TikTok Shop Creator Policy Guidelines Summary

Generated: October 30th, 2026 at 3:49 AM UTC

Included policies: 182 | Monitored pages: 300 | Usable snapshots: 264

Executive Summary

- Includes 182 creator-relevant policy pages from 264 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.

- 36 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: Weight Management Content Creators are prohibited from promoting content that contains high-risk weight loss or muscle gain claims, as set forth in our TikTok Shop Prohibited Products Policy.

- Content Policy: High-Risk Regulated Goods Creators must not depict, use, promote, or imply the use of high-risk regulated goods in content, including LIVEs and videos.

- 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.

Account Eligibility & Health

Affiliate Creator Product Selection Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=287819077633805
TikTok page date: September 30th, 2026 at 6:20 AM UTC
Text captured: September 2nd, 2026 at 6:17 PM UTC
Last verified unchanged: October 30th, 2026 at 3:17 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.

Account Health Rating (AHR) Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=6750828276418350
TikTok page date: October 21st, 2026 at 7:06 PM UTC
Text captured: July 3rd, 2026 at 3:23 AM UTC
Last verified unchanged: October 30th, 2026 at 3:35 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 For more information on enforcement actions, refer to our Seller E...

- It is at risk of receiving or has received milestone enforcement actions.

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

- Key Points: Your Account Health Rating (AHR) measures the health of your shop.

Affiliate Marketing Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=2244964886103809
TikTok page date: October 21st, 2026 at 6:58 PM UTC
Text captured: October 10th, 2026 at 12:21 AM UTC
Last verified unchanged: October 30th, 2026 at 3:22 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.

- Additional eligibility for Auction promotions To appear in sellers' Auction target plans, use Auction features, and access the LIVE Auction feature, affiliate creators must meet all of the following platform-level eligibility requirements: Pass platform compl...

After-Sales Handling Time Best Practices and FAQs

https://seller-us.tiktok.com/university/essay?knowledge_id=2542861906872077
TikTok page date: June 26th, 2026 at 6:50 PM UTC
Text captured: July 6th, 2026 at 3:22 AM UTC
Last verified unchanged: October 30th, 2026 at 3:24 AM UTC

- No, there are no violation enforcements for After-Sales Handling Time.

- Are there enforcement actions for After-Sales Handling Time?

- It affects your overall score, but has no direct penalties.

- Set up your return policies Create auto-approval rules for eligible after-sales scenarios to resolve these requests automatically.

All About TikTok Shop's Creator Policy Quiz

https://seller-us.tiktok.com/university/essay?knowledge_id=5018886219810602
TikTok page date: June 24th, 2026 at 11:06 PM UTC
Text captured: July 6th, 2026 at 3:28 AM UTC
Last verified unchanged: October 30th, 2026 at 3:30 AM UTC

- For full details on violations, please refer to the main Creator Enforcement Policy..

- Eligibility: The Creator Policy Quiz is a feature available globally to creators who receive a content violation.

- When to Take the Quiz The Creator Policy Quiz becomes available in your Creator Health Rating page after you receive a content violation.

- For more information, refer to theCreator Enforcement Policyarticle.\n\nKey Takeaways\n- You have up to 2 retake attempts.\n- Each quiz expires on the last day of the month following the violation.

All About TikTok Shop’s Policy/Milestone Quiz

https://seller-us.tiktok.com/university/essay?knowledge_id=4101503078876971
TikTok page date: June 26th, 2026 at 8:12 PM UTC
Text captured: July 5th, 2026 at 3:26 AM UTC
Last verified unchanged: October 30th, 2026 at 3:29 AM UTC

- At a Glance: Policy Quiz: Pass to earn points for your Account Health Rating Milestone Quiz: Pass to reduce the duration of enforcements The Policy/Milestone Quiz is a feature designed to help you understand our platform policies and improve your Account Heal...

- When To Take the Policy/Milestone Quiz If you get a violation, and there is a quiz attached to that violation, the quiz will automatically appear on your Account Health page.

- NOTE: The milestone quiz is available at every milestone enforcement threshold, except when your Account Health Rating is 0 due to your account being deactivated.

- Passing a policy quiz earns points, while passing a milestone quiz reduces enforcement duration.

April 2026 Incentives Overview

https://seller-us.tiktok.com/university/essay?knowledge_id=2394645818804023
TikTok page date: April 13th, 2026 at 7:19 AM UTC
Text captured: July 7th, 2026 at 3:23 AM UTC
Last verified unchanged: October 30th, 2026 at 3:23 AM UTC

- How to Join: Join Now Seller Center/Seller APP -> Growth Opportunities ACE Kickstart Program Sellers who complete the event requirements are eligible for a maximum reward of $1,100.

- Program types Product Growth Content Growth Suitable seller prototype New sellers who are onboarded from April 1, 2026 to April 30, 2026 Playbook Eligible Sellers: New sellers who are onboarded from April 1, 2026 to April 30, 2026; Incentive missions need to...

- Playbook: Eligible sellers: Invited sellers only Rules and Rewards: To qualify for rewards, you must achieve at least $100 in incremental GMV during the Sprint period and maintain a Shop Performance Score (SPS) of 3.5 by the end of the campaign.

- One shop can win up to $1,000 ad coupons! Complete Missions meet the GMV requirements to win up to $1,000 ads coupons.

Creator Bind Eligibility and Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=3753520906340139
TikTok page date: September 30th, 2026 at 6:25 AM UTC
Text captured: September 2nd, 2026 at 6:27 PM UTC
Last verified unchanged: October 30th, 2026 at 3:28 AM UTC

- Sellers can successfully bind to a creator account if the creator meets all requirements in our TikTok Shop Creator Eligibility Policy.

- EC bans on bound accounts can restrict or permanently remove the ability to add new marketing creators.

- If the review confirms fraud or a severe policy violation, the shop may be deactivated under TikTok Shop policies.

- Sellers must wait 24 hours to unbind and cannot unbind from creators with low Health Ratings or severe

violations.

Creator Eligibility Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=6939143037667118
TikTok page date: September 25th, 2026 at 3:25 AM UTC
Text captured: September 25th, 2026 at 3:34 AM UTC
Last verified unchanged: October 30th, 2026 at 3:36 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: October 9th, 2026 at 11:23 AM UTC
Text captured: October 9th, 2026 at 12:34 PM UTC
Last verified unchanged: October 30th, 2026 at 3:35 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 Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=5453247374362369
TikTok page date: October 20th, 2026 at 11:54 PM UTC
Text captured: September 28th, 2026 at 9:30 AM UTC
Last verified unchanged: October 30th, 2026 at 3:32 AM UTC

- Key Points To maintain a safe and trustworthy environment, 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.

- Other examples are brushing (placing or canceling self-orders to inflate metrics), being linked to banned accounts, and using LIVE or shop content for unrelated, sexual, or otherwise prohibited material to drive traffic.

Creator Health Rating Overview and Requirements

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

TikTok page date: October 12th, 2026 at 8:13 AM UTC
Text captured: October 9th, 2026 at 12:29 PM UTC
Last verified unchanged: October 30th, 2026 at 3:30 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.

- Red (1-150 points): Your account is at risk of deactivation and subject to Creator Health enforcement actions.

Creator Review for Free Samples

https://seller-us.tiktok.com/university/essay?knowledge_id=241381935892238
TikTok page date: August 27th, 2026 at 2:31 AM UTC
Text captured: August 13th, 2026 at 12:23 AM UTC
Last verified unchanged: October 30th, 2026 at 3:23 AM UTC

- Reviews include a rating, written feedback, and a required photo or video, and will appear in the product review section as Creator Review of Free Product, helping shoppers learn more about the product before they buy.

- After submitting your review, you may be guided to post a shoppable video for the sample if you have not fulfilled the requirement already.

- If your sample order is eligible for a review coupon, the coupon will only be issued after you fulfill the sample requirement.

- However, if you have not yet fulfilled your sample requirement, you may still be guided to post a shoppable video afterward.

Custom Order Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=6719693841286958
TikTok page date: October 21st, 2026 at 6:56 PM UTC
Text captured: July 30th, 2026 at 12:33 AM UTC
Last verified unchanged: October 30th, 2026 at 3:35 AM UTC

- Enforcement Actions and Appeals Sellers who do not meet the eligibility criteria and listing requirements for these features may have access restricted or removed.

- The shop may face more severe penalties as listed in the Seller Enforcement Policy.

- This may include, but is not limited to: Deducting points the seller’s Account Health Rating Removing product listings Revoking access to offer products for sale Issuing refunds to customers For more information on enforcement actions, refer to our Seller Enf...

- All sellers listing and selling on the US TikTok Shop marketplace who meet the eligibility requirements for custom order features must comply with this document and the Fulfillment Policy.

Dietary Supplements Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=1411277869713198
TikTok page date: October 9th, 2026 at 6:27 PM UTC
Text captured: October 9th, 2026 at 6:18 PM UTC
Last verified unchanged: October 30th, 2026 at 3:19 AM UTC

- Prohibited Claims Violations For listings that violate our prohibited disease, medical, or FDA/regulatory claims rules, enforcement follows a tiered approach: First violation: The listing will be deactivated.

- Documents You Must Submit (Per Product) Enforcement Actions and Appeals We regularly review your shop’s compliance with this document and our Restricted Products Policy.

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

- High-Dose Violations For listings where a single serving exceeds the NIH-established daily Tolerable Upper Intake Level (UL) for a vitamin or mineral, enforcement is immediate: The listing will be frozen without prior notice.

Fast Refund for Eligible Refundable Sample Orders

https://seller-us.tiktok.com/university/essay?knowledge_id=3141576796899086
TikTok page date: May 18th, 2026 at 8:32 PM UTC
Text captured: July 7th, 2026 at 3:26 AM UTC
Last verified unchanged: October 30th, 2026 at 3:26 AM UTC

- Product Overview We’re speeding up refunds for eligible creators using Refundable Samples.

- Try samples with less risk: Refundable Samples are now lower-risk, so you can request samples with more confidence.

- Fast Refund is available to eligible creators based on system eligibility checks.

- Benefits Get refunded sooner: Eligible creators may unlock a fast refund once you reach a required number of successfully delivered affiliate-generated sales.

Guide to Samples: Free and Refundable

https://seller-us.tiktok.com/university/essay?knowledge_id=5764641632306946
TikTok page date: September 24th, 2026 at 6:36 PM UTC
Text captured: September 24th, 2026 at 9:31 PM UTC
Last verified unchanged: October 30th, 2026 at 3:33 AM UTC

- Refundable Samples are available to all eligible creators.

- Post content with your samples within the posting window, post content for overdue samples if an extension is provided, and follow TikTok Shop guidelines.

- You will see all the products added to your LIVE and can remove products as well.

- Post content with samples within the posting window, post for overdue samples when an extension is provided, and follow TikTok Shop guidelines.

Guide to the Fulfillment Performance Page

https://seller-us.tiktok.com/university/essay?knowledge_id=7774796411864833
TikTok page date: May 20th, 2026 at 12:19 AM UTC
Text captured: July 5th, 2026 at 3:32 AM UTC
Last verified unchanged: October 30th, 2026 at 3:38 AM UTC

- It not only impacts customer experience and trust, but it also affects your shop’s Account Health Rating and Shop Performance Score (SPS).

- To learn about how these metrics are calculated, please refer to our Fulfillment Policy.

- Your fulfillment performance is a key component of your shop’s overall health.

- We’ve built the Fulfillment Performance page in Seller Center (login required) to help provide an easy-to-read overview of your fulfillment efficiency and performance.

How to Correct Seller Violations

https://seller-us.tiktok.com/university/essay?knowledge_id=3638385374070542
TikTok page date: June 26th, 2026 at 7:10 PM UTC
Text captured: July 4th, 2026 at 3:23 AM UTC
Last verified unchanged: October 30th, 2026 at 3:27 AM UTC

- This article will help you: Better understand our policies Minimize potential impact on your operations Avoid having additional violations recorded A Correction window is the time frame where you can edit your listings to meet policy requirements.

- A Correction allows certain sellers to fix issues in their listings that violate specific policies before enforcement takes place.

- This period varies based on the violation and removes the need for you to resubmit the listing.

- Navigate to: Seller Center > Account Health > Shop Health > Violation Records > Unread Violations "Pending" means a correction or appeal can be submitted by clicking "view details" to take action.

How to Manage Samples

https://seller-us.tiktok.com/university/essay?knowledge_id=2673207765960490
TikTok page date: March 28th, 2025 at 10:33 PM UTC
Text captured: July 7th, 2026 at 3:24 AM UTC
Last verified unchanged: October 30th, 2026 at 3:25 AM UTC

- Manage Samples helps you plan for and track samples, meet shoppable content requirements, understand expected commissions and discover TikTok Shop promotions you may be eligible for.

- With Manage Samples, you now have a centralized place to track and manage the posting of shoppable content and other sample-related activities.

- Toggle between the free sample and refundable sample section to view order statuses 2) The Create Videos to Promote section highlights active samples you need to post content for, the time remaining to post your shoppable content and the commission you will e...

- Content Criteria: If you fail the following criteria, your shoppable or live content will be considered incomplete Post type : Video needs to have a link product in video and keep the content for 3+ days Post type : Live needs to pin product when you go live...

How to Submit Creator Appeals

https://seller-us.tiktok.com/university/essay?knowledge_id=6189845366179630
TikTok page date: August 24th, 2026 at 7:35 PM UTC
Text captured: August 24th, 2026 at 9:32 PM UTC
Last verified unchanged: October 30th, 2026 at 3:34 AM UTC

- It is intended to help you successfully navigate the appeals process for a fair review.ApplicabilityThis appeals process is for creators appealing enforcement actions for content violations.

- You can find your violations on the Creator Health Rating page, which provides an overview of your account’s performance against our policies.

- To submit an appeal: Go to the TikTok Shop for Creators page Select Creator Health Rating Go to Violations and select the specific Violation Scroll to the bottom of the page and select Appeal Note: Please ensure your video remains public while your appeal is...

- Product Selection Risk Reminder: When binding a product to your content, you will receive a reminder about the most common content violations associated with that product type.

Intellectual Property Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=6837901778306818
TikTok page date: October 9th, 2026 at 7:05 PM UTC
Text captured: October 9th, 2026 at 9:34 PM UTC
Last verified unchanged: October 30th, 2026 at 3:36 AM UTC

- Sellers and creators should be aware that certain violations are more likely to result in stricter penalties.

- If a seller’s or creator’s appeal is successful, we will remove any penalties issued and restore any withdrawn privileges.

- Key Points: Sellers must not use third-party intellectual property, including trademarks, copyrights, design patents, or other sellers’ original product images, without proper authorization for products, listings, videos, LIVEs, shop names, or avatars.

- Such actions are subject to all enforcement actions set forth in the TikTok Terms, the Seller Enforcement Policy, and the Creator Performance Evaluation Policy.

LIVE Auction

https://seller-us.tiktok.com/university/essay?knowledge_id=8427133325330222
TikTok page date: October 16th, 2026 at 9:02 PM UTC
Text captured: October 16th, 2026 at 9:39 PM UTC
Last verified unchanged: October 30th, 2026 at 3:40 AM UTC

- To resolve the issue, sellers can either:Remove the auction product from the Affiliate target collaboration invite, orCreate a new product ID for the regular listing.How can I enjoy Low Latency in my LIVE?No application is needed.

- Violations may affect both the creator account and the linked store.

- Once the LIVE session is over, this listing is removed altogether.

- The blocked user will be immediately kicked out of the LIVE room and is restricted from re-entering.

LIVE Auction: Requirements & Guidelines

https://seller-us.tiktok.com/university/essay?knowledge_id=6110392477746958
TikTok page date: October 19th, 2026 at 11:28 AM UTC
Text captured: October 19th, 2026 at 12:32 PM UTC
Last verified unchanged: October 30th, 2026 at 3:34 AM UTC

- Affiliate Creators LIVE auction Eligibility Creator Health Score (CHR) > 150 No active LIVE ban or temporary account suspension No recent serious violation records Meets the platform’s account-performance and compliance requirements Promotion Performance Scor...

- Eligibility and Responsibilities Applies to all relevant entities: Sellers and creators are ineligible for LIVE auction if they commit off-platform violations or are assessed as excessively risky.

- Seller-Affiliate Creator Partnership To partner with affiliate creators to promote auction products, a seller must: Have a Shop Performance Score (SPS) 3.5 Have an Account Health Rating (AHR) 200 Affiliate creators must comply with all Content Policy requ...

- When a violation involves both parties, both the affiliate creator and the supplying seller may be subject to enforcement action.

Multi-SKU Sampling: Request More Variations from One Product

https://seller-us.tiktok.com/university/essay?knowledge_id=36131199371022
TikTok page date: January 12th, 2026 at 7:50 PM UTC
Text captured: July 7th, 2026 at 3:27 AM UTC
Last verified unchanged: October 30th, 2026 at 3:27 AM UTC

- Requesting multiple SKUs against one product means you have more content requirements to fulfill, but it doesn’t automatically hit your limit like a request for a whole new product ID would have before.

- Multi-SKU Sampling Access the full range of product variations you need to create diverse, high-impact content for the same product.

- Benefits Access full product lines: Easily request every shade, color, or flavor variation you need to create high-impact, engaging Shoppable Videos and LIVEs.

- This keeps your feed fresh and gives you more high-quality content to post.

Non-Buyer Fault Return & Refund Rate Best Practices and FAQs

https://seller-us.tiktok.com/university/essay?knowledge_id=557668853073678
TikTok page date: June 2nd, 2026 at 4:54 PM UTC
Text captured: July 6th, 2026 at 3:30 AM UTC
Last verified unchanged: October 30th, 2026 at 3:32 AM UTC

- Check out our Requirements for Managing Returns, Refunds, and Replacements to learn about the return and

refund process.

- In this guide, you will learn about: Steps to monitor your Non-Buyer Fault Return and Refund Rate Best practices to address common reasons for return and refunds Non-Buyer Return and Refund Rate is one of six metrics contributing to your Shop Performance Scor...

- Stay up-to-date on after-sales requests Monitor the status of return/refund orders consistently and follow up with your customers as needed.

- Check packages for complete contents Your shipment should include everything that is listed in your product detail page, including instructions, cords, and accessories.

On-Time Delivery Rate Best Practices and FAQs

https://seller-us.tiktok.com/university/essay?knowledge_id=641287493977870
TikTok page date: May 18th, 2026 at 6:51 PM UTC
Text captured: July 6th, 2026 at 3:33 AM UTC
Last verified unchanged: October 30th, 2026 at 3:35 AM UTC

- Doing this can result in unmanageable order volumes, which lead to customer complaints and potential penalties.

- To learn more about accepted appeals for OTDR enforcements, please refer to the Appeals section.

- Step 2: If you receive an enforcement action for orders delayed due to circumstances beyond your control, please submit an appeal.

- You may also submit an appeal for violations, related to impacted orders, through the Shop Performance Score page.

Over-the-Counter (OTC) Medications Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=7670153270281998
TikTok page date: October 2nd, 2026 at 8:12 PM UTC
Text captured: October 1st, 2026 at 6:35 PM UTC
Last verified unchanged: October 30th, 2026 at 3:38 AM UTC

- Sellers who do not meet eligibility requirements are prohibited from listing or selling OTC medications.

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

- Toddler OTC Medications are a High Risk subcategory with additional requirements.

- Listings that include these items may be removed, and sellers may be subject to enforcement actions.

Product Listing: What You Need to Know

https://seller-us.tiktok.com/university/essay?knowledge_id=7073362639816491
TikTok page date: October 9th, 2026 at 7:09 PM UTC
Text captured: July 5th, 2026 at 3:31 AM UTC
Last verified unchanged: October 30th, 2026 at 3:37 AM UTC

- Before listing your products for sale, be sure to review our Prohibited Products Policy and Restricted Products Policy.

- For detailed guidance, including restricted product categories, violation examples, and how to use the categorization tool step-by-step, see Your Guide to Selecting the Right Product Category.

- Misleading or duplicate variations may be flagged as violations and may result in penalties.

- Deceptive pricing practices may result in violations and enforcement actions.

Refundable Sample at Checkout

https://seller-us.tiktok.com/university/essay?knowledge_id=6918873955796749
TikTok page date: March 10th, 2026 at 12:01 AM UTC
Text captured: July 7th, 2026 at 3:36 AM UTC

Last verified unchanged: October 30th, 2026 at 3:36 AM UTC

- Refundable Sample at Checkout Page Creators can now turn an eligible self-purchase into a Refundable Sample order directly on the checkout page.

- ON = your order is placed as a Refundable Sample (eligible for refund if you meet the requirements shown).

- If the product qualifies, you'll see a Refundable Sample toggle during checkout so when you were already going to "Buy Now", you can choose the path that help you post, drive sales and get refunded.

- Simple path to get refunded: Toggle on Refundable Sample at checkout, then post + hit X sales to get your money back.

Requirements for Invalid Seller Rejection Rate (ISRR) Metric

https://seller-us.tiktok.com/university/essay?knowledge_id=368451231696653
TikTok page date: September 22nd, 2026 at 6:21 PM UTC
Text captured: September 22nd, 2026 at 6:26 PM UTC
Last verified unchanged: October 30th, 2026 at 3:27 AM UTC

- Key Points Invalid Seller Rejection Rate (ISRR) measures the percentage of eligible seller-reviewed aftersales requests in which the seller's rejection is later determined to be invalid.

- Invalid Seller Rejection Rate (ISRR) Invalid Seller Rejection Rate (ISRR) measures the percentage of eligible seller-reviewed aftersales requests in which the seller's rejection is later determined to be invalid.

- ISRR equals the number of eligible seller rejections later determined to be invalid, including unsuccessful seller appeals, divided by the number of eligible seller-reviewed aftersales requests, multiplied by 100.

- Platform Reviews If a seller exceeds the ISRR thresholds, eligible requests in that scenario will have mandated platform-review for after-sales requests.

Returns, Refunds, and Replacements Best Practices and FAQs

https://seller-us.tiktok.com/university/essay?knowledge_id=2959182467729153
TikTok page date: August 20th, 2026 at 12:39 AM UTC
Text captured: August 20th, 2026 at 2:50 AM UTC
Last verified unchanged: October 30th, 2026 at 3:25 AM UTC

- For details on related policies, enforcements, and appeal requirements, please refer to: Customer Order Cancellation, Return, and Refund Policy.

- Returns, Refunds, and Replacements Best Practices and FAQs Who this guide is for: This guide is for sellers on TikTok Shop managing the process of Returns, Refunds, and Replacements.

- All such settings are made at your own risk and must comply with applicable laws and regulations.

- Security measures, such as PIN setup, may be required for high-risk buyers.

Sample Points

https://seller-us.tiktok.com/university/essay?knowledge_id=2518990967686958
TikTok page date: November 25th, 2025 at 9:49 PM UTC
Text captured: July 7th, 2026 at 3:24 AM UTC
Last verified unchanged: October 30th, 2026 at 3:24 AM UTC

- No, at this time returns and refunds are not allowed for samples acquired with sample points.

- Sample Points is one way for creators to get samples and post content.

- How it works Step 1: Navigate to TikTok Shop Creator Center, then click "Manage Samples." If eligible Sample Points, you'll receive a pop-up with information on the sample points in the TikTok Shop Creator Center.

- No, sample points are non-transferable, have no cash value, may not be resold, exchanged or redeemed for

cash under any circumstances.

Seller Enforcement Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=2380042836166443
TikTok page date: October 9th, 2026 at 3:53 AM UTC
Text captured: October 9th, 2026 at 6:22 AM UTC
Last verified unchanged: October 30th, 2026 at 3:23 AM UTC

- If a seller account is suspended, banned, terminated, or otherwise subject to enforcement for breaching our policies or Seller Terms of Service, TikTok Shop reserves the right to take corresponding enforcement actions against its connected accounts.

- If your appeal or correction is successful, we will remove the enforcement actions for these violations and restore any privileges withdrawn.

- Violations Involving Buyer Personally Identifiable Information (Buyer PII) Sellers that commit violations involving Buyer Personally Identifiable Information (Buyer PII) may receive more severe enforcement actions, including account suspension and permanent a...

- Corresponding enforcement actions may include suspending the connected accounts or suspending the ability to withdraw funds from them.

Seller-Fault Cancellation Rate Best Practices and FAQs

https://seller-us.tiktok.com/university/essay?knowledge_id=625495667509005
TikTok page date: June 2nd, 2026 at 4:37 PM UTC
Text captured: July 6th, 2026 at 3:32 AM UTC
Last verified unchanged: October 30th, 2026 at 3:34 AM UTC

- When you review the tickets for SFCR violations, you will see the option to appeal.

- Best Practices for Improving Your Seller-Fault Cancellation Rate (SFCR) Maintain accurate inventory levels, do not inflate inventory, and avoid cancellations caused by stock shortages or delayed shipments.

- If eligible, try out our seller fulfillment tools!

- Make sure to have accurate product listings that meet compliance requirements.

Shop Tab Eligibility Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=3688464537175863
TikTok page date: September 24th, 2026 at 8:50 AM UTC
Text captured: July 3rd, 2026 at 3:20 AM UTC
Last verified unchanged: October 30th, 2026 at 3:28 AM UTC

- Listings that do not meet these standards may be removed, and sellers may face enforcement actions including violation points or removal of selling privileges.

- In addition, political products are not eligible to be featured in promotions by TikTok Shop, such as "Today’s Deals" and "New Customer Deals." Enforcement Actions and Appeals We regularly review your shop’s compliance with this document, our Product Listing...

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

- Products that do not violate these standards and comply with other TikTok Shop policies and requirements are eligible for Shop Tab.

TikTok Buyer Policy (US)

https://seller-us.tiktok.com/university/essay?knowledge_id=862520672782094
TikTok page date: April 23rd, 2026 at 5:32 AM UTC
Text captured: July 5th, 2026 at 3:34 AM UTC
Last verified unchanged: October 30th, 2026 at 3:40 AM UTC

- We reserve the right to remove your content, including videos, comments, and reviews, that violate our policies or Terms of Service.

- Subject to TikTok Shop’s policies and guidelines including the TikTok Shop Customer Order Cancellation, Return and Refund Guidelines, each Seller determines their own shop policies including those for cancellations, returns, and refunds.

- By shopping on TikTok, you’re agreeing to this policy and our Terms of Service.

- Creating content and reviews As a TikTok user you have the opportunity to create videos, comments, and other content about products you browse, use, or purchase on TikTok, including by posting reviews about products you have purchased.

Virtual Goods Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=7563407075510030
TikTok page date: September 1st, 2026 at 7:03 PM UTC
Text captured: July 24th, 2026 at 6:35 PM UTC
Last verified unchanged: October 30th, 2026 at 3:37 AM UTC

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

- Virtual goods are also subject to our Restricted Products Policy.

- Sellers must comply with both this document and the Restricted Products Policy when listing virtual goods.

- Sellers and creators must not redirect customers to third-party platforms to purchase or pay for products outside of TikTok Shop.

What You Need to Know Before Becoming a TikTok Shop Creator

https://seller-us.tiktok.com/university/essay?knowledge_id=7608640301074219
TikTok page date: October 9th, 2026 at 7:47 PM UTC
Text captured: October 9th, 2026 at 9:35 PM UTC
Last verified unchanged: October 30th, 2026 at 3:37 AM UTC

- Any attempts to mask or hide policy-violating content through video editing may result in enforcement actions, including content removal or account penalties.

- Key Points: Understand different creator account types Learn the benefits of becoming a TikTok Shop creator Check eligibility requirements and verification steps Different Types of Creators Creators who add product links to their videos or a product showcase...

- Please note that creators must continue to comply with our platform policies or face enforcements that include but are not limited to extended shoppable video content frequency limits.

- Creators must continue to comply with our platform policies or face enforcements that include but are not limited to extended shoppable video content frequency limits.

Your 2026 Content Success Guide

https://seller-us.tiktok.com/university/essay?knowledge_id=3106489578538795
TikTok page date: October 9th, 2026 at 11:36 PM UTC
Text captured: October 10th, 2026 at 12:25 AM UTC
Last verified unchanged: October 30th, 2026 at 3:26 AM UTC

- If you accumulate repeated policy violations within a 90-day period, you may also have your e-commerce permissions removed immediately, regardless of your Creator Health Rating (CHR)-a score that measures your account’s policy compliance.

- Note: Severe violations may result in immediate enforcement actions, including suspensions or removal from the platform.

- Any technical manipulation intended to bypass content policies including, but not limited to, layered structures or frame tampering undermines platform integrity and may result in enforcement action.

- Review the full tips below to maintain violation-free livestreams and videos year-round.

Content Rules & Restricted Claims

Prohibited Content for Platform Safety

https://seller-us.tiktok.com/university/essay?knowledge_id=6125629963945771
TikTok page date: October 26th, 2026 at 6:45 AM UTC
Text captured: October 26th, 2026 at 9:18 AM UTC
Last verified unchanged: October 30th, 2026 at 3:18 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...

- These requirements outline prohibited content and provide guidance on acceptable alternatives.

Chargeback Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=7989055607670570
TikTok page date: September 23rd, 2026 at 5:53 PM UTC
Text captured: September 23rd, 2026 at 6:37 PM UTC
Last verified unchanged: October 30th, 2026 at 3:39 AM UTC

- This may include, but is not limited to: Deducting points from the seller's Account Health Rating (a performance metric) Removing product listings Revoking access to offer products for sale Issuing refunds to customers For more information on enforcement acti...

- If violations are identified, enforcement actions may be applied.

- This policy outlines the requirements for chargebacks on TikTok Shop.

- Enforcement Actions and Appeals We regularly review shops for compliance with our policies.

Misleading Discount Content Guide

https://seller-us.tiktok.com/university/essay?knowledge_id=6083133872424718
TikTok page date: August 31st, 2026 at 9:45 PM UTC
Text captured: September 1st, 2026 at 12:32 AM UTC
Last verified unchanged: October 30th, 2026 at 3:34 AM UTC

- False example: Double discount ends in 5hrs by the content post from Jan 5th and stays online for a long time Avoid Vague Comparisons: Unsupported price comparisons are not allowed.

- For example, enforcement actions apply to creators who accumulate 300 or more short videos containing misleading discounts within a 3-month period.

- Content with misleading discount claims may be limited or removed.

- Expired discount content must be removed.

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: October 30th, 2026 at 3:32 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: October 30th, 2026 at 3:33 AM UTC

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

- Avoid plagiarized materials-create original content!

Seller Features to Protect Your Shop

https://seller-us.tiktok.com/university/essay?knowledge_id=8854995425085230
TikTok page date: June 30th, 2026 at 11:29 PM UTC
Text captured: July 5th, 2026 at 3:35 AM UTC
Last verified unchanged: October 30th, 2026 at 3:41 AM UTC

- We protect your shop with features that prevent high-risk behavior, including: Automatic refund rejections Blocking high-risk buyers Extended review times for returns This helps create a smoother, more reliable selling experience.

- Monitored behaviors include: Frequent refund requests Repeated policy violations (for example, falsely claiming non-delivery despite tracking confirmation) Proof required for refund-only or non-returnable requests For refund-only requests, buyers must provide...

- This means a negative review from a buyer blocked for policy violations will not affect your score.

- Seller Protection Features Automatic refund rejections Refund or return requests are automatically rejected if they do not meet requirements.

Upgraded TikTok Shipping and Collections by TikTok - Logistics Coverage & Reimbursement Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=1673379943597879
TikTok page date: July 31st, 2026 at 9:15 PM UTC
Text captured: July 31st, 2026 at 9:20 PM UTC
Last verified unchanged: October 30th, 2026 at 3:20 AM UTC

- Note: These claims are auto-approved if they meet TikTok Shop’s policy requirements.

- Claim Eligibility Criteria To be eligible for a claim, the following criteria must be met: The order must be shipped using the provided TikTok Shipping label and scanned by the carrier.

- If you are unsure whether an issue qualifies for upgraded TikTok Shipping or Collections by TikTok (CBT) reimbursement, contact Seller Support.

- Upgraded TikTok Shipping and Collections by TikTok (CBT) As a seller, it is important to understand when the TikTok platform will reimburse for shipping-related issues and what falls under your responsibility.

Video & LIVE Quality

AI-Generated Content Restrictions and Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=491489038501663
TikTok page date: September 2nd, 2026 at 6:02 PM UTC
Text captured: September 1st, 2026 at 12:18 PM UTC
Last verified unchanged: October 30th, 2026 at 3:18 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: October 26th, 2026 at 9:25 AM UTC
Text captured: October 26th, 2026 at 12:18 PM UTC
Last verified unchanged: October 30th, 2026 at 3:18 AM UTC

- Weight Management Content Creators are prohibited from promoting content that contains high-risk weight loss or muscle gain claims, as set forth in our TikTok Shop Prohibited Products Policy.

- High-Risk Regulated Goods Creators must not depict, use, promote, or imply the use of high-risk regulated goods in content, including LIVEs and videos.

- 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.

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: October 30th, 2026 at 3:17 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: October 6th, 2026 at 9:25 PM UTC
Text captured: October 7th, 2026 at 12:17 AM UTC
Last verified unchanged: October 30th, 2026 at 3:17 AM UTC

- If violations of the gambling rules outlined in this policy are identified, we may take enforcement actions.

- 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.

- For more information regarding Background and Staging Consistency, please see Requirements for High-Quality Videos and LIVEs Breaks A "break" is when a sealed pack, box, or case of items is opened typically during a livestream and the contents are distributed...

Requirements for High-Quality Videos and LIVEs

https://seller-us.tiktok.com/university/essay?knowledge_id=4581457528243969
TikTok page date: October 26th, 2026 at 9:19 AM UTC
Text captured: October 26th, 2026 at 12:17 PM UTC
Last verified unchanged: October 30th, 2026 at 3:18 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: October 30th, 2026 at 3:33 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: October 30th, 2026 at 3:33 AM UTC

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

AI Lip-sync Dubbing Terms and Conditions

https://seller-us.tiktok.com/university/essay?knowledge_id=8963324570961677
TikTok page date: June 30th, 2026 at 8:28 AM UTC
Text captured: July 5th, 2026 at 3:35 AM UTC
Last verified unchanged: October 30th, 2026 at 3:41 AM UTC

- If any court of law, having jurisdiction to decide on this matter, rules that any provision of these Terms is invalid, then that provision will be removed from the Terms without affecting the rest of the Terms, and the remaining provisions of the Terms will c...

- You give TikTok permission and consent to host, process, modify, and reproduce your uploaded content for the purpose of (a) providing you with the lip-sync dubbing feature, (b) delivering the Dubbed Videos to you, and (c) further training our lip-sync dubbing...

- These Terms apply in addition to the TikTok Terms of Service, the TikTok Shop Creator Terms of Use, and any other terms and policies which may apply to your use of the TikTok app from time to time.

- Once generated, you can view and delete these Dubbed Videos by going to TikTok Shop for Creator > Videos > AI creative studio.

Avoid Redirecting Traffic

https://seller-us.tiktok.com/university/essay?knowledge_id=4588077398099713
TikTok page date: June 22nd, 2026 at 11:09 PM UTC
Text captured: July 6th, 2026 at 3:28 AM UTC
Last verified unchanged: October 30th, 2026 at 3:30 AM UTC

- Creators whose content redirects traffic may be subject to enforcement actions in accordance with our TikTok Shop Creator Enforcement Policy.

- This policy applies to all Creators on TikTok Shop using content like livestreams and videos.

- For example, non-compliant content may be removed, or your account may receive a formal warning.

- Redirecting traffic occurs when a call-to-action containing redirecting information to a promoted product is used during livestreams and videos.

Best Practices for Promotional Content

https://seller-us.tiktok.com/university/essay?knowledge_id=5769635937191681
TikTok page date: June 24th, 2026 at 10:46 PM UTC
Text captured: July 3rd, 2026 at 3:22 AM UTC
Last verified unchanged: October 30th, 2026 at 3:33 AM UTC

- In addition, posting content sourced from other individuals, organizations, or platforms that infringe on copyright laws and intellectual property rights is strictly not allowed on TikTok Shop and may result in enforcement actions, such as content removal or...

- Failure to comply with these guidelines may result in enforcement actions, such as content removal or temporary feature limitations.

- Best Practices Here’s how to keep your content authentic and avoid risky violations: Use Native Video Formats: Upload videos directly filmed or edited within TikTok without external technical manipulation.

- They may also lead to potential penalties for creators (such as content removal or temporary feature limitations), customer dissatisfaction, and product returns.

Check Before You Post: Video Pre-Check Tool Guide

https://seller-us.tiktok.com/university/essay?knowledge_id=6884399812937515
TikTok page date: July 16th, 2026 at 1:11 AM UTC
Text captured: July 16th, 2026 at 3:00 AM UTC
Last verified unchanged: October 30th, 2026 at 3:36 AM UTC

- Key Points: The Video Pre-Check Tool helps creators identify potential policy issues in their videos before publishing, reducing violations and improving content quality.

- Each video scanned with the Video Pre-Check tool comes back to you with policy tips to improve your content quality while keeping to our Community Guidelines and Content Policy requirements.

- What Is the Video Pre-Check Tool The Video Pre-Check tool is a free-to-use tool on TikTok Shop Seller Center and Creator Center that scans your shoppable videos for potential policy violations.

- Avoid content removal, posting restrictions, and other penalties such as account restrictions or loss of access to features that may be challenges to your growth.

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: October 30th, 2026 at 3:29 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.

Creating with Impact: A Guide for All Creators

https://seller-us.tiktok.com/university/essay?knowledge_id=3112450937636654
TikTok page date: June 29th, 2026 at 11:17 PM UTC
Text captured: July 6th, 2026 at 3:24 AM UTC
Last verified unchanged: October 30th, 2026 at 3:26 AM UTC

- Content that violates this policy may be removed, and repeated violations could lead to account restrictions.

- Content that redirects traffic may be removed, and repeated violations could result in temporary suspension of content creation privileges.

- This guide explains how to avoid the most common content quality violations, with tips to reduce low-quality posts, improve compliance, and create effective content.

- Key Points: This guide focuses on the most common content quality violations, which include still frame, redirecting traffic, unoriginal, and irrelevant or inconsistent product promotions.

Customer Review Requests Best Practices and FAQs

https://seller-us.tiktok.com/university/essay?knowledge_id=8794641096984333
TikTok page date: June 25th, 2026 at 12:19 AM UTC
Text captured: July 6th, 2026 at 3:39 AM UTC
Last verified unchanged: October 30th, 2026 at 3:41 AM UTC

- For detailed policy language and related enforcement guidance, refer to the Review Policy and the Seller Enforcement Policy.

- Do not pressure customers to remove or change negative reviews.

- Can I ask a customer to change or remove a negative review after I solve their problem?

- Additional Resources Review Policy Product Ratings Customer Reviews and Why They Matter Review Coupon feature guide

Customer Reviews and Why They Matter

https://seller-us.tiktok.com/university/essay?knowledge_id=153963492919083
TikTok page date: October 9th, 2026 at 7:30 PM UTC
Text captured: September 29th, 2026 at 9:19 AM UTC
Last verified unchanged: October 30th, 2026 at 3:20 AM UTC

- Depending on how serious the violation is, TikTok Shop may issue warnings, remove products, or suspend shop privileges.

- Refer to our guide, How To Remove Invalid Or Incorrect Customer Reviews, for more information.

- Removing Reviews Once submitted, reviews are publicly available until the product is removed from TikTok Shop.

- Negative Reviews Breaking rules or regularly getting poor feedback can lead to penalties.

Customer Service Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=7454760317110062
TikTok page date: September 21st, 2026 at 7:44 AM UTC
Text captured: July 4th, 2026 at 3:29 AM UTC
Last verified unchanged: October 30th, 2026 at 3:37 AM UTC

- Prohibited Communications Sellers must not use TikTok Shop Chat or any other communication channel to harass, deceive, manipulate, pressure, or direct customers off-platform.

- Minor Exploitation and Abuse Sellers are prohibited from sending messages that contain or suggest Child Sexual Abuse Materials (CSAM), grooming, sextortion, sexual solicitation, or pedophilia.

- Failure to maintain the required rate may result in violations and enforcement actions.

- If violations are identified, enforcement actions may be applied.

Dormant Accounts - What You Need To Do

https://seller-us.tiktok.com/university/essay?knowledge_id=1978702189152013
TikTok page date: June 29th, 2026 at 11:56 PM UTC
Text captured: July 5th, 2026 at 3:20 AM UTC
Last verified unchanged: October 30th, 2026 at 3:21 AM UTC

- This policy helps sellers understand the requirements for maintaining an active account and avoid service

interruptions.

- Posting a video on your shop’s official or marketing TikTok accounts, with shopping enabled.

- If your account is marked as dormant: You may not be able to receive any orders.

- This policy applies to all TikTok Shop sellers in the US.

Expiration Date Labeling and Shelf Life Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=5544428744673066
TikTok page date: September 1st, 2026 at 7:15 PM UTC
Text captured: July 3rd, 2026 at 3:22 AM UTC
Last verified unchanged: October 30th, 2026 at 3:32 AM UTC

- This may include, but is not limited to: Deducting points the seller’s Account Health Rating (a metric that measures seller performance) Removing product listings Revoking access to offer products for sale Issuing refunds to customers For more information on...

- Beauty and Personal Care Products Sellers must ensure that Beauty and Personal Care products meet all of the following requirements: Products must not be sold or shipped after the expiration date or "best before" date.

- If violations are identified, enforcement actions may be applied.

- Additional requirements, detailed in the policies linked below, may apply by category.

Flat Fee Collaboration - Seller Terms & Conditions

https://seller-us.tiktok.com/university/essay?knowledge_id=905384224393002
TikTok page date: January 23rd, 2026 at 1:13 AM UTC
Text captured: July 5th, 2026 at 3:35 AM UTC
Last verified unchanged: October 30th, 2026 at 3:41 AM UTC

- Services Provided by TikTok Shop Under this Agreement, TikTok Shop will provide the following services as part of the Flat Fee Collaboration plan: Creator Video Review: We will review creator-generated video content to ensure it complies with applicable TikTo...

- The Terms are subject to, and incorporate by reference, the TikTok Shop Seller Terms of Service, the TikTok Advertising Policies and any applicable TikTok Shop policies and guidelines as updated or amended from time to time (collectively, "Online Terms").

- Video Review and Approval Process 3.1 If Seller Review is Not Required Once TikTok Shop reviews and approves the creator’s video, the Platform will initiate the flat fee payment to the creator, and the video will be posted automatically or manually by seller.

- 2 If Seller Review is Required Approval: If you approve the video within 14 days, the creator will be paid the flat fee, and the video will be posted manually by you.

Fraudulent Order Prevention Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=6288621670565674
TikTok page date: September 16th, 2026 at 6:13 PM UTC
Text captured: September 16th, 2026 at 6:33 PM UTC
Last verified unchanged: October 30th, 2026 at 3:34 AM UTC

- Misuse of fulfillment or shipping signals may result in enforcement action, including warning messages, restriction of related fulfillment features, or other actions under TikTok Shop policies.

- If violations are identified, enforcement actions may be taken against your shop.

- Order fulfillment and delivery practices are also subject to our Product Quality Policy, Fulfillment Policy, Customer Order Shipping Requirements.

- Sellers must comply with this document, the Product Quality Policy, Fulfillment Policy, and the Customer Order Shipping Requirements.

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: October 30th, 2026 at 3:24 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 LIVE Content Warnings

https://seller-us.tiktok.com/university/essay?knowledge_id=5130820791011118
TikTok page date: June 29th, 2026 at 11:38 PM UTC
Text captured: July 6th, 2026 at 3:29 AM UTC
Last verified unchanged: October 30th, 2026 at 3:31 AM UTC

- Products may be removed.- Level 3 (Interruption): Your LIVE may end immediately for severe or repeated violations.

- TikTok Shop may also remove your linked product or issue violation points.

- It explains the three levels of content warnings you might see:- Level 1 (Reminder): A brief pop-up for a minor violation.- Level 2 (Warning): A warning for repeated violations.

- Note: If you promote prohibited products, you may not receive this warning and your LIVE may end immediately.

Guide To Promoting Sexual Wellness & Intimate Care Products

https://seller-us.tiktok.com/university/essay?knowledge_id=616661158004497
TikTok page date: June 30th, 2026 at 11:41 PM UTC
Text captured: July 6th, 2026 at 3:32 AM UTC
Last verified unchanged: October 30th, 2026 at 3:34 AM UTC

- Avoid prohibited claims and high-risk expressions.....

- Key Points: These rules apply to all creators promoting Sexual Wellness & Intimate Care products.

- Note: Content that violates TikTok Shop rules may be removed.

- You will learn about product requirements, allowed promotional language, LIVE content, and compliance checks.

Guide to Promotion Performance Score

https://seller-us.tiktok.com/university/essay?knowledge_id=3636905400911658
TikTok page date: September 9th, 2026 at 1:38 AM UTC
Text captured: September 9th, 2026 at 2:52 AM UTC
Last verified unchanged: October 30th, 2026 at 3:27 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?

- Eligible to create LIVE Giveaways.You may receive sample couponsEarn an "Average Quality" creator badge that will be displayed to sellers.4.0+Everything above, plus: Earn creator badge that will be displayed to sellers.

Guidelines For Listing Textile & Soft Furnishings Products

https://seller-us.tiktok.com/university/essay?knowledge_id=3055494218974989
TikTok page date: June 26th, 2026 at 6:57 PM UTC
Text captured: July 5th, 2026 at 3:23 AM UTC
Last verified unchanged: October 30th, 2026 at 3:26 AM UTC

- Failure to comply may result in content removal, warnings, or other enforcement actions; for example, using misleading images may lead to product delisting.

- This guideline applies to all sellers listing textile and soft furnishing products on the platform for all applicable regions and markets.

- This may be considered misleading and lead to enforcement actions.

- Reminder to avoid the risk of accidental ingestion of small parts (such as decorative beads or buttons).

Guidelines For Listing Wig Products

https://seller-us.tiktok.com/university/essay?knowledge_id=3055494218761997
TikTok page date: June 24th, 2026 at 11:48 PM UTC
Text captured: July 5th, 2026 at 3:22 AM UTC
Last verified unchanged: October 30th, 2026 at 3:26 AM UTC

- Following these guidelines helps you create high-quality listings, improve buyer trust, and increase sales.

- Guideline Scope This guideline applies to wig products on the platform for all sellers and creators globally.

- Key points include: Avoiding medical claims Ensuring material accuracy Providing clear product images and descriptions Failure to comply with these guidelines may result in consequences such as content removal, warnings, or other platform actions.

- For example, using exaggerated medical claims like "treating hair loss" may result in product removal and enforcement points against your account.

Guidelines for Responsible Beauty & Skincare-Related Content

https://seller-us.tiktok.com/university/essay?knowledge_id=6349304365467438
TikTok page date: June 30th, 2026 at 11:36 PM UTC
Text captured: July 6th, 2026 at 3:33 AM UTC
Last verified unchanged: October 30th, 2026 at 3:35 AM UTC

- Content that violates these rules may be subject to enforcement actions, including content removal, warnings, or other account-level penalties.

- Read our Guidelines for Responsible Health-Related Content article for more details.

- Key Points: This article focuses specifically on creator content related to beauty and skin-care products, offering guidance to help creators produce compliant and authentic promotional videos.

- Promoting such products will result in content removal and may lead to account-level penalties.

Health & Wellness Content Best Practices

https://seller-us.tiktok.com/university/essay?knowledge_id=2951403553752833
TikTok page date: June 24th, 2026 at 10:00 PM UTC
Text captured: July 6th, 2026 at 3:23 AM UTC
Last verified unchanged: October 30th, 2026 at 3:25 AM UTC

- A violation can lead to penalties like content removal, traffic suppression, or stronger account consequences over time.

- A violation can lead to penalties like content removal, traffic suppression, or stronger account consequences over time, so the best move is to review the reason carefully, avoid repeating the issue, and use compliant wording going forward.

- No - comparisons like that are high risk and not allowed.

- Not if they suggest weight loss, disease improvement, or another prohibited health outcome.

Household Appliances Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=5148732765865771
TikTok page date: October 9th, 2026 at 11:26 PM UTC
Text captured: October 3rd, 2026 at 12:29 AM UTC
Last verified unchanged: October 30th, 2026 at 3:31 AM UTC

- Household appliances are also subject to our Restricted Products Policy.

- Sellers must comply with both this document and the Restricted Products Policy when listing household appliances.

- Enforcement Actions and Appeals Appliances listed on TikTok Shop must remain compliant with all applicable federal safety, labeling, and certification requirements, for as long as they are offered on the platform.

- If any violations are identified, TikTok Shop may take enforcement action at its sole discretion.

How To Avoid Copyright Infringement Violations

https://seller-us.tiktok.com/university/essay?knowledge_id=1631223915710222
TikTok page date: August 31st, 2026 at 8:03 PM UTC
Text captured: August 31st, 2026 at 9:19 PM UTC
Last verified unchanged: October 30th, 2026 at 3:20 AM UTC

- ScopeThis policy applies to all sellers and creators on TikTok Shop globallyIntroductionThis guide is designed to help you understand and avoid copyright violations.

- Violations may lead to enforcement actions.

- Minor alterations to images to avoid detection are not allowed either.

- TikTok Shop maintains a strict policy against all forms of intellectual property (IP) infringement.

How to Avoid Misleading Content

https://seller-us.tiktok.com/university/essay?knowledge_id=4581457528194817
TikTok page date: June 25th, 2026 at 8:54 PM UTC
Text captured: July 3rd, 2026 at 3:21 AM UTC
Last verified unchanged: October 30th, 2026 at 3:30 AM UTC

- Violations of this policy may result in enforcement actions.

- Such content may be removed or face enforcement actions.

- Depending on the severity of the violation, consequences can include content removal or account suspension.

- For example, a minor violation, such as an unclear disclaimer, might lead to content removal.

How To Avoid Nudity and Sexualized Content Guide

https://seller-us.tiktok.com/university/essay?knowledge_id=1807559556974350
TikTok page date: October 21st, 2026 at 11:27 PM UTC
Text captured: October 22nd, 2026 at 12:20 AM UTC
Last verified unchanged: October 30th, 2026 at 3:21 AM UTC

- Review the Prohibited Content for Platform Safety policy for related requirements, penalties, and appeal information.

- Additional Resources Prohibited Content for Platform Safety - Review the related policy, penalties, and

appeal information.

- Guide to Avoiding Nudity and Sexualized Content This guide helps US sellers and creators present products safely in product listings and livestreams.

- Avoid Nudity or Implied Nudity Avoid Sexualized Gestures, Poses, or Suggestive Behavior Avoid Sexual Themes or Suggestive Context Additional Guidelines Best Practices Choose suitable camera angles and avoid nudity or implied nudity Choose suitable camera angl...

How To Avoid Promoting Prohibited Products

https://seller-us.tiktok.com/university/essay?knowledge_id=1238551019980586
TikTok page date: August 5th, 2026 at 5:06 AM UTC
Text captured: August 5th, 2026 at 6:18 AM UTC
Last verified unchanged: October 30th, 2026 at 3:18 AM UTC

- Sellers are not allowed to sell these prohibited products on TikTok Shop, and creators are not allowed to promote them in their content, including still images, videos, and LIVEs.

- Key Points: Creators are not allowed to promote prohibited products in their TikTok Shop content.

- Creators can avoid prohibited product violations by reviewing TikTok Shop’s Prohibited Product Policy.

- Best Practices Creators can take proactive steps to ensure they are not promoting prohibited products in their content.

How to Protect Against Unauthorized Account Access

https://seller-us.tiktok.com/university/essay?knowledge_id=5226056652146475
TikTok page date: June 26th, 2026 at 6:52 PM UTC
Text captured: July 5th, 2026 at 3:27 AM UTC
Last verified unchanged: October 30th, 2026 at 3:32 AM UTC

- TikTok Shop implements robust protections to secure accounts from unauthorized access and e-commerce fraud.

- TikTok Shop may temporarily suspend accounts or hold balances if unauthorized activity is detected, ensuring account security.

- Unrealistic Promises Fraudsters may promise large rewards with minimal effort or risk, often requiring upfront payments and pressuring the account holder to act quickly.

- Advanced Fee Fraud In this scheme, fraudsters trick account holders into paying a deposit for security or setup purposes.

How To Remove Invalid Or Incorrect Customer Reviews

https://seller-us.tiktok.com/university/essay?knowledge_id=7155328249841421
TikTok page date: June 24th, 2026 at 10:17 PM UTC
Text captured: July 6th, 2026 at 3:35 AM UTC
Last verified unchanged: October 30th, 2026 at 3:37 AM UTC

- Coercive reviews: Review that a customer offers to remove in exchange for free products, samples, refunds, or other services Competitor reviews: Review left by a competing seller to negatively impact your shop or product What Constitutes A Harmful Review?

- What To Submit When Reporting Coercive Reviews Coercive reviews involve a customer threatening to leave or offering to remove a negative review in exchange for compensation.

- Report any invalid or incorrect customer reviews via the Product Ratings page in Seller Center.

- Multiple malicious reviews Reviews from a single customer who made repeat purchases and left a negative review each time A single customer who posts 1-2 star reviews on multiple shops and none of their reviews has any content This also includes reviews left o...

How To Remove Invalid Or Incorrect Customer Reviews

https://seller-us.tiktok.com/university/essay?knowledge_id=2589672740439824

TikTok page date: June 11th, 2026 at 12:38 AM UTC
Text captured: July 6th, 2026 at 3:23 AM UTC
Last verified unchanged: October 30th, 2026 at 3:25 AM UTC

- Coercive reviews - Review that a customer offers to remove in exchange for free products, samples, refunds, or other services Competitor reviews - Review left by a competing seller to attack your shop or product What Constitutes A Harmful Review?

- What To Submit When Reporting Coercive Reviews Coercive reviews involve a customer threatening to leave or offering to remove a negative review in exchange for compensation.

- Report any invalid or incorrect customer reviews via the Product Ratings page in Seller Center.

- Submitting a report does not guarantee removal - we will assess the report and act at our discretion where a policy violation is confirmed.

LIVE Auction Aftersales Best Practices and FAQs

https://seller-us.tiktok.com/university/essay?knowledge_id=1845146929383184
TikTok page date: August 25th, 2026 at 8:16 PM UTC
Text captured: August 25th, 2026 at 9:20 PM UTC
Last verified unchanged: October 30th, 2026 at 3:21 AM UTC

- This guidance applies specifically to LIVE Auction orders; standard LIVEstream sales follow their own policies.

- This guide outlines best practices for sellers managing aftersales for LIVE Auction orders with customers.

- Do not treat auction and non-auction orders as the same policy flow.

- Upload high-quality photos from multiple angles.

LIVE AUCTION TERMS AND CONDITIONS (BUYER) (US)

https://seller-us.tiktok.com/university/essay?knowledge_id=177312262014766
TikTok page date: September 16th, 2026 at 11:57 PM UTC
Text captured: September 17th, 2026 at 3:20 AM UTC
Last verified unchanged: October 30th, 2026 at 3:20 AM UTC

- Return and Refund Policy LIVE Auction items are considered final sale and will follow the return and refund rules set out in the LIVE Auction Requirements.

- Cancellation of Auctions TikTok reserves the right to cancel an auction for reasons such as suspected fraud, technical issues preventing the auction from running smoothly, or at TikTok’s sole discretion.

- Fraud Prevention TikTok reserves the right to cancel any auction suspected of fraudulent activity.

- We reserve the right to suspend, postpone or cease the Activity at any time without prior notification.

LIVE AUCTION TERMS AND CONDITIONS (CREATOR) (US)

https://seller-us.tiktok.com/university/essay?knowledge_id=7310999191963406
TikTok page date: September 8th, 2026 at 7:50 PM UTC
Text captured: September 8th, 2026 at 9:36 PM UTC
Last verified unchanged: October 30th, 2026 at 3:37 AM UTC

- In the event that an auction is canceled due to fraud or other violations, the Creator’s participation in future auctions may be restricted, and penalties may apply.

- Violation of any TikTok policies or these Terms may result in penalties, including cancellation of the auction or disqualification from LIVE auction events.

- Any suspected fraud will result in immediate cancellation of the auction and potential penalties for the Creator.

- By participating in the LIVE auction Activity ("Activity") on the TikTok Shop platform, you agree to be bound by these Terms and TikTok’s general Terms of Service, TikTok Shop Creator Terms of Use, TikTok

Community Guidelines, TikTok Advertising Policies, and...

LIVE AUCTION TERMS AND CONDITIONS (SELLER) (US)

https://seller-us.tiktok.com/university/essay?knowledge_id=162003261359915
TikTok page date: September 16th, 2026 at 11:58 PM UTC
Text captured: September 17th, 2026 at 12:19 AM UTC
Last verified unchanged: October 30th, 2026 at 3:20 AM UTC

- In the event that an auction is canceled due to fraud or other violations, the Seller’s participation in future auctions may be restricted, and penalties may apply.

- Violation of any TikTok policies or these Terms may result in penalties, including cancellation of the auction or disqualification from LIVE auction events.

- Any suspected fraud will result in immediate cancellation of the auction and potential penalties for the Seller.

- Fraud Prevention Shill Bidding (bidding on your product or coordinating with others to drive up the price) is strictly prohibited.

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: October 30th, 2026 at 3:40 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.

Logistics & Fulfillment: Shipping Options, Policies, and Best Practices

https://seller-us.tiktok.com/university/essay?knowledge_id=7740101263378189
TikTok page date: September 9th, 2026 at 12:51 PM UTC
Text captured: September 9th, 2026 at 3:36 PM UTC
Last verified unchanged: October 30th, 2026 at 3:38 AM UTC

- This article covers all three logistics options available to you, how to choose the right one for your operation, the fulfillment policies and SLAs you must meet, FBT’s specific requirements, best practices, and how to handle common issues when things go wron...

- Printing the shipping label too early widens the gap between Awaiting Collection and In Transit, increasing the risk of customer complaints and enforcement at the shop or product level.

- When appealing for weather or disruption-related LDR/OTDR violations, include: carrier or LSP delay notice (with name, warehouse address, and impact period), proof of attempted pickup or drop-off, and impacted order IDs with the enforcement action.

- FBT orders are exempt from most logistics-related metric enforcement.

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: October 30th, 2026 at 3:33 AM UTC

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

impact.

Medical Claims Best Practices and FAQs

https://seller-us.tiktok.com/university/essay?knowledge_id=1851950736738064
TikTok page date: June 26th, 2026 at 6:14 PM UTC
Text captured: July 6th, 2026 at 3:20 AM UTC
Last verified unchanged: October 30th, 2026 at 3:21 AM UTC

- Content that makes prohibited medical claims may be removed, and may impact your account status, which could include feature restrictions or account suspension.

- Do not use code words or indirect hints Trying to avoid enforcement by using euphemisms still creates risk.

- It explains how to do so without making prohibited medical claims.

- Treat high-risk medical words as red flags Words such as prevent, treat, cure, and diagnose usually signal a medical claim when they are connected to a disease or serious condition.

New Seller Growth Strategy Step 2: Getting Started by Leveraging Product Card

https://seller-us.tiktok.com/university/essay?knowledge_id=2063353003476791
TikTok page date: May 19th, 2026 at 9:36 PM UTC
Text captured: July 7th, 2026 at 3:21 AM UTC
Last verified unchanged: October 30th, 2026 at 3:22 AM UTC

- To ensure high-quality listings, aim for a rating of "fair" or above by following these requirements.

- We suggest following the listing policy guidelines below to improve your products’ visibility in search results and recommendation feeds.

- Product cards also tend to have lower operating costs compared to short videos or livestreams, which makes them a practical option for new sellers who are just starting out.

- Products also will be eligible for incremental marketing and promotional support on top of the seller-funded campaign price.

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: October 30th, 2026 at 3:33 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

Pre-Owned Products Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=7004721702192939
TikTok page date: October 29th, 2026 at 10:17 PM UTC
Text captured: October 30th, 2026 at 12:37 AM UTC
Last verified unchanged: October 30th, 2026 at 3:36 AM UTC

- Enforcement Actions and Appeals TikTok Shop regularly reviews shops, listings, videos, livestreams, and seller activity for compliance with this document and the Restricted Products Policy.

- If any violations are identified, TikTok Shop may take enforcement action at its sole discretion.

- Pre-owned products are also subject to our Restricted Products Policy.

- Sellers must comply with both this document and the Restricted Products Policy when listing pre-owned products.

Product Listing Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=3196690250417921

TikTok page date: September 1st, 2026 at 7:14 PM UTC
Text captured: July 3rd, 2026 at 3:20 AM UTC
Last verified unchanged: October 30th, 2026 at 3:26 AM UTC

- TikTok Shop prohibits deceptive, harmful, or misleading behavior Listings that do not meet these standards may be removed, and sellers may face enforcement actions including violation points or removal of selling privileges This policy outlines the requiremen...

- Be aware that: Some products permitted for sale may not be eligible for Shop Tab visibility TikTok Shop may remove or limit promotional placement for content that does not meet these standards Failure to comply may result in removal from promotional surfaces...

- Any behavior which omits, evades or obfuscates proper brand information anywhere on a product listing is prohibited and will be regarded as a violation of these Product Listing Policies, which may lead to enforcement measures.

- All listings must comply with applicable laws, regulations, and TikTok Shop policies, including our Prohibited Products Policy and Restricted Products Policy.

Product Quality Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=5203348292765486
TikTok page date: September 1st, 2026 at 7:15 PM UTC
Text captured: July 16th, 2026 at 9:29 PM UTC
Last verified unchanged: October 30th, 2026 at 3:31 AM UTC

- If violations are identified, we may take enforcement actions on your shop.

- Appealing Product Quality Violations If your product receives a Product Quality violation, you may submit an appeal.

- Documentation Requirements All submitted documentation must: Be official, accurate, and legible Include signatures, stamps, or identifying information Clearly match the product in the violation Be valid and not expired Do not submit documents that are altered...

- It outlines the product quality requirements they must follow to help ensure products meet applicable quality, safety, and compliance standards.

Product Quality: What You Need to Know

https://seller-us.tiktok.com/university/essay?knowledge_id=5221480086456110
TikTok page date: June 24th, 2026 at 8:46 PM UTC
Text captured: July 5th, 2026 at 3:27 AM UTC
Last verified unchanged: October 30th, 2026 at 3:31 AM UTC

- Submitting an Appeal for a Product Quality Violation TikTok Shop may take enforcement action against listings if we identify issues related to product function, design, compliance, or customer complaints.

- Responding to Product Quality Violations You will be notified of any product quality violations through your Seller Center account.

- To support your appeal, review the specific requirements outlined in the violation notification.

- Consequences range from warnings for minor violations (e.g., an inaccurate product description) to more severe actions like listing deactivation for major issues (e.g., safety concerns or selling expired products).

Requirements for After-sales Dispute Escalations

https://seller-us.tiktok.com/university/essay?knowledge_id=3985068541478658
TikTok page date: October 8th, 2026 at 6:52 PM UTC
Text captured: October 8th, 2026 at 9:27 PM UTC
Last verified unchanged: October 30th, 2026 at 3:28 AM UTC

- Appeal eligibility is contingent on a successful appeal of the corresponding violation penalty notice.

- This may include, but is not limited to: Assigning violation points Removing product listings Revoking

access to offer products for sale Issuing refunds to customers For more information on enforcement actions, refer to our Seller Enforcement Policy.

- If violations are identified, enforcement actions may be taken.

- Outcome: For eligible change-of-mind return requests, if the seller submits no evidence or the evidence does not prove that the item was ineligible for return, the dispute will support the customer's return-and-refund request.

Requirements for Brand Authorization

https://seller-us.tiktok.com/university/essay?knowledge_id=2419888845686570
TikTok page date: October 9th, 2026 at 9:57 AM UTC
Text captured: October 9th, 2026 at 12:22 PM UTC
Last verified unchanged: October 30th, 2026 at 3:24 AM UTC

- If you list products without brand authorization, we may take enforcement actions, such as removing your products.

- If you want to protect your own original product images from being reused by other sellers, refer to the Intellectual Property Policy for OP eligibility and workflow.

- Letter Of Authorization Requirements Ensure the Letter includes: The details of the party granting authorization.

- Important: Selecting "No brand" for a product that is clearly branded is strictly prohibited.

Restricted Products Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=3238037484275457
TikTok page date: October 29th, 2026 at 10:09 PM UTC
Text captured: October 30th, 2026 at 12:27 AM UTC
Last verified unchanged: October 30th, 2026 at 3:27 AM UTC

- This policy outlines the requirements sellers must meet to sell restricted products on our platform.

- Restricted Products To sell restricted products, sellers must meet certain qualification requirements.

- For more information on enforcement actions, refer to ourSeller Enforcement Policy.

- Key Points: To sell restricted products, sellers must meet specific approval rules-either at the category-level or product-level.

Review Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=4451321470682882
TikTok page date: June 30th, 2026 at 10:07 PM UTC
Text captured: July 4th, 2026 at 3:24 AM UTC
Last verified unchanged: October 30th, 2026 at 3:30 AM UTC

- Actions may include 1 or more of the following: Removing product listings Assigning violation points Removing selling privileges For more information on enforcement actions, refer to our Seller Enforcement Policy.

- Reporting Violations and Abuse If you wish to report a review as incorrect, invalid, or abusive, you may do so through the Product Ratings page in Seller Center.

- Abusive Behaviors Sellers must not engage in the following abusive behaviors, which may result in enforcement action: Make repeated requests to customers to leave a review on an order.

- Violations may result in enforcement action.

Sample Coupons

https://seller-us.tiktok.com/university/essay?knowledge_id=2157976270653230
TikTok page date: November 24th, 2025 at 7:54 PM UTC
Text captured: July 7th, 2026 at 3:21 AM UTC
Last verified unchanged: October 30th, 2026 at 3:22 AM UTC

- The product is removed from the affiliate program.

- You can track this on the Sample Reminder page, where the product status will show as "fulfillment suspended." If the product is unavailable for a total of 10 days (they don't have to be consecutive), the sample order will be automatically canceled, and you w...

- Tap on Explore Products to access the sample coupon landing page and see eligible products.BannerSample coupons may be displayed in a banner on the TikTok Shop Creator Center homepage.

- This can happen if: The seller's account is closed or banned.

Seller-Fault Cancellation Rate Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=7953001314830094
TikTok page date: August 6th, 2026 at 7:53 PM UTC
Text captured: August 6th, 2026 at 9:37 PM UTC
Last verified unchanged: October 30th, 2026 at 3:39 AM UTC

- Enforcement: what happens if you miss the requirement When your SFCR exceeds 2.5%, enforcement actions are imposed under the Seller Enforcement Policy, and the more SFCR violations a shop accumulates, the stricter the enforcement becomes.

- Enforcement escalates sharply in the severe case: Standard violation (SFCR above 2.5%): AHR point deductions, decreased visibility, extended settlement period, or order volume limits; TikTok Shop may also remove product listings, revoke your access to offer p...

- To appeal, visit the Appeals section in the Seller Enforcement Policy.

- The requirement Per the Fulfillment Policy, all sellers must maintain a Seller-Fault Cancellation Rate less than or equal to 2.5%.

Shelf-Stable Food and Beverages Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=1427590502287146
TikTok page date: September 1st, 2026 at 6:59 PM UTC
Text captured: July 4th, 2026 at 3:19 AM UTC
Last verified unchanged: October 30th, 2026 at 3:19 AM UTC

- Shelf-stable food and beverages are also subject to our Restricted Products Policyand Product Quality Policy.

- Sellers must comply with this document, the Restricted Products Policy, and the Product Quality Policywhen listing shelf-stable food and beverages.

- Enforcement Actions and Appeals We regularly review shops for compliance with this document, ourRestricted Products Policy, and our Product Quality Policy.

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

Surprise-Based Products Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=3238037484390145
TikTok page date: October 29th, 2026 at 7:27 PM UTC
Text captured: October 29th, 2026 at 9:26 PM UTC
Last verified unchanged: October 30th, 2026 at 3:27 AM UTC

- Enforcement Actions and Appeals TikTok Shop regularly reviews sellers' compliance with this document, the TikTok Shop Restricted Products Guidelines, and the Gambling Policy.

- Surprise-Based Products are also subject to all other applicable TikTok Shop policies and category requirements, including the LIVE Auction Requirements, Gambling Policy, Collectibles Requirements, and other applicable policies.

- If any violations are identified, TikTok Shop may take enforcement action at its sole discretion.

- Gambling Requirements Sellers must also follow the Gambling Policy when promoting Surprise-Based Products.

Terms and Conditions for AI Fashion Video Maker

https://seller-us.tiktok.com/university/essay?knowledge_id=7034649726240525
TikTok page date: May 27th, 2026 at 9:00 AM UTC
Text captured: July 5th, 2026 at 3:31 AM UTC
Last verified unchanged: October 30th, 2026 at 3:37 AM UTC

- You cannot use this feature in violation of this License, and by using this feature, you agree to comply with the terms of this entire paragraph, including this License.

- This feature will generate "try-on" short videos based on the images you upload of your fashion products and of models wearing your products ("Try-On Videos").

- Once generated, you can view and delete these Try-On Videos by going to AI fashion video maker, and you can delete uploaded photos used in connection with generating Try-On Videos by going to AI fashion video maker.

- This includes a model based upon Stable Diffusion, which is subject to the Use Restrictions in Attachment A of the Stable Diffusion license ("License").

The Intellectual Property Protection Center (IPPC) - How To Use It

https://seller-us.tiktok.com/university/essay?knowledge_id=4206417796171575
TikTok page date: July 16th, 2026 at 7:14 AM UTC
Text captured: July 16th, 2026 at 6:27 AM UTC
Last verified unchanged: October 30th, 2026 at 3:29 AM UTC

- Please note that other enforcement actions (for example, the issuance of penalty points or account suspension) may also be taken against the seller in accordance with our policies.

- This guide explains how Intellectual Property (IP) rights owners can use the Intellectual Property Protection Center (IPPC) to protect their IP assets and manage complaints about TikTok Shop products, videos, and LIVEs.

- Registered Design Illustration comparing the product to your registered design Appeals If we accept your complaint and remove the relevant product, video, or LIVE, the seller has the right to appeal our decision.

- What is the Intellectual Property Protection Center (IPPC)?

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: October 30th, 2026 at 3:39 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.

- #TTSWest | #TTSMidwest | #TTSNortheast | #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: October 30th, 2026 at 3:27 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: October 30th, 2026 at 3:41 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: October 30th, 2026 at 3:30 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.

Weight Management Guide

https://seller-us.tiktok.com/university/essay?knowledge_id=1314893220857613
TikTok page date: August 31st, 2026 at 9:35 PM UTC
Text captured: September 1st, 2026 at 12:18 AM UTC
Last verified unchanged: October 30th, 2026 at 3:19 AM UTC

- Avoid high-risk weight-loss and muscle-gain promises and violating examples The following high-risk types of content are not allowed when attached to a product: Unrealistic promises like "Lose weight fast!" or "Rapid fat loss".

- Before-and-after photos that imply a product caused weight loss or muscle gain are treated as high-risk weight management claims and are not allowed, except for the Sports/Fitness Equipment exemption.

- First-time violations may result in temporary restrictions, while repeated violations could lead to more

severe account restrictions, such as a longer suspension or an account ban.

- It is not allowed to say or imply that a product caused rapid, guaranteed, or extreme weight loss or muscle gain (a high-risk claim).

Your Guide to Category Qualification

https://seller-us.tiktok.com/university/essay?knowledge_id=1707918207813422
TikTok page date: August 11th, 2026 at 4:22 AM UTC
Text captured: July 4th, 2026 at 3:19 AM UTC
Last verified unchanged: October 30th, 2026 at 3:20 AM UTC

- For more information on restricted products, refer to our Restricted Products Policy.

- It does share application requirements and where to find the right policy.

- It ensures that high-risk or regulated products meet TikTok Shop’s standards.

- To view the requirements, click the product type above to open its policy page.

Your Guide to Product Pricing

https://seller-us.tiktok.com/university/essay?knowledge_id=5486313366537997
TikTok page date: September 15th, 2026 at 8:22 PM UTC
Text captured: September 15th, 2026 at 9:30 PM UTC
Last verified unchanged: October 30th, 2026 at 3:32 AM UTC

- Do not charge excessive shipping fees as it is in violation of TikTok Shop’s Fair Pricing Policy Shipping Template Restrictions: If a shipping template violates the Fair Pricing Policy: Consequence: Products linked to the template may be deactivated.

- Content that violates this rule may have its product anchor removed or face other penalties.

- Violations may result in product deactivation or other penalties.

- Advertising a price lower than what a customer actually pays is a violation of our fair pricing policy.

Affiliate Product Selection

Requirements for Responsible Health-Related Content

https://seller-us.tiktok.com/university/essay?knowledge_id=4545471832983342
TikTok page date: September 2nd, 2026 at 6:27 PM UTC
Text captured: September 2nd, 2026 at 9:17 PM UTC
Last verified unchanged: October 30th, 2026 at 3:18 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 Formats The following formats are generally considered non-compliant when they carry high-risk weight loss or muscle gain claims and may be restricted.

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

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

Automotive Parts, Vehicles, and Powersports Products Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=7274638487914283
TikTok page date: October 26th, 2026 at 8:50 PM UTC
Text captured: September 30th, 2026 at 6:35 AM UTC
Last verified unchanged: October 30th, 2026 at 3:37 AM UTC

- Automotive parts are also subject to our Restricted Products Policy.

- Sellers must comply with both this document and the Restricted Products Policy when listing automotive parts.

- If any violations are identified, enforcement action may be taken at our sole discretion.

- This document outlines the requirements for selling Vehicles, Automotive Parts, and Powersports Products on TikTok Shop.

Baby and Maternity Products Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=5157695041914666
TikTok page date: September 1st, 2026 at 6:20 PM UTC
Text captured: September 1st, 2026 at 6:29 PM UTC
Last verified unchanged: October 30th, 2026 at 3:31 AM UTC

- Baby and maternity products are also subject to our Restricted Products Policy.

- Sellers must comply with both this document and the Restricted Products Policy when listing baby and maternity products.

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

- Enforcement Actions and Appeals Claiming electrical safety without approved testing or certification violates these requirements.

Beauty and Personal Care Products Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=1789325403522858
TikTok page date: September 1st, 2026 at 6:21 PM UTC
Text captured: July 31st, 2026 at 12:20 AM UTC
Last verified unchanged: October 30th, 2026 at 3:21 AM UTC

- Beauty and personal care products are also subject to our Restricted Products Policy and ourExpiration Date Labeling and Shelf Life Requirements.

- Expiration Date and Shelf Life Requirements Sellers must ensure that Beauty and Personal Care products meet all of the following requirements: Products must not be sold or shipped after the expiration date or "best before" date.

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

- Prohibited Products The following beauty and personal care products are prohibited for sale on TikTok Shop.

Best Practices for Order Fulfillment

https://seller-us.tiktok.com/university/essay?knowledge_id=6179821974439723
TikTok page date: September 9th, 2026 at 12:46 PM UTC
Text captured: September 9th, 2026 at 3:32 PM UTC
Last verified unchanged: October 30th, 2026 at 3:34 AM UTC

- Staying within the SLAs below will help to avoid delays and penalties, which may include violation points or other enforcement actions as outlined in our policies: Regular Orders Dispatch SLA: Orders must be dispatched within 2 business days of "Awaiting Ship...

- When shop accounts are deactivated for severe policy violations, orders marked as "In Transit" may be automatically canceled if they have not been marked as "Delivered" within 2 calendar days following the Estimated Delivery Date.

- When shop accounts are deactivated for selected policy violations, orders marked as "In Transit" may be automatically canceled.

- Key Points Orders must meet specific timeframes for readiness and dispatch to avoid delays and penalties.

Campaigns 101: Grow Visibility and Sales

https://seller-us.tiktok.com/university/essay?knowledge_id=1571139399780142
TikTok page date: August 11th, 2026 at 8:42 PM UTC
Text captured: August 11th, 2026 at 9:19 PM UTC
Last verified unchanged: October 30th, 2026 at 3:20 AM UTC

- Reference: Product Detail Page & Listing Quality Guideline.

- Affiliate & Creator Content Readiness Before the campaign: Generate creator videos early so your products can build traction before the campaign starts.

- Reach out to affiliate partners and invite existing creators to post more videos featuring your top-performing products.

- Campaign enrollment depends on meeting shop and product quality thresholds, so confirm your shop has a strong Shop Performance Score, healthy fulfillment metrics, no visibility limits, no unpaid postage orders, complete product listings, competitive pricing,...

Choking Hazard Warning Label Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=2198673368106794
TikTok page date: September 1st, 2026 at 7:19 PM UTC
Text captured: July 3rd, 2026 at 3:19 AM UTC
Last verified unchanged: October 30th, 2026 at 3:22 AM UTC

- If any violations are identified, TikTok Shop may take enforcement action.

- Key Points: Products with small parts that could pose a choking risk to children must include a visible choking hazard warning in the product listing and on packaging.

- For detailed guidance, visit the CPSC's Small Parts Ban and Choking Hazard Labeling page.

- Enforcement Actions and Appeals We regularly review shops for compliance with this document and our Product Listing Policy.

Collectibles Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=2274231656367918
TikTok page date: October 26th, 2026 at 11:09 PM UTC
Text captured: October 27th, 2026 at 12:21 AM UTC
Last verified unchanged: October 30th, 2026 at 3:22 AM UTC

- Enforcement Actions and Appeals TikTok Shop regularly reviews shops for compliance with this document, the Restricted Products Policy and theGambling Policy.

- This may include, but is not limited to: Deducting points the seller's Account Health Rating Removing product listings Revoking access to offer products for sale Issuing refunds to customers For more information on enforcement actions, refer to the Seller Enf...

- If any violations are identified, TikTok Shop may take enforcement action at its sole discretion.

- Collectibles are also subject to our Restricted Products Policy.

CPSC eFiling Guide

https://seller-us.tiktok.com/university/essay?knowledge_id=1852158069180161
TikTok page date: June 25th, 2026 at 9:32 PM UTC
Text captured: July 6th, 2026 at 3:20 AM UTC
Last verified unchanged: October 30th, 2026 at 3:21 AM UTC

- CPSC mandatory regulations, standards, and bans CPSC Regulatory Robot CPSC eFiling Document Library CPSC laboratory search

- (However, this is considered a good practice and can improve sellers' risk scores with CPSC.) For more information, visit the Citations, Testing Exclusions, and Disclaims guide.

- Common Readiness Risks and Consequences The biggest risks are usually not about understanding the rule in theory.

- Best Practices To ensure eFiling readiness, sellers should adopt the following repeatable habits: Check if your product requires eFiling with the CPSC: confirm whether the product is subject to a mandatory CPSC safety requirement before advising on filing exp...

Customer Order Shipping Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=6837879804970754
TikTok page date: September 16th, 2026 at 6:14 PM UTC
Text captured: September 16th, 2026 at 6:34 PM UTC
Last verified unchanged: October 30th, 2026 at 3:36 AM UTC

- Even if the Dispatch SLA is met, an unusually long delay between Awaiting Collection and In Transit increases the risk of customer complaints and enforcement at the shop or product level.

- Shipping Hazardous or Dangerous Products Sellers must not sell or ship any prohibited product or products recalled by manufacturers or governmental, national, or international agencies.

- Force majeure events include, but are not limited to: Natural disasters Extreme weather events Pandemic outbreaks Government restrictions Other extreme events outside of the seller’s control Enforcement Actions and Appeals We regularly review shops for compli...

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

Dangerous Goods Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=2297870046414638
TikTok page date: September 1st, 2026 at 7:19 PM UTC
Text captured: July 3rd, 2026 at 3:19 AM UTC
Last verified unchanged: October 30th, 2026 at 3:23 AM UTC

- Sellers must comply with this document, the TikTok Shop Restricted Products Guidelines, and the Prohibited Products Policywhen listing dangerous goods (Hazmat).

- This may include, but is not limited to: Assigning violation points Removing product listings Revoking your access to offer products for sale Issuing refunds to customers For more information on enforcement actions, see our Seller Enforcement Policy.

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

- Dangerous goods (Hazmat) are also subject to our TikTok Shop Restricted Products GuidelinesandProhibited Products Policy.

Discover What to Promote Next: New Arrivals/Curated Choices/Rankings

https://seller-us.tiktok.com/university/essay?knowledge_id=2448311311435551
TikTok page date: March 4th, 2026 at 11:11 PM UTC
Text captured: July 4th, 2026 at 3:21 AM UTC
Last verified unchanged: October 30th, 2026 at 3:24 AM UTC

- Discover What to Promote Next Discover is your go-to spot to find out what to promote next - new products, rising products, and personalized rankings built around your content and audience.

- Browse New Arrivals to get in early on new listings, Curated Choices to catch products that are growing fast (but not viral yet), and Rankings to see a "for you" list that updates based on your behavior.

- New arrivals may be available for eligible creators.

- FAQs What’s the difference between New arrivals and Curated choices?

Electric Bikes and Scooters Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=1789325402965802
TikTok page date: October 26th, 2026 at 8:46 PM UTC
Text captured: October 26th, 2026 at 9:20 PM UTC
Last verified unchanged: October 30th, 2026 at 3:21 AM UTC

- Electric Bikes and Scooters are also subject to our Restricted Products Policy.

- Prohibited Electric Bikes and Scooters Per the Prohibited Products Policy, the following electric bike and scooter products are prohibited for sale on TikTok Shop.

- If any violations are identified, TikTok Shop may take enforcement action at its sole discretion.

- Sellers must comply with both this document and the Restricted Products Policywhen listing electric bikes and scooters.

Fair Pricing Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=8519326693148462
TikTok page date: September 1st, 2026 at 7:17 PM UTC
Text captured: July 3rd, 2026 at 3:24 AM UTC
Last verified unchanged: October 30th, 2026 at 3:40 AM UTC

- Prohibited pricing practices include, but are not limited to, the following types of misconduct: Misleading Pricing TikTok Shop prohibits deceptive or misleading pricing practices.

- Shipping Fee Standards To support a better customer experience and help reduce the risk of excessive shipping fee violations, sellers must ensure shipping fees remain within acceptable ranges defined by TikTok Shop.

- If violations are identified, enforcement actions may be applied.

- This policy outlines the pricing requirements all sellers must follow when listing products on TikTok Shop.

Feminine Care Products Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=6055684488169259
TikTok page date: September 1st, 2026 at 6:39 PM UTC
Text captured: July 3rd, 2026 at 3:23 AM UTC
Last verified unchanged: October 30th, 2026 at 3:34 AM UTC

- Feminine care products are also subject to our Restricted Products Policy, and sellers must comply with both policies when listing these items.

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

- This document outlines the requirements for listing Feminine Care Products on TikTok Shop to ensure product safety for customers and compliance with applicable regulations.

- Feminine Care Products This policy applies to all sellers in the US market.

Guide to Toy Guns on TikTok Shop

https://seller-us.tiktok.com/university/essay?knowledge_id=5040007258851086
TikTok page date: September 18th, 2026 at 3:06 AM UTC
Text captured: July 6th, 2026 at 3:28 AM UTC
Last verified unchanged: October 30th, 2026 at 3:30 AM UTC

- Non-compliant products may be restricted or removed, and violations could lead to warnings, policy strikes, or account suspension.

- For details on TikTok Shop policies, enforcement practices, and appeal processes, please refer to the Seller Terms of Service and Prohibited Products Policy in the Additional Resources section below.

- Examples of product characteristics that may be permitted What is not allowed on TikTok Shop You must not list toy guns that are predominantly dark-colored (for example, black, silver, camouflage) or otherwise not clearly distinguishable from realistic fi...

- If they also lack other distinguishing features, such as an orange tip or bright coloration, they may be restricted or prohibited from sale on TikTok Shop.

Guidelines For Listing 3C Products

https://seller-us.tiktok.com/university/essay?knowledge_id=3055494219466509
TikTok page date: September 25th, 2026 at 4:50 PM UTC
Text captured: September 25th, 2026 at 6:25 PM UTC
Last verified unchanged: October 30th, 2026 at 3:26 AM UTC

- Using prohibited absolute terms may result in your product listing being de-boosted or removed.

- These guidelines explain the requirements for listing 3C products.

- Failure to comply may result in consequences such as de-boosting (which reduces product visibility), product removal, or account suspension, depending on the severity of the violation.

- Failure to provide required information or including misleading details can result in product removal or other penalties.

Guidelines For Listing Apparel Products

https://seller-us.tiktok.com/university/essay?knowledge_id=3055494219695885
TikTok page date: June 26th, 2026 at 5:40 PM UTC
Text captured: July 5th, 2026 at 3:23 AM UTC
Last verified unchanged: October 30th, 2026 at 3:26 AM UTC

- Violations may result in enforcement actions, including but not limited to product deboosting (reduced visibility in search results), removal, or account suspension, depending on the severity.

- Following these guidelines for Apparel Products can help buyers quickly understand product features, thereby increasing the transaction rate.

- (Violation may lead to product deboosting or removal) The picture shows the logo of a high-end brand, but the actual product is unbranded or of another brand.

- (Violation may lead to product removal) Deliberately displaying sensitive parts of the human body as a selling point of the product.

Guidelines For Listing Beauty & Personal Care Products

https://seller-us.tiktok.com/university/essay?knowledge_id=3026065007494925
TikTok page date: September 25th, 2026 at 4:51 PM UTC
Text captured: September 25th, 2026 at 6:24 PM UTC
Last verified unchanged: October 30th, 2026 at 3:25 AM UTC

- Violations may result in listing removal and account penalties.

- It is important to comply with these rules, as violations may result in consequences such as listing removal, account restrictions, or other actions.

- This guide applies globally to all sellers listing beauty and personal care products on the platform.

- The severity of the action may vary depending on the nature of the violation.

Guidelines for Listing Products Containing Batteries

https://seller-us.tiktok.com/university/essay?knowledge_id=1601290456188686
TikTok page date: September 25th, 2026 at 4:46 PM UTC
Text captured: September 25th, 2026 at 6:19 PM UTC
Last verified unchanged: October 30th, 2026 at 3:20 AM UTC

- Listing prohibited items or repeated non-compliance may result in further enforcement actions, such as product delisting or account suspension.

- Products may be removed after listing if excessive customer feedback shows actual endurance materially differs from the PDP claim and the issue is attributable to the listing or product provided by the seller.

- This may include, but is not limited to: Lithium-ion Lithium-metal Alkaline Nickel-metal hydride (NiMH) Step 2: Check the Battery (If Removable) If the battery can be safely removed: Take it out and inspect the casing.

- For more information on listing these products, see Dangerous Goods Policy.

How To Avoid Counterfeits, Knockoffs, And Other Trademark Infringement Violations

https://seller-us.tiktok.com/university/essay?knowledge_id=5090656611682090
TikTok page date: June 24th, 2026 at 11:51 PM UTC

Text captured: July 6th, 2026 at 3:29 AM UTC
Last verified unchanged: October 30th, 2026 at 3:31 AM UTC

- Do not select "no brand" as this may result in violation points (penalties issued for policy violations).

- TikTok Shop strictly prohibits any form of counterfeiting and may take a range of enforcement actions against such violations, including product removal, the issuance of violation points, and account suspension.

- This is considered a right of publicity infringement and may result in enforcement actions such as product removal or violation points.

- To avoid violations, it is critical to understand what constitutes trademark infringement, ensure you have brand authorization for any products you sell, and avoid using terms related to counterfeits.

How To Avoid Selling Unoriginal And Inauthentic Products

https://seller-us.tiktok.com/university/essay?knowledge_id=362500672030506
TikTok page date: June 26th, 2026 at 5:41 PM UTC
Text captured: July 6th, 2026 at 3:25 AM UTC
Last verified unchanged: October 30th, 2026 at 3:27 AM UTC

- Selling unoriginal or inauthentic products may also result in enforcement actions, such as warnings, content removal, or account suspension.

- For example, using Brand XY for your products when there is already a well-known Brand XYZ is not allowed.

- Failing to follow this guidance may result in enforcement actions.

- Customers are less likely to consider these products inauthentic or unoriginal.

How to Drive Traffic for Your Product Card

https://seller-us.tiktok.com/university/essay?knowledge_id=3684852088178446
TikTok page date: April 1st, 2026 at 9:13 PM UTC
Text captured: July 7th, 2026 at 3:27 AM UTC
Last verified unchanged: October 30th, 2026 at 3:28 AM UTC

- Part 1 - Pricing Tips to Help Your Product Card Get More Visibility Setting a competitive price for your products helps you earn better traffic distribution compared to similar products and shops.

- Product cards can be a cost-effective way to grow your sales on TikTok Shop.

- Pricing, promotions, and platform campaigns are among the factors that may help improve your product card visibility.

- You can set a flash sale price for a specific product within a specific time window.

INFORM Consumers Act Seller Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=1411491405465390
TikTok page date: August 15th, 2026 at 2:10 AM UTC
Text captured: August 15th, 2026 at 2:44 AM UTC
Last verified unchanged: October 30th, 2026 at 3:19 AM UTC

- INFORM Consumers Act compliance is also subject to our Seller Enforcement Policy.

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

- Sellers must comply with both this document and the Seller Enforcement Policy when operating a shop and selling products on TikTok Shop.

- Enforcement Actions and Appeals We regularly review your shop’s compliance with this document and our Seller Enforcement Policy.

Kids’ Fashion Products Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=6970324132710190

TikTok page date: September 1st, 2026 at 6:41 PM UTC
Text captured: July 3rd, 2026 at 3:23 AM UTC
Last verified unchanged: October 30th, 2026 at 3:36 AM UTC

- Enforcement Actions and Appeals We regularly review shops for compliance with this document and our TikTok Shop Restricted Products Guidelines.

- Kids' fashion products are also subject to our TikTok Shop Restricted Products Guidelines.

- Sellers must comply with both this document and the TikTok Shop Restricted Products Guidelines when listing kids' fashion products.

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

Medical Devices and Medical Supplies Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=5176332745885482
TikTok page date: October 9th, 2026 at 11:28 PM UTC
Text captured: October 1st, 2026 at 12:30 AM UTC
Last verified unchanged: October 30th, 2026 at 3:31 AM UTC

- Medical devices and medical supplies are also subject to our Restricted Products Policy.

- Sellers must comply with both this document and the Restricted Products Policy when listing medical devices and medical supplies.

- If any violations are identified, TikTok Shop may take enforcement action at its sole discretion.

- The severity of the enforcement action may depend on factors such as the type of violation, its impact on user safety, the seller's violation history, and the intent behind non-compliance.

New Shop Probation Program Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=3238037484062465
TikTok page date: August 10th, 2026 at 10:41 PM UTC
Text captured: July 3rd, 2026 at 3:20 AM UTC
Last verified unchanged: October 30th, 2026 at 3:26 AM UTC

- The platform may dynamically adjust your product listing limit based on your shop's operating metrics (like fulfillment rates and customer feedback) and compliance risks (like policy violation history).

- Is Probation a penalty or enforcement action?

- 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 For more information on enforcement actions, refer to our Seller E...

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

Order Volume Limit (OVL) Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=4069705271658253
TikTok page date: July 31st, 2026 at 8:53 PM UTC
Text captured: July 3rd, 2026 at 3:21 AM UTC
Last verified unchanged: October 30th, 2026 at 3:29 AM UTC

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

- Order Volume Limits are also subject to our Seller Enforcement Policy.

- This may include, but is not limited to: Deducting points from your account health Removing product listings Revoking your access to offer products for sale Issuing refunds to customers For more information on enforcement actions, refer to our Seller Enforcem...

- OVLs may be applied for reasons such as probation periods or policy violations.

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: October 30th, 2026 at 3:36 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.

Pesticides Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=4222719936317197
TikTok page date: September 1st, 2026 at 6:57 PM UTC
Text captured: July 4th, 2026 at 3:24 AM UTC
Last verified unchanged: October 30th, 2026 at 3:29 AM UTC

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

- Pesticides and related products are also subject to our Restricted Products Policy.

- Sellers must comply with both this document and the Restricted Products Policy when listing pesticides and related products.

- Enforcement Actions and Appeals Claiming electrical safety without approved testing or certification violates these requirements.

Pet Supplies Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=5166793187346222
TikTok page date: October 9th, 2026 at 11:27 PM UTC
Text captured: October 1st, 2026 at 9:29 PM UTC
Last verified unchanged: October 30th, 2026 at 3:31 AM UTC

- If any violations are identified, TikTok Shop may take enforcement action at its sole discretion.

- Pet supplies are also subject to our Restricted Products Policy.

- Sellers must comply with both this document and the Restricted Products Policy when listing pet supplies.

- Sellers should note that some products that are legally sold in their local area, state, or country may still be prohibited under TikTok Shop policies.

Product Safety and Compliance Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=2021373132801838
TikTok page date: August 13th, 2026 at 11:20 PM UTC
Text captured: July 3rd, 2026 at 3:19 AM UTC
Last verified unchanged: October 30th, 2026 at 3:22 AM UTC

- This policy outlines the requirements for product safety, handling safety complaints, and submitting materials related to product safety enforcement actions and appeals on TikTok Shop.

- This may include, but is not limited to: Deducting points the seller’s Account Health Rating Removing product listings Revoking access to offer products for sale Issuing refunds to customers For more information on enforcement actions, refer to our Seller Enf...

- Temporarily or permanently suspend the listing to prevent further risk.

- If violations are identified, enforcement actions may be applied.

Product Safety Best Practices and FAQ

https://seller-us.tiktok.com/university/essay?knowledge_id=3252597629683470
TikTok page date: August 20th, 2026 at 9:10 PM UTC
Text captured: August 20th, 2026 at 9:26 PM UTC
Last verified unchanged: October 30th, 2026 at 3:27 AM UTC

- Prohibited Products Policy: products that are banned from sale on TikTok Shop.

- Additional Resources TikTok Shop policy resources Product Safety and Compliance Policy: requirements for product safety, handling safety complaints, and submitting materials related to product safety enforcement actions and appeals.

- Restricted Products Policy: requirements sellers must meet to sell restricted products.

- For TikTok Shop sellers in the United States This guide explains practical ways to reduce product safety risks, protect customers, and keep listings aligned with TikTok Shop policies.

Prohibited Products Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=1399532709988097
TikTok page date: October 29th, 2026 at 10:11 PM UTC
Text captured: October 30th, 2026 at 12:19 AM UTC
Last verified unchanged: October 30th, 2026 at 3:19 AM UTC

- Medical, disease, health, structure/function, and general-wellness claims must comply with the Content Policy.Products making prohibited or unauthorized claims may be removed or classified under the applicable drug, medical device, or other regulated-product...

- Cosmetics containing: Ingredients prohibited by the FDA or restricted ingredients used in violation of applicable concentration limits or other conditions.

- Key Points: Sellers must not list or sell prohibited products, including illegal, unsafe, counterfeit, recalled, or regulated items that violate laws or TikTok Shop policies.

- Violations can lead to enforcement actions such as listing removal, account penalties, or loss of selling privileges.

Requirements for Cobranded Brand Authorization

https://seller-us.tiktok.com/university/essay?knowledge_id=5038197223900942
TikTok page date: October 9th, 2026 at 10:02 AM UTC
Text captured: October 9th, 2026 at 12:29 PM UTC
Last verified unchanged: October 30th, 2026 at 3:30 AM UTC

- Selling such products without authorization may result in enforcement actions, including product takedowns.

- Key Requirements: A complete cobranding license agreement.

- Originality Protection Cobranded Brand Authorization confirms your right to sell products that combine multiple brand or license elements.

- If a cobranded product listing uses images that are covered under another seller’s OP protection, additional evidence of image-use authorization is required.

Seller Terms of Service for TikTok Shop

https://seller-us.tiktok.com/university/essay?knowledge_id=1331308753078058
TikTok page date: October 15th, 2026 at 8:26 AM UTC
Text captured: October 15th, 2026 at 9:18 AM UTC
Last verified unchanged: October 30th, 2026 at 3:19 AM UTC

- You shall not offer any products that are listed as prohibited products on the TikTok Shop Prohibited Products Policy and shall only offer any products that are listed as restricted products on the TikTok Shop Restricted Products Policy in accordance with suc...

- When authorizing the sharing of Data, you shall have taken into account the risk that the Partner Service might be discontinued, suspended or terminated by the Partners in the future.

- Your Content (whether created by you or created for you) must not include falsehoods or misrepresentations about you, us or our Affiliates (including TT Commerce & Global Services), our or their respective partners and products, a third party, or another pers...

- 2 We may remove Your Content and product listings, cancel any transactions associated with your Seller Center account, and/or withdraw any promotions and/or subsidies offered by TT Commerce & Global Services to you at any time and for any reason, in our sole...

Seller Terms of Service for TikTok Shop (MX)

https://seller-us.tiktok.com/university/essay?knowledge_id=368451236644622
TikTok page date: July 29th, 2026 at 1:01 AM UTC
Text captured: July 29th, 2026 at 2:52 AM UTC
Last verified unchanged: October 30th, 2026 at 3:27 AM UTC

- TikTok Shop Policies, Product Eligibility and Restricted and Prohibited Products You must comply at all times with the Policies and Guidelines available at TikTok Shop Academy.

- We reserve the right to suspend or terminate Your Authorized User(s)'s access to Your Account and/or TikTok Shop with or without notice if we are aware of any breach or violation of these Terms or applicable guidelines or policies by Your Authorization User(s...

- You may not Offer any Product if it appears on Our Prohibited Products List and Restricted Products List, which can be found in the TikTok Shop Academy.

- When authorizing the sharing of Data, you shall have taken into account the risk that the Partner Service might be discontinued, suspended or terminated by the Partners in the future.

Sports and Outdoor Recreation Products Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=5170065459169070
TikTok page date: September 1st, 2026 at 7:00 PM UTC
Text captured: July 4th, 2026 at 3:25 AM UTC
Last verified unchanged: October 30th, 2026 at 3:31 AM UTC

- Sports and outdoor recreation products are also subject to our Restricted Products Policy.

- Sellers must comply with both this document and the Restricted Products Policy when listing sports and outdoor recreation products.

- If any violations are identified, TikTok Shop may take enforcement action at our sole discretion.

- Key Points: To sell Sports and Outdoor Recreation Products, you may need to submit documentation through the Qualification Center.Requirements vary depending on your role as a seller.

TikTok Shop Creator Terms of Use

https://seller-us.tiktok.com/university/essay?knowledge_id=6314510387906350
TikTok page date: September 15th, 2026 at 4:36 PM UTC
Text captured: September 15th, 2026 at 6:33 PM UTC
Last verified unchanged: October 30th, 2026 at 3:35 AM UTC

- b) All Creator Content you create must comply with the TikTok Shop Content Guidelines, TikTok Branded Content Policy, TikTok Shop Intellectual Property Policy, TikTok Shop Prohibited Products Policy, and TikTok Shop Creator Performance Evaluation Guidelines.

- You agree that we can use automated tools and human reviewers to review your content to identify, detect, and enforce potential violations of these Creator Terms and the TikTok Community Guidelines and prevent harmful or illegal conduct on the Creator Center,...

- Restriction, Suspension, and Termination 13.1 We may remove your Creator Content at any time and for any reason, in our sole discretion, without any notice to you.

- e) You agree that any benefits or revenue that you receive as a result of Creator Content you create or post in order to be eligible for payments, benefits or rewards from a Merchant shall be determined by the Merchant or third-party partner you contract with...

TikTok Shop Early Settlement Program Terms

https://seller-us.tiktok.com/university/essay?knowledge_id=7824517179639565

TikTok page date: March 19th, 2026 at 10:00 PM UTC
Text captured: July 5th, 2026 at 3:33 AM UTC
Last verified unchanged: October 30th, 2026 at 3:39 AM UTC

- In order to be eligible to access the Early Settlement Program, you must meet the following requirements: Your account must have been active for at least 6 months.

- TT Commerce & Global Services may, in its sole discretion, offer eligible Sellers the option to enroll in the Early Settlement Program to receive accelerated or early settlement of amounts that would otherwise be payable to Seller for completed or pending tra...

- Participation in the Early Settlement Program is voluntary and subject to eligibility criteria, payout timing, settlement schedules, fees, discount rates, and other terms as determined by TT Commerce & Global Services from time to time and communicated throug...

- (b) Eligibility Criteria for Early Settlement Program.

TikTok Shop Partner Laboratories & Testing Guide

https://seller-us.tiktok.com/university/essay?knowledge_id=7824517176755981
TikTok page date: September 29th, 2026 at 8:25 PM UTC
Text captured: September 29th, 2026 at 9:37 PM UTC
Last verified unchanged: October 30th, 2026 at 3:39 AM UTC

- Suspended or Restricted Laboratories TikTok Shop may decline documentation issued by laboratories that: Are subject to regulatory data integrity concerns Have received enforcement actions impacting report reliability Fail to meet authentication standards This...

- Option C: Decline Testing If you choose not to proceed with testing or fail to submit valid documentation: Your product may be suspended or removed from sale Sales may be blocked until compliance is restored Explicit confirmation may be required before submis...

- TikTok Shop may update its list of accepted or restricted laboratories based on regulatory findings, data integrity concerns, or policy updates.

- Documentation issued by restricted entities may not be accepted across any product category.

TikTok Shop Seller Terms Of Services (US)

https://seller-us.tiktok.com/university/essay?knowledge_id=8331959022847790
TikTok page date: May 11th, 2026 at 10:01 AM UTC
Text captured: July 4th, 2026 at 3:31 AM UTC
Last verified unchanged: October 30th, 2026 at 3:40 AM UTC

- m) You shall not offer any product that appears on our Prohibited Products List and Restricted and Unsupported Products List, which can be found in the Seller Academy.

- This license shall include TikTok’s use of Your Content to analyze and display information about the performance and ranking of your promotions, products, and services on the TikTok Platform, which may be based on factors such as user engagement with Your Pro...

- d) When authorizing the sharing of Data, you shall have taken into account the risk that the Partner Service might be discontinued, suspended or terminated by the Partners in the future.

- f) Your Content (whether created by you or created for you) must not include falsehoods or misrepresentations about you, us or our affiliates (including TikTok), our or their respective partners and products, a third party, or another person.

Violation & Appeal Guide

https://seller-us.tiktok.com/university/essay?knowledge_id=6110391400302350
TikTok page date: May 29th, 2026 at 5:58 PM UTC
Text captured: July 7th, 2026 at 3:33 AM UTC
Last verified unchanged: October 30th, 2026 at 3:34 AM UTC

- What To Do When You Receive a Violation Your 3 Options When You Receive a Violation Option A: Correct

(Before enforcement takes effect) A Correction lets you fix the issue in your listing before any penalty is applied.

- If one is suspended or banned, enforcement may extend to all connected accounts.

- Creator Bind Eligibility and Requirements Understanding Your Violation Ticket Clicking any notification takes you to your Violation Records in Seller Center.

- Option B: Appeal (Dispute after enforcement takes effect) If you believe the violation was incorrect, or if your Correction was rejected, you can submit an Appeal.

Your Guide to Prohibited Products

https://seller-us.tiktok.com/university/essay?knowledge_id=3719218886117175
TikTok page date: June 29th, 2026 at 11:59 PM UTC
Text captured: July 5th, 2026 at 3:24 AM UTC
Last verified unchanged: October 30th, 2026 at 3:28 AM UTC

- Maintain consistent compliance to minimize the risk of penalties, suspensions, or restrictions on adding new products, which may be triggered by repeated or severe violations.

- Check our Prohibited Products Policy and Restricted Products Policy before listing a product.

- Restricted Products Keep in mind, TikTok Shop also has restricted products, which are different from prohibited products.

- Rejection Description: Your product has been enforced for violating our Prohibited Products Policy for 1 of the following reasons: Adult-Related Products and Content.

Your Guide to Selecting the Right Product Category

https://seller-us.tiktok.com/university/essay?knowledge_id=8688556508301099
TikTok page date: June 24th, 2026 at 10:24 PM UTC
Text captured: July 5th, 2026 at 3:34 AM UTC
Last verified unchanged: October 30th, 2026 at 3:40 AM UTC

- Categories Requiring Extra Approval Important: Some product categories fall under our TikTok Shop Restricted Products Guidelines.

- Avoid problems: Correct placement helps you follow policies and prevents violation tickets (formal notices of non-compliance).

- Incorrect Category Violations If you list your product in the wrong category, you may get a violation notice titled 'Incorrect Category.' This may result in your product listing being taken down until the category is corrected.

- Correctly categorizing products improves visibility, builds trust, and prevents violations.

Enforcement, Fraud & Misconduct

Late Dispatch Rate Best Practices and FAQs

https://seller-us.tiktok.com/university/essay?knowledge_id=641287495059214
TikTok page date: March 24th, 2026 at 4:01 PM UTC
Text captured: July 6th, 2026 at 3:33 AM UTC
Last verified unchanged: October 30th, 2026 at 3:35 AM UTC

- When you review the ticket for a LDR violation, you will see the option to appeal.

- Step 2: If you receive an enforcement action for orders delayed due to circumstances beyond your control, please submit an appeal.

- You may also submit an appeal for violations, related to impacted orders, through the Shop Performance Score page.

- For LDR, sellers can meet dispatch timeliness requirements by ensuring regular orders are scanned by the carrier to update the status to In Transit within 2 business days.

On-Time Delivery (OTDR) Rate Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=7671875816589099
TikTok page date: September 16th, 2026 at 6:11 PM UTC
Text captured: September 16th, 2026 at 6:36 PM UTC
Last verified unchanged: October 30th, 2026 at 3:38 AM UTC

- If an OTDR enforcement is not appealed, the violation remains on your account record for 90 days and is then removed.

- Enforcement: what happens if you miss the requirement When your OTDR falls below the 80% requirement, enforcement actions may be taken under the Seller Enforcement Policy.

- The more OTDR violations a shop accumulates, the stricter the enforcement may become.

- Duplicate enforcement: Seller Center screenshots showing more than one OTDR enforcement for the same order ID; or screenshots showing an OTDR violation for the same order ID was already approved.

Regulated Claims: What You Need to Know

https://seller-us.tiktok.com/university/essay?knowledge_id=2977227671324459
TikTok page date: August 27th, 2026 at 5:52 PM UTC
Text captured: August 27th, 2026 at 6:24 PM UTC
Last verified unchanged: October 30th, 2026 at 3:25 AM UTC

- Importance for Sellers Using regulated claims correctly helps you: Build customer trust Avoid legal and reputational risk, including platform enforcement actions Stay aligned with platform policies Create clear and compliant product listings For more details,...

- Common Types of Regulated Claims Health Claims Health claims describe the relationship between a food, ingredient, or supplement and a reduced risk of a disease or health-related condition.

- Using claims incorrectly can create legal risk, such as potential fines from regulatory bodies like the FTC.

- It may also result in listing removal or other platform enforcement actions, such as account suspension.

Temporary Account Restriction Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=8721782316517163
TikTok page date: July 31st, 2026 at 8:53 PM UTC
Text captured: July 3rd, 2026 at 3:25 AM UTC
Last verified unchanged: October 30th, 2026 at 3:40 AM UTC

- Temporary account restrictions are also subject to our Seller Enforcement Policy.

- 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 For more information on enforcement actions, refer to our Seller E...

- These restrictions are precautionary and are not always related to a policy violation.

- Why TikTok Shop May Apply Temporary Restrictions Temporary restrictions may be used while TikTok Shop: Performs security checks to prevent fraud or unauthorized access Reviews suspicious or unusual activity Verifies compliance information or required document...

Valid Tracking Rate Best Practices and FAQs

https://seller-us.tiktok.com/university/essay?knowledge_id=641287493584654
TikTok page date: March 24th, 2026 at 2:58 PM UTC
Text captured: July 6th, 2026 at 3:33 AM UTC
Last verified unchanged: October 30th, 2026 at 3:35 AM UTC

- Aside from impacting your AHR, continued VTR violations will lead to, but is not limited to, decreased visibility, or restrictions on Seller Shipping privileges.

- VTR violations will lead to deductions in points for your account health.

- When you review the ticket for a VTR violation, you will see the option to appeal.

- For additional information, please refer to the Adding and Verifying the Tracking Information section in the Customer Order Shipping policy.

Other Creator Policies

After-Sales Evidence Guide for Appeals and Disputes

https://seller-us.tiktok.com/university/essay?knowledge_id=7042659022210829
TikTok page date: August 3rd, 2026 at 6:39 PM UTC
Text captured: July 6th, 2026 at 3:35 AM UTC
Last verified unchanged: October 30th, 2026 at 3:37 AM UTC

- Screenshots must show: The specific order The agreement terms Screenshots of off-platform conversations may be rejected due to editing or tampering risks.

- Key Points: You need strong evidence when handling appeals, disputes, or refund rejections.

- Handling appeals, disputes, and refund rejections requires strong and clear supporting evidence.

- Sample Video Sample Picture Quality Certificate or Inspection Report Examples include: Safety marks Consumer safety reports Cosmetic safety reports Proof Of Authenticity This supports your claim that the product is authentic.

Aftersales Handling Time Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=5513129770796813
TikTok page date: October 19th, 2026 at 10:52 PM UTC
Text captured: October 1st, 2026 at 3:30 PM UTC
Last verified unchanged: October 30th, 2026 at 3:32 AM UTC

- No, there are no violation enforcements for After-Sales Handling Time.

- Are there enforcement actions for After-Sales Handling Time?

- After-sales requests that are approved by TikTok Shop may be given when: Eligible after-sales requests are routed to TikTok Shop for review by an agent handling the request Eligible after-sales requests meet our Customer Order Cancellation, Return, and Refund...

- Set up your return policies Create auto-approval rules for eligible after-sales scenarios to resolve these requests automatically.

Creator Campaign Terms and Conditions For TikTok Shop US

https://seller-us.tiktok.com/university/essay?knowledge_id=405632742524718
TikTok page date: May 27th, 2026 at 8:50 AM UTC
Text captured: July 5th, 2026 at 3:25 AM UTC
Last verified unchanged: October 30th, 2026 at 3:29 AM UTC

- 3 Unless TikTok expressly states otherwise in writing with Creator, use of script, macro or any automated system to produce Content is prohibited and TikTok may, in its absolute discretion, determine that such Content shall be ineligible to receive Fees with...

- 2 Unless TikTok expressly agrees otherwise in writing with the Creator, Livestreams that do not comply with the requirements in this clause 3.1 will not be accepted as valid for the Campaign and Creator will be ineligible to earn any Fees.

- "Eligibility Requirements" means any limitations, exclusions or other restrictions that apply to the Creator’s eligibility to receive the Fees, as notified to the Creator by TikTok from time to time and as further described in Program Materials.

- Notwithstanding termination of this Agreement or expiry of the Usage Period, the parties hereby acknowledge and agree that after expiry of the Usage Period TikTok shall not be obliged to remove, delete, take down or withdraw any content comprising the Content...

Customer Order Cancellation, Return, and Refund Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=3253210454181634
TikTok page date: October 21st, 2026 at 12:22 AM UTC
Text captured: October 21st, 2026 at 12:26 AM UTC
Last verified unchanged: October 30th, 2026 at 3:27 AM UTC

- TikTok Shop may investigate and take enforcement action against sellers it reasonably believes are in violation of platform policies.

- TikTok Shop's Customer Order Cancellation, Return, and Refund Policy covers after-sales requirements for all sellers selling in the US.

- Refer to our Customer Order Shipping Policyand our Seller Enforcement Policy for more information.

- Sellers are prohibited from circumventing this rule by listing or describing ineligible products as "final sale." This includes, but is not limited to, manually adding "final sale" in product titles, descriptions, or any other part of the listing.

Dynamic Settlement and Reserve Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=3995852763531009
TikTok page date: July 31st, 2026 at 8:48 PM UTC
Text captured: July 3rd, 2026 at 3:20 AM UTC
Last verified unchanged: October 30th, 2026 at 3:28 AM UTC

- If violations are identified, we may take enforcement actions on your shop.

- Purpose and Scope The Dynamic Settlement and Reserve Policy outlines the process for seller payouts and reserve funds.

- Enforcement Actions and Appeals We regularly review shops for compliance with our policies.

- This helps protect the customer experience and the platform's integrity from potential issues like fraud or high return rates.

Flat Fee Collaboration - Creator Terms & Conditions

https://seller-us.tiktok.com/university/essay?knowledge_id=912720417687339
TikTok page date: April 16th, 2025 at 5:15 PM UTC
Text captured: July 5th, 2026 at 3:36 AM UTC
Last verified unchanged: October 30th, 2026 at 3:41 AM UTC

- Liability and Indemnification 6.1 Creator Responsibilities You are responsible for ensuring your video complies with all applicable guidelines and policies.

- Effective Date: April 21st, 2025 These Terms and Conditions ("Agreement") govern your participation as a creator ("Creator" or "You") in TikTok Shop's "Flat Fee Collaboration" service ("Service").

- Cancellation of Collaboration 5.1 Cancellation If the collaboration is canceled, either by you or the Seller, you will not be compensated unless the video has been approved and posted in accordance with these terms.

- Video Upload and Review Process 3.1 Video Review Process The video you submit for the collaboration must undergo review by TikTok Shop and, if applicable, the Seller.

Fulfillment Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=3995852763301633
TikTok page date: September 28th, 2026 at 7:47 PM UTC
Text captured: September 28th, 2026 at 9:27 PM UTC
Last verified unchanged: October 30th, 2026 at 3:28 AM UTC

- TikTok Shop may investigate and take enforcement action against sellers it reasonably believes are in violation of platform policies.

- Potential enforcement actions include warnings, auto-cancellation of "In Transit" orders, suspensions, or

platform bans.

- If violations are identified, we may take enforcement actions on your shop.

- Please refer to theSeller Enforcement Policy to learn more.

Gift with Purchase

https://seller-us.tiktok.com/university/essay?knowledge_id=5995864732829482
TikTok page date: March 30th, 2026 at 5:35 PM UTC
Text captured: July 3rd, 2026 at 3:22 AM UTC
Last verified unchanged: October 30th, 2026 at 3:33 AM UTC

- Minimum purchase requirement: Minimum purchase amount of $XX Minimum purchase quantity of X items Eligible Products You can select up to 100 eligible products customers can purchase to qualify for a GWP promotion The eligible products chosen here cannot be se...

- A buyer who purchases one unit of Product B + one unit of Product C from the eligible product pool will meet the eligibility criteria and receive gift item A.

- A buyer who purchases two units of Product B, C, or D from the eligible product pool will also meet the eligibility criteria and receive gift item A.

- Ineligible customers will not see the offer in your shop.

How to Appeal Your Shop Performance Score (SPS) Metrics

https://seller-us.tiktok.com/university/essay?knowledge_id=6567382587836173
TikTok page date: October 26th, 2026 at 6:31 AM UTC
Text captured: October 26th, 2026 at 6:33 AM UTC
Last verified unchanged: October 30th, 2026 at 3:35 AM UTC

- Overview The Shop Performance Score (SPS) Appeal feature allows sellers to directly submit appeals for SPS-related metrics in Seller Center.

- If the SPS Appeal feature is available for you, you will find it by logging in to Seller Center Account Health Shop Performance Score How to access the SPS Appeal feature: Entry Points 1 & 2: Shop Performance Score (SPS) Main Page Top right corner [Appeal...

- Overview For each Shop Performance Score metric, the appealable scenarios and reasons are listed below.

- The appeal status view page for that ticket will display the review status and the detailed appeal content of the ticket.

Instant Messaging (IM) Dissatisfaction Rate Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=5513514540189453
TikTok page date: October 21st, 2026 at 6:57 PM UTC
Text captured: October 21st, 2026 at 9:31 PM UTC
Last verified unchanged: October 30th, 2026 at 3:32 AM UTC

- No, there are no violation enforcements for IM Dissatisfaction Rate.

- Formula: IM Dissatisfaction Rate = (Number of 1 to 2 star ratings Rated chats) x 100% Since sellers cannot fully control the service quality of some types of channels, the platform will exclude IM negative reviews from Chatbot and FAQ channels in the SPS to...

- Are there enforcement actions for IM Dissatisfaction Rate?

- Enforcement Actions and Appeals We want to ensure that you are fairly evaluated.

Late Dispatch Rate Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=3668989549299511
TikTok page date: September 16th, 2026 at 6:12 PM UTC
Text captured: September 16th, 2026 at 6:26 PM UTC
Last verified unchanged: October 30th, 2026 at 3:27 AM UTC

- Enforcement: what happens if you miss the requirement When your LDR is greater than 10%, enforcement

actions are taken under the Seller Enforcement Policy.

- The more LDR violations a shop accumulates, the stricter the enforcement becomes.

- Possible enforcement actions include: Account Health Rating (AHR) point deductions.

- Why it matters Meeting your dispatch SLA is a critical part of meeting customer expectations for fulfillment timeliness, and dispatching on time also sets orders up to meet platform policy requirements.

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: October 30th, 2026 at 3:31 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.

TikTok Seller Center App Privacy Policy

https://seller-us.tiktok.com/university/essay?knowledge_id=1590706729862967
TikTok page date: July 1st, 2026 at 8:29 AM UTC
Text captured: July 5th, 2026 at 3:19 AM UTC
Last verified unchanged: October 30th, 2026 at 3:20 AM UTC

- To maintain and enhance the safety, security, and stability of the TikTok Seller Center App and related services by identifying and addressing technical or security issues or problems (such as technical bugs and spam accounts) detecting abuse, fraud, and ille...

- Within our Corporate Group We may share Information We Collect with affiliates controlled by, or under common control with, us as necessary for the purposes set forth within this TikTok Seller Center App Privacy Policy.

- When we update this TikTok Seller Center App Privacy Policy, we will notify you by updating the "Last Updated" date at the top of the new TikTok Seller Center App Privacy Policy, posting the new TikTok Seller Center App Privacy Policy, or providing any other...

- By virtue of your status as a seller, personal information collected under this TikTok Seller Center App Privacy Policy may be shared with TT Commerce & Global Services.

TikTok Shop Managed Service Plan Creator Terms

https://seller-us.tiktok.com/university/essay?knowledge_id=2527536160556831
TikTok page date: June 22nd, 2026 at 10:01 AM UTC
Text captured: July 5th, 2026 at 3:22 AM UTC
Last verified unchanged: October 30th, 2026 at 3:24 AM UTC

- The Platform may, for operational or business reasons, modify, suspend, or discontinue any Managed Service Plan campaign, or a Creator’s participation in it, at any time.

- Creator acknowledges that standard affiliate tools or tiered commission features otherwise available on the Platform may not apply to Products enrolled in the Managed Service Plan.

- Creator acknowledges that standard affiliate tools or tiered commission features may not apply to Products enrolled in the Managed Service Plan.

- Creator agrees to comply with: all applicable advertising, endorsement, and consumer protection laws; disclosure requirements regarding sponsored content and material connections; Platform policies; and campaign-specific requirements communicated at the time...

TikTok Shop Managed Service Plan Seller Terms

https://seller-us.tiktok.com/university/essay?knowledge_id=1595905485113102
TikTok page date: June 22nd, 2026 at 9:46 AM UTC
Text captured: July 5th, 2026 at 3:19 AM UTC
Last verified unchanged: October 30th, 2026 at 3:20 AM UTC

- TikTok may modify, suspend, or discontinue the Managed Service Plan or any plan-related services at any time subject to your rights set forth in the Seller TOS.

- Eligibility and Participation Participation in the Managed Service Plan is limited to eligible sellers participating in SP Mode selected by the Platform based on neutral and objective criteria.

- "SP Mode" means the standard participation mode of the Platform’s Smart Promotion program in which Sellers participate in the Standard Plan and may be eligible for additional service offerings such as the Managed Service Plan, subject to the Platform’s eligib...

- Seller may apply to exit the Managed Service Plan without penalty at any time before the scheduled start of the Service Period, provided such application is not made within the three (3) calendar days immediately preceding the start date of the Service Period.

Understanding Connected Account Risks Best Practices and Appeal FAQs

https://seller-us.tiktok.com/university/essay?knowledge_id=1844948610631425
TikTok page date: June 29th, 2026 at 11:55 PM UTC
Text captured: July 4th, 2026 at 3:20 AM UTC
Last verified unchanged: October 30th, 2026 at 3:21 AM UTC

- A more severe action, such as closing an account, may occur if the connection is to an account previously closed for serious violations or if there is an attempt to bypass earlier enforcement actions.

- Additional Resources For details on related policies, enforcements, and appeal requirements, please refer to: Seller Enforcement Policy.

- Do not assume different legal entities automatically remove connection risk.

- This may be viewed as an attempt to bypass earlier enforcement and can create even higher risk.

Valid Tracking Rate Requirements

https://seller-us.tiktok.com/university/essay?knowledge_id=1274968588748558
TikTok page date: August 6th, 2026 at 8:13 PM UTC
Text captured: August 6th, 2026 at 9:18 PM UTC
Last verified unchanged: October 30th, 2026 at 3:19 AM UTC

- Enforcement: what happens if you miss the requirement When your VTR falls below 95%, enforcement actions are imposed under the Seller Enforcement Policy.

- The more VTR violations a shop accumulates, the stricter the enforcement becomes.

- VTR affects your Account Health Rating (AHR): VTR violations deduct AHR points.

- Possible enforcement actions include: Account Health Rating (AHR) point deductions.

What To Do When You Receive A Violation

https://seller-us.tiktok.com/university/essay?knowledge_id=6291506660427575
TikTok page date: May 25th, 2026 at 8:19 AM UTC
Text captured: July 5th, 2026 at 3:29 AM UTC
Last verified unchanged: October 30th, 2026 at 3:34 AM UTC

- For example, if your shop has violated our Prohibited Products Policy four times, we may issue you just a warning for the first violation, but we may start deducting an increasing number of points from your second

violation onwards.

- If the violation has a "View" button, it means you received a warning with no enforcement actions taken, or the appeal or correction window has closed.

- A sample ticket looks like this: Enforcement actions - This section lists the enforcement actions for the violation.

- You must successfully correct or appeal the violation before the deadline to cancel the violation and enforcement actions from taking effect.