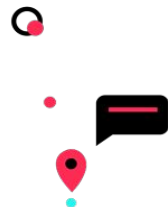


TikTok Shop

POLICY 101

Collectibles

A Guide for Sellers and Creators



A **Collectible** is a unique or rare item with personal, historical, or cultural value. They often include items tied to pop culture, sports, or entertainment, such as trading cards, autographed jerseys, or vintage comics.

What Products Can Be Sold?

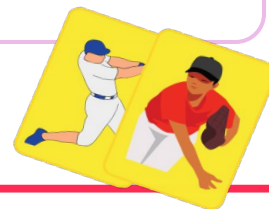
- Trading Cards
- Action Figures
- Comics & Manga
- Autographed Jerseys
- Balls, Bats, & Gloves
- Helmets & Hats
- Posters, Prints, & Signs
- Cups & Mugs
- Ticket Stubs
- Books & Magazines
- Cereal Boxes
- Flags & Banners
- Vinyl Records
- Golf Clubs
- Key Chains
- Lithographs
- Patches
- Photographs
- Shirts & Shoes
- Stickers
- Building Kits
- CDs & DVDs
- Pinbacks
- Bobbleheads
- Model Cars
- Diecast Toys

Listing and Promotion Requirements

To sell **Collectibles** on TikTok Shop, you must:

- Describe item condition accurately (wear, defects, restorations).
- Provide proof of authenticity (COA, LOA, label, or graded report).
- Upload clear photos showing signatures, labels, or holograms.
- Choose accurate product condition ("New," "Like New," "Good," etc).

Review our [Collectibles Policy](#) and [Gambling Policy](#) for more information.



LIVES: What to Do When Offering Collectibles

- **Be transparent.** Clearly state condition and show any COA, LOA, hologram, or graded label during LIVE for each promoted product.
- **Use official TikTok Shop product links** or LIVE product sets so viewers can buy directly.
- **Match your promotions.** Prices, bundles, or discounts mentioned in LIVE must match the product detail page.
- **Keep the focus on the product.** Highlight its background, details, and value, not speculation or hype.
- **Encourage interaction.** Ask for likes, shares, and follows to boost reach and discoverability.

LIVES: What to Avoid When Offering Collectibles

- Don't **promote unrelated products** during your LIVE.
- Don't use **filters, effects, or lighting that distort** how items look.
- Don't **offer purchase-based prizes**, such as "Top spender wins a rare figure" or "First buyer gets a free autograph."
- Don't phrase your content to suggest **gambling or luck**, such as "Guess the card to win" or "Place your bets!"
- Don't run any **chance-based games** where viewers pay to win collectibles, such as raffles, sweepstakes, or lotteries.
- Don't use **vague, exaggerated, or misleading descriptions**.

Non-compliance is subject to platform enforcement.