



TikTok

# Q2 2021 Transparency Report

## Community Guidelines enforcement

### Videos

81,518,334

videos were removed globally for violating our Community Guidelines in the 2nd quarter of 2021.

93.0%

within 24 hours of being posted

94.1%

before a user reported them

87.5%

of removed content had zero views

The following chart shows the volume of videos removed by policy violation. A video may violate multiple policies and each violation is reflected.

41.3%

Minor Safety

20.9%

Illegal activities and regulated goods

14%

Adult nudity and sexual activities

7.7%

Violent and graphic content

6.8%

Harassment and bullying

5.3%

Suicide, Self-harm, and dangerous acts

2.2%

Hateful behavior

1.1%

Violent extremism

0.8%

Integrity and authenticity



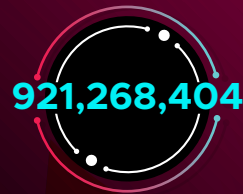
TikTok

# Q2 2021 Transparency Report

## Covid-19



videos were removed for COVID-19 disinformation

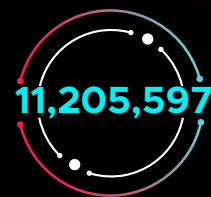


views for COVID 19 information hub

## Accounts



were removed for violating our Community Guidelines in the 2nd quarter of 2021.



suspected underage accounts were removed

## Ads

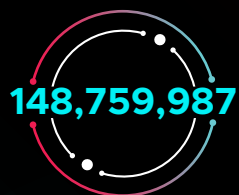


ads were rejected for violating advertising policies and guidelines.

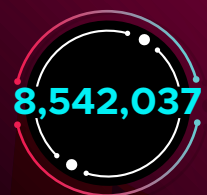


# Q2 2021 Transparency Report

## Fake activity



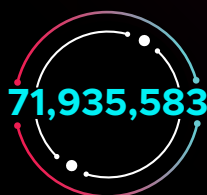
fake accounts were stopped from being created



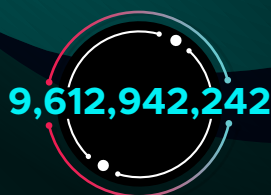
videos posted by spam accounts were removed



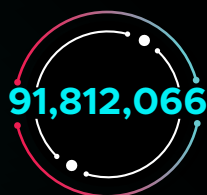
attempted follow requests by fake accounts were prevented



fake accounts that followed other users were removed



attempted likes were prevented



inauthentic likes by these accounts were corrected