- Brand profile verification process should take no longer than 1 business day. In the event that a brand shows unverified for longer than a day, check that all inputs follow proper formatting (don't include the word "test"). Then the agency/brand should submit an Athena ticket to help resolve if still facing review.

- Once the brand profile is verified, the verified checkmark will be shown next to the brand profile name.
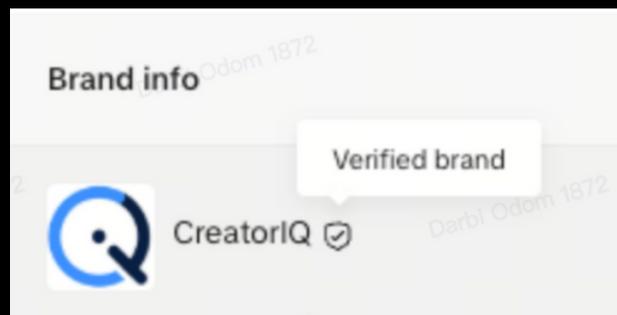
Step 6

- Click into the Edit brand profile to finish filling out the brand profile information, and then advanced settings to open up the advanced fields.
    - *Adding the TikTok Business Account profile link to this section is required. Creatives will be rejected if this is not filled correctly.*
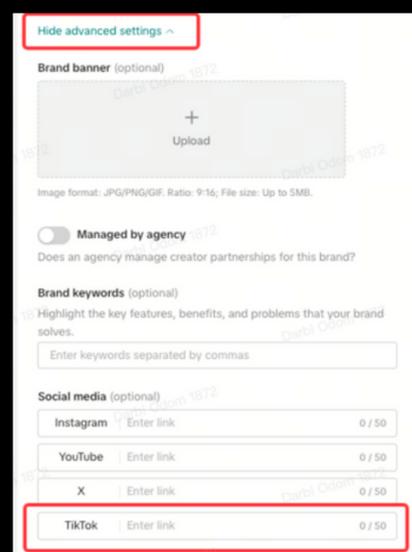
Step 7

- Use the TikTok social media field to input the TikTok Business Account profile link. This will link the TikTok One brand profile to the RBA UID
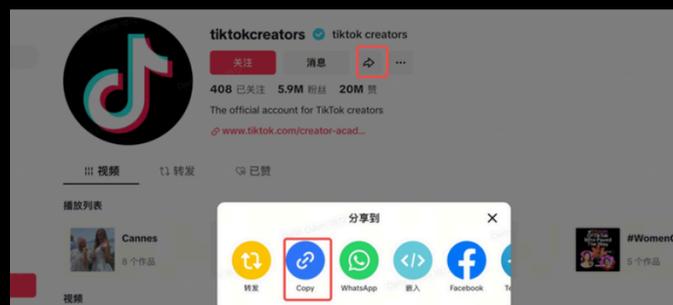
Step 8

- Once submitted, all new invite link projects will require the brand profile input as the first step.

- Once the linked brand profile is included, the invite link will be tracked to the RBA UID.
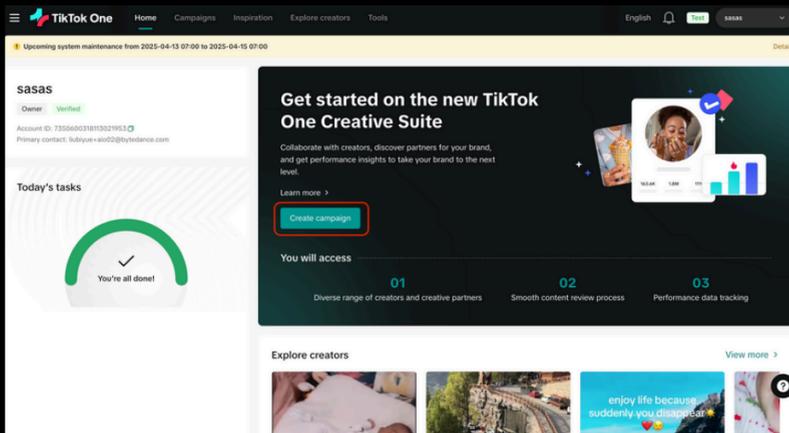
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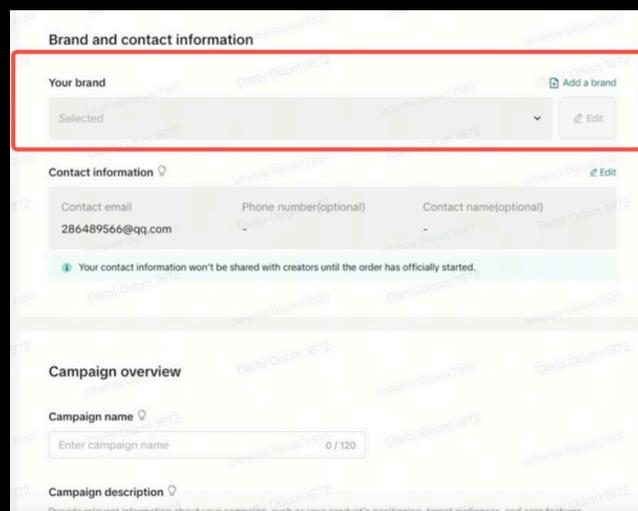
How to invite creators for Branded Content on TTO with Project Links

### Step 1

For Project Link:
- On the home page, select "Create lite Project"

**Note**: Ad authorization has to be turned on for 30 days or greater for ability to spark.

Step 2

- When selecting "Create project" you will be given two categories.

- The right option labeled "Creator content at scale", previously known as TTCC, is intended for non-Branded Content.

- The option on the left, titled "Branded content with creators", pertains to Branded Content. Select this option**.**
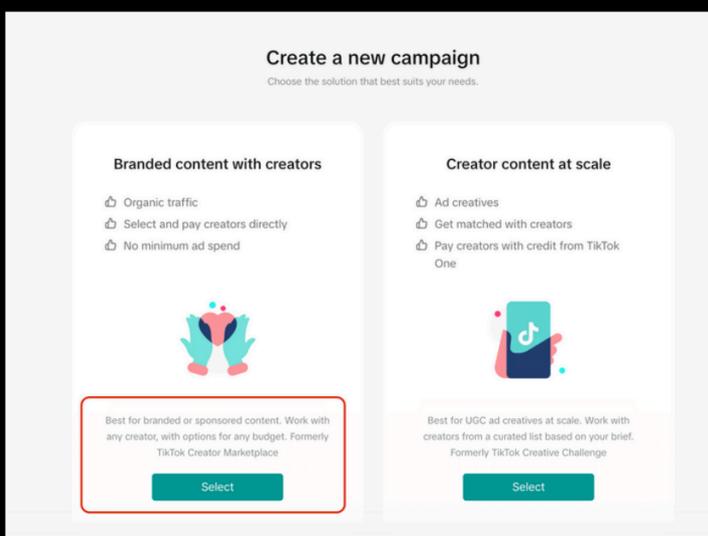
Step 3

- Select a project workflow. You will be presented with two options on this page.

  - Standard with full project details.
  - Lite for invite links.

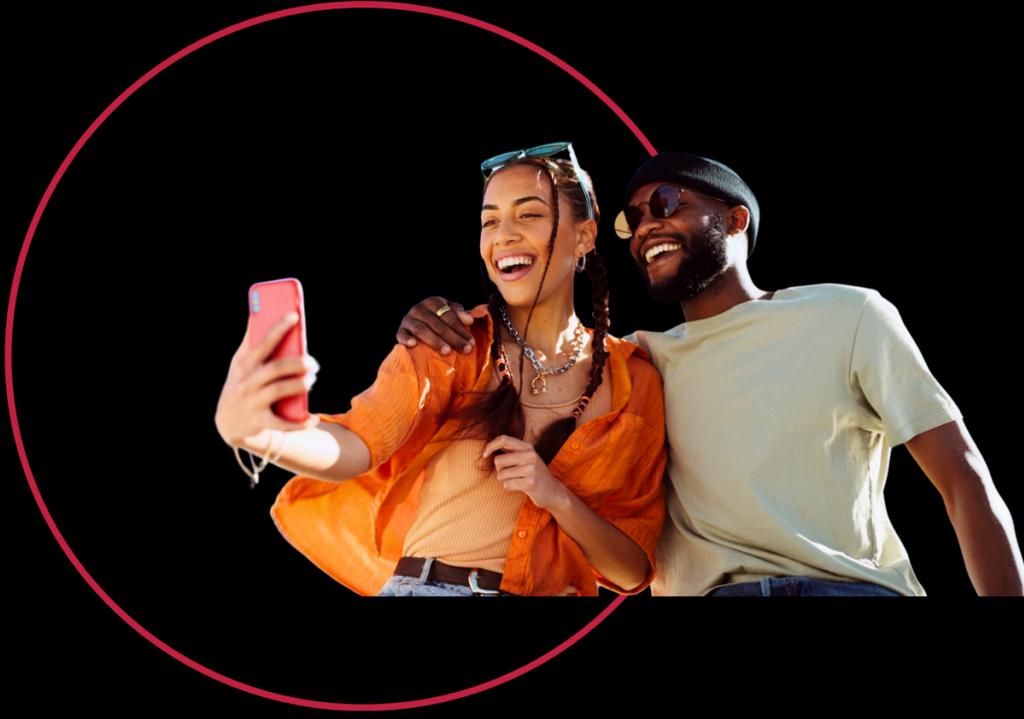- Select Lite for invite links.
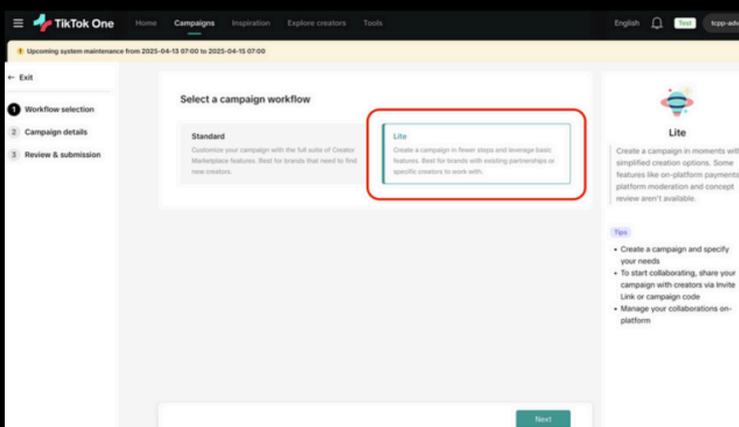
Step 4

- Add Brand name and Contact information
- Add your project details, including project name and project description
- Add in and select Anchor (if applicable)
- Select the desired ad authorization period and TTAM account if applicable
- Select promotional code if applicable
- Hit Submit
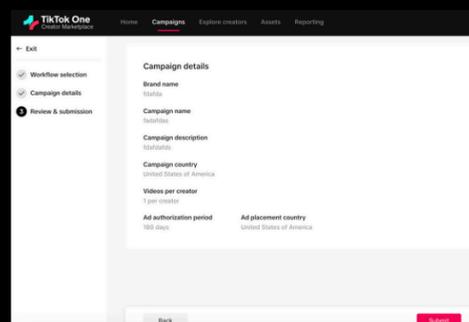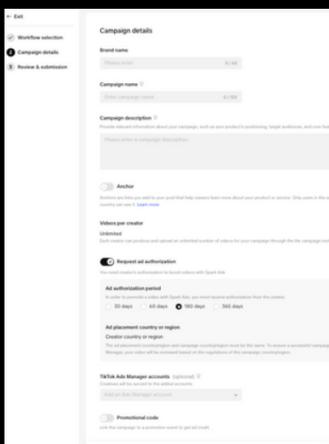
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Disclaimer:

♪ **TikTok**