31 October 2023

Dear Simcha Rothman,
Chairman of the Constitution, Law and Justice Committee, Israel's Knesset

We are shocked and deeply saddened by the horrific acts of terror that took place on the 7th of October in Israel. My thoughts are with all of those who have lost family members and friends, who are holding out hope for news from the missing or who are living in fear of their safety or the safety of their loved ones.

The attacks in Israel
Our priority is to protect our global TikTok community and also to ensure the safety of our employees in the region, as well as those impacted by these tragic events. Our crisis situation protocols were engaged immediately when we learned of the attack by Hamas in the morning of Oct 7, with 24/7 control rooms being established to monitor and address the emerging crisis. We have over 40,000 safety professionals around the world working to keep the platform safe. We quickly stepped up additional dedicated resources from within our global teams (including increased moderation resources in Arabic and Hebrew) to help prevent violent, hateful or misleading content from spreading. We also implemented multiple proactive safety strategies to quickly identify and take action on content or accounts that violate our Community Guidelines. We reach out to Law Enforcement in situations where there is an imminent threat to life", such as kidnapping and hostage situations. In addition, the Israeli government regularly sends us requests to remove content, to which we respond quickly and maintain a high level of compliance.

Violent and inciting content
I want to be clear that TikTok does not allow illegal or harmful violent content and we have dedicated significant resources to prevent such content from appearing on our platform.
We have a zero tolerance approach when it comes to incitement to violence, violent threats, hate speech or the promotion of hateful ideologies,such as antisemitism.
We do not allow the presence of violent and hateful organizations or individuals on our platform.
While anybody can report content that goes against our Community Guidelines, we take aggressive proactive steps to help ensure we detect and remove violative content before anyone sees it.
We do not allow the presence of violent and hateful organizations or individuals on our platform. Hamas Leaders are prohibited from having any presence on our platform. Content that glorifies the terror attacks, alongside praise or support for Hamas, is prohibited on TikTok.
We remain focused on quickly and consistently enforcing our policies to protect the TikTok community.
Since Oct. 7, we've removed over 775,000 videos and closed over 14,000 livestreams promoting violence, terrorism, hate speech, misinformation, and other violations of our Community Guidelines in the impacted region.

Preventing the spread of misleading content
Misinformation during times of crisis can make matters worse. That's why we work to identify and remove harmful misinformation. We also remove synthetic media that has been edited, spliced, or combined in a way that could mislead our community about real-world events. To help us enforce these policies accurately, we work with IFCN-accredited fact-checking organizations who support over 50 languages, including Arabic and Hebrew. Fact-checkers assess content enabling our moderators to accurately apply our misinformation policies. Out of an abundance of caution, while a video is being fact-checked, we make

it ineligible for the For You feed. If fact-checking is inconclusive, we label the content as unverified, don't allow it in For You feeds, and prompt people to reconsider before sharing it. We continue to proactively look for signs of deceptive behavior on our platform. This includes monitoring for behavior that would indicate a covert influence operation which we would disrupt and ban accounts identified as part of the network. We will soon be rolling out reminders in search for certain keywords in Hebrew, Arabic, and English to encourage our community to be aware of potential misinformation, consult authoritative sources, and to remind them of our in-app well-being resources if they need them.

Fair and responsible information sharing

While it is important that TikTok continues to be a place where people come to share and voice out their story, we also want to ensure the safety of the global TikTok community. That is why our Community Guidelines do not allow the publication of extremely graphic content showcasing the human tragedies that took place. In this regard, we have a more restrictive global policy than some of our peers: content that might be allowed on other platforms may be considered too graphic or distressing for TikTok. For documentary purposes, we may allow some graphic content that would otherwise violate our policies to remain on our platform with a sensitive content warning that enables people to opt in or out watching.This policy is designed to maintain the safety and security of our user community, including some of our younger users.

In accordance with our advertising policy, we do not allow publishing political ads, including geopolitical statements. This is a long-standing global policy that is enforced equally in all the countries in the world where TikTok operates.

In conclusion

All of the measures described above remain under constant review as part of our evolving response. We are constantly examining the situation and are working in cooperation with government agencies and civil society organisations in Israel. We welcome cooperation to preserve and protect our community in Israel.

Yours sincerely,

Theo Bertram, Vice President, Government Relations and Public Policy for Europe at TikTok