

TikTok Shop Creator Policy Guidelines Summary

Generated: July 3rd, 2026 at 1:26 AM UTC

Included policies: 30 | Monitored pages: 67 | Usable snapshots: 56

Executive Summary

- Includes 30 creator-relevant policy pages from 56 usable monitored page snapshots.
- Summaries are generated from the latest crawled TikTok Shop policy text and should be checked against the linked source before operational decisions.
- 11 discovered pages currently fail crawler validation and are excluded until they return usable article text.

Highest-Risk Watchouts

- AI-Generated Content Restrictions and Requirements: Understand the Consequences: Violating these rules can lead to actions against your content (like removal or restricted visibility) and your account (like warnings, restrictions, or even permanent bans for severe violations).
- AI-Generated Content Restrictions and Requirements: Extremely Severe Violations Accounts that use AI-generated content for fraud, dissemination of illegal information, or other serious unlawful or non-compliant activities may be permanently banned.
- AI-Generated Content Restrictions and Requirements: Content will not be restricted or penalized solely for using AI, provided it complies with TikTok's Community Guidelines, TikTok Shop policies, and all relevant platform standards and requirements.
- AI-Generated Content Restrictions and Requirements: Enforcement for Violations The platform may take appropriate enforcement actions against AI-generated content and related accounts that violate the standards outlined above.
- Content Policy: Artificial Intelligence Generated Content (AIGC) AI-generated content is not allowed if it: Misleads or deceives viewers Impersonates others Otherwise violates the TikTok Shop Content Policy or TikTok Community Guidelines Content that violates these requiremen...
- Content Policy: Violations may result in enforcement actions such as content removal, feature restrictions, violation points, or account restrictions.
- Content Policy: For more information on violations, see the Creator Enforcement Policy.
- Content Policy: Illegal and Criminal Activity Creators are strictly prohibited from promoting any content that contains any form of illegal or criminal activity, which may result in content removal and other enforcement actions.

Account Eligibility & Health

Affiliate Creator Product Selection Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=287819077633805

TikTok page date: July 1st, 2026 at 12:29 AM UTC

Text captured: July 2nd, 2026 at 8:31 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:17 AM UTC

- These requirements help: Protect customer experience Improve promotion quality Maintain platform integrity What is Being Updated Promotion Eligibility Requirements for Selected Categories Affiliate creators must be eligible before promoting products in the 17...

- Your eligibility is based on your: Creator Health Rating (CHR) Promotion Performance Score (PPS) Track record of sales Ongoing ability to create high-quality content If you do not meet the criteria, you may face restrictions.
- For more details, refer here: [Affiliate Marketing Policy](#) What you Need to Know To improve promotion quality, TikTok Shop is adding new requirements for some product categories.
- These requirements apply when adding products to: Showcase LIVE Video anchors Creators who do not meet the required criteria will receive an automated notification explaining why the product cannot be added.

Affiliate Marketing Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=2244964886103809

TikTok page date: June 17th, 2026 at 7:13 PM UTC

Text captured: July 2nd, 2026 at 8:34 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:18 AM UTC

- This policy outlines the requirements and eligibility criteria for sellers and creators participating in Affiliate Marketing on TikTok Shop.
- The product must not have intellectual property, fair trading, or customer review-related policy violations.
- TikTok Shop reserves the right to restrict affiliate marketing access or remove affiliate marketing products if our Affiliate Marketing Qualification Requirements are not met.
- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

Creator Eligibility Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=6939143037667118

TikTok page date: July 2nd, 2026 at 9:07 PM UTC

Text captured: July 2nd, 2026 at 9:20 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:20 AM UTC

- These actions may include, but are not limited to: Assigning violation points Removing content Removing access to features Restricting commission earnings Restricting or removing your creator account Creators can view their account health and any enforcement...
- For more information on violations, see [Creator Enforcement Policy](#).
- Posting Limits Creators and merchants may post: - Up to 30 shoppable short videos per day - Up to 60 shoppable photo posts per day Enforcement Actions and Appeals We regularly review creator accounts for compliance with our policies.
- This policy outlines the eligibility criteria TikTok users must meet to access TikTok Shop creator e-commerce features.

Creator Enforcement Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=6837869503317761

TikTok page date: July 1st, 2026 at 12:01 AM UTC

Text captured: July 2nd, 2026 at 8:35 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:20 AM UTC

- This applies to a range of violations, including but not limited to: Misleading Promotions Low Quality Content Weight Management Medical Claims Unoriginal Content Are bound to shops that violate our Content Policies or Community Guidelines Note: Enforcement a...
- Creators who commit the same policy violation 6 times within a 90-day period may have their e-commerce permissions removed immediately, and their commissions frozen, regardless of their Creator Health Rating (CHR) points.
- This notice typically includes: The reason for enforcement What action was taken Whether the action is temporary or permanent Violation Records You can review your violation history and overall account health on your Creator Health Rating (CHR) page.

- Enforcement actions may be taken when creators fail to meet policy or performance requirements.

Creator Fraud, Abuse, and Misconduct

https://seller-us.tiktok.com/university/essay?knowledge_id=5453247374362369

TikTok page date: June 18th, 2026 at 7:06 PM UTC

Text captured: July 2nd, 2026 at 8:35 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:19 AM UTC

- Key Point Summary TikTok Shop creators in the US must not engage in fraud, abuse, or misconduct on the platform.

- What Is Creator Fraud, Abuse, and Misconduct?

- This may include, but is not limited to: Assigning violation points Removing content Removing access to features Restricting commission earnings Restricting or removing your creator account For more information, please refer to our Creator Enforcement Policy.

- Being linked to accounts that have previously been banned or subject to enforcement actions, including being part of a group of accounts that show coordinated content, traffic, or engagement patterns tied to known violating creators or violating content.

Creator Health Rating Overview and Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=5054301796321070

TikTok page date: June 30th, 2026 at 8:29 PM UTC

Text captured: July 2nd, 2026 at 8:34 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:19 AM UTC

- Points Reduction Points may be deducted from your Creator Health Rating for the following reasons: Violations of our Content Policy, Creator Terms of Use, or other policies.

- Creators who repeatedly violate policies or engage in high-risk behaviors may have their e-commerce permissions removed, regardless of their CHR points.

- For more information on violations, see Creator Enforcement Policy.

- Enforcements and Appeals Creators can view their account health and any enforcement actions on the Creator Health Rating (CHR) page.

Content Rules & Restricted Claims

Not Safe for Work (Inappropriate) Content

https://seller-us.tiktok.com/university/essay?knowledge_id=551152115599150

TikTok page date: September 11th, 2024 at 8:10 PM UTC

Text captured: July 2nd, 2026 at 8:35 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:19 AM UTC

- Avoid policy violations by ensuring your content is appropriate for all audiences.

Pirated and Unoriginal Content

https://seller-us.tiktok.com/university/essay?knowledge_id=570368427919146

TikTok page date: September 11th, 2024 at 9:23 PM UTC

Text captured: July 2nd, 2026 at 8:35 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:19 AM UTC

- Steer clear of copyright violations and keep your TikTok Shop reputation intact.

- Avoid plagiarized materials-create original content!

Video & LIVE Quality

AI-Generated Content Restrictions and Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=491489038501663

TikTok page date: June 30th, 2026 at 9:59 PM UTC

Text captured: July 2nd, 2026 at 8:32 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:18 AM UTC

- Understand the Consequences: Violating these rules can lead to actions against your content (like removal or restricted visibility) and your account (like warnings, restrictions, or even permanent bans for severe violations).

- Extremely Severe Violations Accounts that use AI-generated content for fraud, dissemination of illegal information, or other serious unlawful or non-compliant activities may be permanently banned.

- Content will not be restricted or penalized solely for using AI, provided it complies with TikTok's Community Guidelines, TikTok Shop policies, and all relevant platform standards and requirements.

- Enforcement for Violations The platform may take appropriate enforcement actions against AI-generated content and related accounts that violate the standards outlined above.

Content Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=6837891779151617

TikTok page date: July 1st, 2026 at 12:04 AM UTC

Text captured: July 2nd, 2026 at 8:32 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:18 AM UTC

- Artificial Intelligence Generated Content (AIGC) AI-generated content is not allowed if it: Misleads or deceives viewers Impersonates others Otherwise violates the TikTok Shop Content Policy or TikTok Community GuidelinesContent that violates these requiremen...

- Violations may result in enforcement actions such as content removal, feature restrictions, violation points, or account restrictions.

- For more information on violations, see the Creator Enforcement Policy.

- Illegal and Criminal Activity Creators are strictly prohibited from promoting any content that contains any form of illegal or criminal activity, which may result in content removal and other enforcement actions.

Content Quality Guidelines

https://seller-us.tiktok.com/university/essay?knowledge_id=3538110403266346

TikTok page date: June 13th, 2025 at 8:57 PM UTC

Text captured: July 2nd, 2026 at 8:31 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:17 AM UTC

- Minimized Risk & Account Safety: Following best practices minimizes policy risks, keeping your account safe and avoiding potential violations.

- Repeated policy violations can lead to infringements or even account bans.

- For a complete list of prohibited content, please refer to TikTok Shop's Content Policy.

- Adhering to Policies First and foremost, creating quality content means adhering to TikTok Shop's content policies.

Gambling Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=2903157654996737

TikTok page date: June 25th, 2026 at 5:04 PM UTC

Text captured: July 2nd, 2026 at 8:31 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:17 AM UTC

- This may include, but is not limited to: Deducting points from your Account Health Rating Removing product listings Revoking your access to offer products for sale Issuing refunds to customers Removing access to features For more information, seeSeller Enforc...

- Note: Invited creators participating in high-risk livestream activities (for example, Mystery Box,

Breaks) may be geo-restricted to non-producing countries.

- Requirements for Gambling Gambling activities are prohibited on TikTok Shop, including in both livestreams and videos even if you do not engage with viewers or offer a chance to win a prize.
- If violations are identified, we may take enforcement actions.

Giveaway and Promotions Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=2963741155624705

TikTok page date: March 16th, 2026 at 7:23 PM UTC

Text captured: July 2nd, 2026 at 8:31 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:17 AM UTC

- For more information on violations, see Creator Enforcement Policy.
- If violations are identified, we will take enforcement actions.
- For Creators: View account health and enforcement actions on your Creator Health Rating (CHR) page.
- This policy explains the requirements you must follow when offering giveaways or other promotions on TikTok Shop.

Requirements for High-Quality Videos and LIVES

https://seller-us.tiktok.com/university/essay?knowledge_id=4581457528243969

TikTok page date: June 22nd, 2026 at 10:42 PM UTC

Text captured: July 2nd, 2026 at 8:31 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:17 AM UTC

- This may include, but is not limited to: Assigning violation points Removing content Removing access to features Restricting commission earnings Restricting or removing your creator account Creators can view their account health and any enforcement actions on...
- For more information on violations, see Creator Enforcement Policy.
- This document applies to Sellers and creators, and it outlines the requirements for creating high-quality videos and LIVES when promoting products on TikTok Shop.
- Enforcement Actions and Appeals We regularly review creator accounts for compliance with this document, our Content Policy, and our Community Guidelines.

5 Most Common Quality Issues: Live Videos

https://seller-us.tiktok.com/university/essay?knowledge_id=573307554072362

TikTok page date: September 11th, 2024 at 9:36 PM UTC

Text captured: July 2nd, 2026 at 8:35 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:20 AM UTC

- Irrelevant promotion Pre-recorded content in LIVE room Poor production quality Exaggerated and false claims Description is not detailed

5 Most Common Quality Issues: Shoppable Videos

https://seller-us.tiktok.com/university/essay?knowledge_id=573307553580842

TikTok page date: September 11th, 2024 at 9:33 PM UTC

Text captured: July 2nd, 2026 at 8:35 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:20 AM UTC

- Irrelevant promotion No physical product displayed Description is not detailed Pirated content NSFW (Inappropriate) content

Content Styles to Help Your Creative Process on TikTok Shop

https://seller-us.tiktok.com/university/essay?knowledge_id=4401155330393899

TikTok page date: May 20th, 2026 at 6:32 AM UTC

Text captured: July 2nd, 2026 at 8:34 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:19 AM UTC

- Being successful on TikTok is a compounding of multiple factors, and posting high-quality and engaging content is just one of those factors.
- Welcome to the Shoppable Video Content Styles Guide - your guide to unblocking creativity in creating video content for TTS products.
- It is important to note that the educational material provided here are guidelines and not rules.
- We want to provide you with the right resources to be successful in this factor, and we will be doing that through the templates modeled from high-performing content.

Good Quality Video Guide

https://seller-us.tiktok.com/university/essay?knowledge_id=2512242345133837

TikTok page date: December 4th, 2025 at 5:47 PM UTC

Text captured: July 2nd, 2026 at 8:34 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:18 AM UTC

- Step 4: Track Performance and Get Feedback After you post, you can review how your videos are performing and see how your good-quality content contributes to your growth.
- It also provides clear insights and guidance after you post, so you can see how your good quality videos contribute to your traffic and improve with each new video.
- Click the banner at the top that says "Learn what makes a good quality video and start getting more views today!" How it Works Step 1: Learn What Makes a Good Quality Video Inside the guide, you'll find: A quick intro video explaining the value of good con...
- Your content is automatically evaluated, and good-quality videos will be identified and used in your performance insights.

Guide to Promotion Performance Score

https://seller-us.tiktok.com/university/essay?knowledge_id=3636905400911658

TikTok page date: June 8th, 2026 at 10:36 PM UTC

Text captured: July 2nd, 2026 at 8:34 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:19 AM UTC

- If 3 of those videos have violations, then 30% of their recent videos are considered low quality.
- Promotion Performance Score, or PPS, is a dynamic score from 0 (poor) to 5 (excellent) that evaluates a creator's ability to: Select high-quality products Create good-quality content The score reflects the overall quality of your promotions, and updates daily.
- Content Score answers: Are you consistently posting high-quality, policycompliant content?
- PPS is available to affiliate creators who meet at least one of the following criteria in the last 30 days: 5+ delivered orders 6+ videos posted 3+ livestreams hosted Did you know?

LIVE Giveaway

https://seller-us.tiktok.com/university/essay?knowledge_id=8531641808471809

TikTok page date: April 17th, 2026 at 8:49 AM UTC

Text captured: July 2nd, 2026 at 8:36 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:21 AM UTC

- Your giveaway duration must be at least 2 minutes longer than the minimum watch time requirement, if you had selected it as a participating criteria.
- What is LIVE Giveaway LIVE Giveaway allows you to easily run contests and giveaways during your TikTok Shop LIVES.
- App Set Up * Viewer side: Step 1: See the LIVE giveaway icon at the top of LIVE Step 2: Participate in the giveaway * Step 3: Check the result * How do winners receive their Giveaway item?
- If even ONE order is not delivered, the seller's LIVE giveaway permission will be withdrawn.

Low Quality Production

https://seller-us.tiktok.com/university/essay?knowledge_id=570368428525354

TikTok page date: September 11th, 2024 at 9:25 PM UTC

Text captured: July 2nd, 2026 at 8:35 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:20 AM UTC

- Ensure your Shoppable content shines with good lighting, steady camerawork, and clear audio for maximum impact.

Overview of the Most Common Quality Issues on TikTok Shop

https://seller-us.tiktok.com/university/essay?knowledge_id=575032298653486

TikTok page date: September 11th, 2024 at 9:47 PM UTC

Text captured: July 2nd, 2026 at 8:35 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:20 AM UTC

- Irrelevant promotion No physical product displayed Description is not detailed Pirated and unoriginal content NSFW (inappropriate) content Pre-recorded content in LIVE Poor production quality Exaggerated and false claims

THE LOOP: December Edition

https://seller-us.tiktok.com/university/essay?knowledge_id=7947767805495053

TikTok page date: May 19th, 2026 at 12:00 AM UTC

Text captured: July 2nd, 2026 at 8:36 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:21 AM UTC

- Community Wins: ALL IN for BFCM The Creator Community showed UP - on video, in LIVE, in Discord, and across every region.

- And the results speak for themselves: 80K+ videos created 145M+ video views 23% of total platform GMV generated by community creators 25% of all LIVE GMV came from the community Your creativity and consistency powered this entire moment.

- #TTSSWest | #TTSSMidwest | #TTSSNortheast | #TTSSouthwest | #TTSSoutheast Top Highlights Across BFCM Top Viewed Videos: @just_jess_t (SE), @kayladelight (NE), @itsgenise (West) Bingo Champion: #TTSSoutheast (50 pts) - helping secure their regional win High...

- Here are a few snapshots from the community: ALL IN for BFCM cash prizes - including Best of the Week, Creator's Choice Awards, Hidden Prize Box, and \$125 winners - are now live in your Creator Task Center.

THE LOOP: November Edition

https://seller-us.tiktok.com/university/essay?knowledge_id=3547698293901111

TikTok page date: May 18th, 2026 at 11:59 PM UTC

Text captured: July 2nd, 2026 at 8:34 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:19 AM UTC

- [Access it through the Videos tab] Learn more in TikTok Shop Creator Academy Policy Updates To help you create confidently: Health-Related Content Guidelines (Updated!) Clearer rules on medical, weight/muscle, and wellness claims + best practices for...

- Creator Community groups can't assist with individual policy violations or account issues.

- Stay up to date on requirements and best practices: Explore Creator Policy Pulse for the most recent updates and follow @TikTokShopAcademy for bite-sized tips & insights.

- It wasn't just about content - it was about the culture, the community, and the good vibes all around." Watch her video here Our first LIVE Masterclass this week equipped creators with actionable strategies to prep content and boost sales this season.

THE LOOP: October Edition

https://seller-us.tiktok.com/university/essay?knowledge_id=8974080364971789

TikTok page date: May 13th, 2026 at 2:54 AM UTC

Text captured: July 2nd, 2026 at 8:37 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:21 AM UTC

- Creator Community groups can't assist with individual policy violations or account issues.
- Explore and join campaigns in Creator Center > Campaigns Platform Policy Updates Stay up to date on requirements and best practices: Resources: Explore Creator Policy Pulse for live updates Follow @TikTokShopAcademy for bite-sized tips & insight...
- Good Quality Content Videos that get the "Good Quality" tag not only reach more people (50-70% more views!) but also give shoppers the confidence to buy.
- Welcome to the October edition of THE LOOP!

THE LOOP: September Edition

https://seller-us.tiktok.com/university/essay?knowledge_id=4405262607058743

TikTok page date: May 19th, 2026 at 12:01 AM UTC

Text captured: July 2nd, 2026 at 8:34 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:19 AM UTC

- Platform Policy Updates Stay up to date on the latest policies and requirements to help you avoid violations and stay in good standing.
- More Resources Follow @TikTokShopAcademy for bite-sized policy tips Explore the Creator Policy Pulse to stay up to date Reminder: Creator Community groups can't assist with individual policy violations or account issues.
- Creator Tips & Education Resources to help you make high-quality videos, host engaging LIVES, and grow your TikTok Shop results.
- My best advice for new creators is to focus less on the numbers and more on the quality of your work - the numbers will follow.

Affiliate Product Selection

Prohibited Content for Platform Safety

https://seller-us.tiktok.com/university/essay?knowledge_id=6125629963945771

TikTok page date: March 25th, 2026 at 10:13 AM UTC

Text captured: July 2nd, 2026 at 8:32 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:18 AM UTC

- Enforcement Actions and Appeals We regularly review creator accounts and content for compliance with our policies, including our Content Policy, and our Community Guidelines.
- For more information on violations, see Creator Enforcement Policy.
- This may include, but is not limited to: Deducting points from your Creator Health Rating Removing content Removing access to features Restricting commission earnings Restricting or removing your creator account Creators can view their account health and any...
- Illegal and Fraudulent Content To keep the platform lawful and trustworthy, content involving illegal or deceptive activities is strictly prohibited.

Requirements for Responsible Health-Related Content

https://seller-us.tiktok.com/university/essay?knowledge_id=4545471832983342

TikTok page date: July 1st, 2026 at 12:40 AM UTC

Text captured: July 2nd, 2026 at 8:31 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:17 AM UTC

- Violations of any policies in this article may result in enforcement actions, including but not limited to content removal, listing suppression, or account-level penalties.
- Prohibited Actions Certain actions and claims are not permitted on TikTok Shop and may result in policy

violations.

- Must not include nudity, sexualized behavior, or suggestive humor, consistent with our Content Policy, Community Guidelines, and Seller Terms of Service.

- For full requirements, refer to the Product Listing Policy and Prohibited Products Policy.

Permitted and Prohibited Practices of AI-Generated Content

https://seller-us.tiktok.com/university/essay?knowledge_id=6903598869677837

TikTok page date: March 17th, 2026 at 3:52 AM UTC

Text captured: July 2nd, 2026 at 8:35 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:20 AM UTC

- Your shop could be at risk Fake experts = Violated Content.

- Permitted Practices and Disclosure for AI-Generated Content Using AI for your shop?

- That's a Violation AI making your product look too good to be true?

- That's not marketing-that's "product not as described." Final episode breaks down the violations.

Other Creator Policies

THE LOOP: August Edition

https://seller-us.tiktok.com/university/essay?knowledge_id=5186417179019021

TikTok page date: October 3rd, 2025 at 8:22 PM UTC

Text captured: July 2nd, 2026 at 8:34 PM UTC

Last verified unchanged: July 3rd, 2026 at 12:19 AM UTC

- Follow @TikTokShopAcademy for bite-sized policy tips and reminders Explore the Creator Policy Pulse to stay up to date Reminder: Creator Community groups can't assist with individual policy violations or account issues.

- Creator Tools & Updates * Platform Policies Stay up to date on the latest policies and requirements to help you stay in good standing.

- Whether hosting IRL events or refining their content strategy, they're building momentum and leading by example. * Real Talk: Creator POV Real tips, real results - straight from creators like you.

- What to Promote Right Now Top Picks A curated list of high-performing, fully stocked, and top-rated products - selected to help you find quality items worth promoting.