

### Auszug aus den Moderationsrichtlinien von TikTok

Policy Rationale	Title	Playbook Rule DE	DE
<p>We want to create a positive in-app experience for all users and value feedback from users on how we can improve. However, we do not publicly promote content that attacks the platform or its users.</p> <p>Constructive criticism or feedback is allowed.</p>	<p>Content depicting an attack on TikTok</p>	<p>Content that is attacking, condemning or criticizing TikTok, for example:</p> <ul style="list-style-type: none"> <li>- "Only idiots use this app"</li> <li>- "This is the stupidest app I've ever seen"</li> <li>- Cheating other users that musically will come back</li> </ul> <p>Note: constructive criticism or feedback is allowed</p>	<p>Not Recommend</p>
<p>We want to feature high quality, original content. As such, only officially sanctioned advertisements are promoted. We demote unauthorized promotional content.</p>	<p>Content depicting promotion of competitors.</p>	<p>Advertisement is defined as: 1. Any content with unique identifier of direct competitor. 2. 1/2 of the video with logo, watermark, name of an indirect competitor, 3. recording interface and function presentation of direct competitors app, 4. Videos with Watermark intentionally hidden, 5. direct competitors app, Snapchat, but not including interface and function presentation of editing tool.</p> <p>Definitions:</p> <p>Indirect competitors = Facebook, Instagram &amp; YouTube, Netflix</p> <p>Direct competitors = triller, Dubsmash, weishi, Kwai, Lasso, Whatsapp, Snapchat</p> <p>Unique identifier = watermark, logo, user interface, caption, text, imagery, filter, special effect, or sticker that is proprietary to the competitor</p>	<p>Not Recommend</p>