



Fashion

Understanding & Avoiding Top Violations

Last updated: November 08, 2024

Private & Confidential

Before we get started...

What does TikTok Check?

To keep the platform safe and fun for everyone, TikTok regularly reviews the following for policy violations:

Carousel Posts

- **Pictures**
- **Photos**
- **Titles**
- **Descriptions**
- **In-photo descriptions**
- **#Hashtags**

Video/LIVE Posts

- **Video**
- **Titles**
- **Descriptions**
- **In-video descriptions**
- **In-video audio**
- **#Hashtags**

Product Listings

- **Product photos**
- **Demo videos**
- **Titles**
- **Descriptions**
- **In-video descriptions**
- **In-video audio**
- **#Hashtags**

*Remember, it's not just what the creator says out loud.
It's important to be compliant in what you show, what you tell, and what's in the product listing.*

Tips to Avoid Violations

Fashion | Seller Edition

- 01: Submit Documentation for Required Products
- 02: Follow Listing Requirements
- 03: Avoid Intellectual Property Rights Infringement
- 04: Manage Violations, Milestones & Appeals

Tip #1: Submit documentation
for required products



Fashion Products that Required Documentation:

Fine Jewelry
Children's Clothing



Make sure you have the correct documentation for fine jewelry products

“

TikTok shop has different requirements for different types of fine jewelry and materials, and we want to make sure you know what documentation is required.



Fine Jewelry products include:

Gold > ALL

Diamond > ALL

Ruby, Sapphire, & Emerald > ALL



Rules & Requirements

Let's take a look at these key requirements for selling **fine jewelry, watches, and other accessories containing gems, diamonds, or gold.**

Category

Category Check

Products must belong to the Jewelry Accessories & Derivatives category unless specified that they are "faux," "filled," "plated," "imitation," "costume jewelry," or "artificial."

Artificial Jewelry

Faux is Fine

There is no need to provide documentation for artificial gems and materials—it's not required!

Semiprecious Stones

Not Restricted

Fine jewelry that **ONLY** contains semiprecious gemstones (jade, topaz, opal, etc.), platinum, silver, pearls, or other karat gold less than 24K, does not require documentation.

100% Pure Gold/ 24 Karat Gold/ 24K Gold

Check the Report

Sellers of gold jewelry should have a test report from a US-accredited lab + an LOA or COA, and proof of COO (country of origin).

Natural Diamonds (1 carat and above)

GIA or AGS Certificates Only

GIA = Gemological Institute of America
AGS = American Gem Society

Lab-Created Diamonds (1 carat and above)

IGI or GIA-Sourced

Lab-grown diamonds can be sourced from the International Gem Institute or the Gemological Institute of America.

Precious Gems

Emeralds, Rubies, & Sapphires

To sell these gems, get certificates from GIA, AGS, IGI, or AIGS + proof of COO.

Accuracy is Key

Represent the Product for Sale

Make sure you correctly and accurately list the product with clear images that show exactly what is being sold.

Packaging & Labels

Don't Blur or Obscure

Packaging or labels that show a brand name or logo should be visible and consistent with the brand information in the product listing.

Selling Fine Jewelry

Fine jewelry, watches, and accessories that contain gold, diamonds, or other precious gems are covered by the [TikTok Shop Restricted Products Policy](#). Here are a few tips for listing and selling these products.

Don't Do This!

- **Confuse Fine Jewelry with Other Categories**

Other, similar products like costume jewelry, artificial jewelry, or jewelry containing only semiprecious stones, silver, platinum, or other karat gold less than 24K, don't have the same kinds of requirements.

- **Forget to Check Certifications & Requirements**

Sellers of fine jewelry should obtain and submit the correct certifications and documentation before listing.

- **Hide, Blur, or Obscure Brand Tags or Logos**

Brand tags, packaging, or logos should always be visible.

- **Use Blurry, Unclear, or Low-Quality Photos**

Don't list products without clear images that show different views and key details or features.

Do This Instead!

- **Accurately Represent Your Products**

Is it 24-carat gold or 18-carat? Is that gemstone an emerald or a green sapphire? These distinctions matter!

- **Check Certifications & Requirements**

Confirm documentation is in order and that you have the correct certifications before listing fine jewelry products.

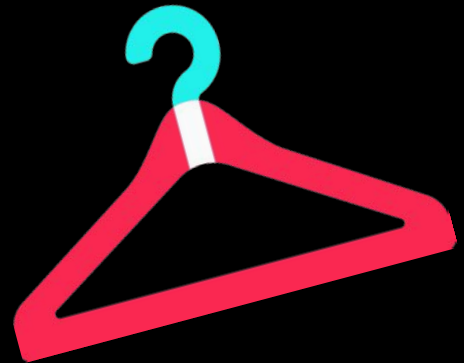
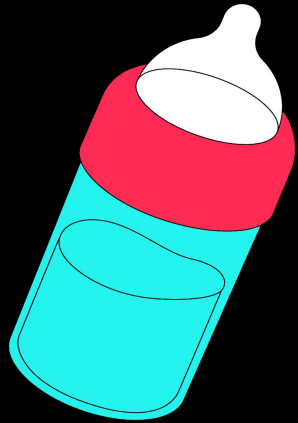
- **Refresh Your Memory**

Review the [TikTok Shop Restricted Products Policy](#) and the [TikTok Shop Content Policy](#) if you're unsure about any of our policies.

- **Follow Best Practices for Product Imagery**

Use images that accurately reflect the product(s) being sold. The image selected as the main product image should show the front physical view of the product.

Children's Products



attention!

Children's Products include:



Baby & Maternity > ALL

Kids' Fashion > ALL

Sports & Outdoor > Sport & Outdoor Clothing > Kids' Sport Clothing

Sports & Outdoor > Sport & Outdoor Clothing > Kids' Swimwear

Sports & Outdoor > Sports Footwear > Kids' Sport Shoes

Must-have certification

Listing in the Children's Product Category is easy-peasy when you have your ducks in the row.

The ducks:

Children's Product Certificate (CPC)

Ensure that your CPC meets all the following requirements:

- Dated within the last 365 days (1 year).
- Matches the product category you are applying to sell.
- Contains a clear description and details of the product which has been tested.
- List all safety standard tests performed, with clear Pass/Fail indicators.
- Name and address of each accredited laboratory that conducted testing.

Test Report from a CPSC approved laboratory that corresponds to the product category

Test Reports that correspond to the safety standard tests mentioned in the CPC. Ensure that all submitted Test Reports meet the following requirements:

- Dated within the last 365 days (1 year).
 - Matches the product category you are applying to sell.
 - Any provided images match the product being sold.
 - The document is legible and free from any alterations.
 - All relevant safety standards relevant to the product are present.
- Contains a clear description and details of the product which has been tested.

Key Takeaways

Best Practices

Children's Products are controlled at category level on TikTok Shop.

Ensure that the selected category of the products) listed matches the product images, title, and description.

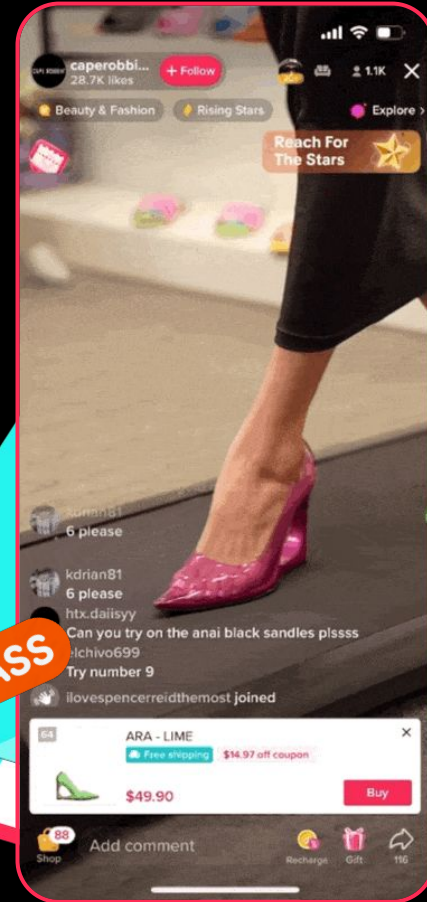
What to Avoid

Sellers are not allowed to use child models for children's fashion or clothing products.

Images submitted for children's clothing products must not contain any children or mannequins.

Tip #2: Follow Product Listing Requirements

YAASS



Discriminatory Products

Guidelines

Products on TikTok Shop are part of a community where everyone should feel welcome, respected, and safe.

Do not upload any images or videos which violate TikTok Shop Content Policy and/or TikTok Community Guidelines.

Discriminatory Products

What to Avoid

Discriminatory products against individuals or communities, containing hatred, physical violence, offensive language or imagery, are prohibited.

Products that contain content or imagery associated with extremist organizations, organized crime or hate groups, are prohibited.

Products should not contain content or imagery or associated with sensitive events, crude humor, disturbing content or profanities.

Redirecting Traffic



What is it?

When sellers attempt to lure customers off TikTok Shop to another platform to complete a transaction. This is strictly prohibited!

Redirecting traffic includes:

- Links to third-party platforms, phone numbers, or emails.
- “*Link in Bio*” to third-party platforms to make a purchase
- Promised discounts if customers buy the product elsewhere

Redirecting traffic is only allowed if....



California's Proposition 65

Sellers in the US market are required to list their products in compliance with [California's Proposition 65 \(Prop 65\)](#). This law requires sellers to declare when their product contains certain chemicals which are known to cause cancer or birth defects. Prop 65 warnings are required to contain a link to the California government websites www.P65warnings.ca.gov, P65warnings.ca.gov.

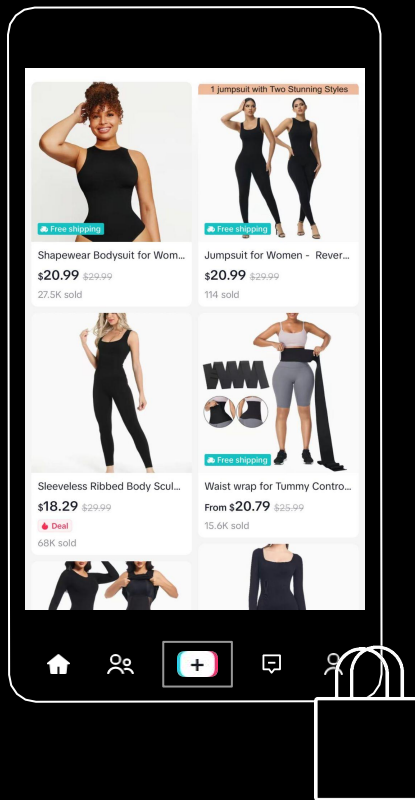


QR Codes – Core Functionality

QR codes which serve a core function of the product itself, or that lead customers to instructions, warranties, tutorials, or additional product resources are allowed.

Product Images

All product images must accurately and clearly represent the product that is for sale. One image should be selected as the main product image and must show the front physical view of the product. Additional images must show the front, back, sides, and other details of the product, including accessories, if any.



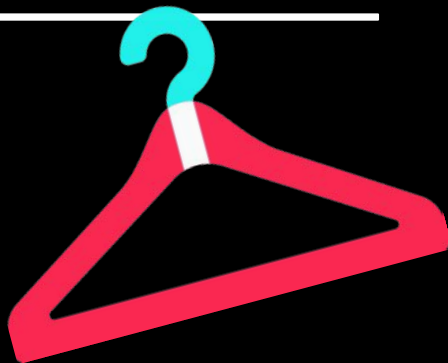
Additional Photos:

Additional photos may also display key product features, usage scenarios, variations, styled scenes, close ups, and size or scale comparisons.

What to Avoid?

- Low-quality product images.
- Product images using collages with four or more images.
- Main product is absent in the first image.
- Product images are low-quality shot images.
- Avoid watermarks/mosaic/pixel blocks in product images that block key information of the product.
- Avoid heavily-stickered images that cover a large portion of the image or obstruct normal viewing of the product.

What Language to Use When Listing Fashion Products?



NO!

Things to Avoid

- Size charts containing measurements of length, width, weight, volume, or area of a product, **with units written in languages other than English.**

YES!

Best Practices

- Product listings **must be provided in English.** This ensures customers can readily understand and engage.
- Product listings and images should follow correct grammar/syntax, and not constrain non-English text outside the product or its packaging.

Listing Adult Fashion Products

Here are a few tips for listing adult fashion products.

Don't Do This!

- **Products that Are Not Lingerie or Risque Clothing**

Products such as bondage gear, erotic clothing (that is not lingerie) are prohibited from being sold on TikTok Shop.

- **Inappropriate Product Photos**

Product images showing risque clothing on models with exposed breasts are prohibited on TikTok Shop, even if nipples and areolas are covered with pasties, tape, or digital alteration.

Do This Instead!

- **Modeled Appropriately**

Lingerie, revealing, or risque clothing are allowed, as long as they are not modeled in a sexually explicit manner or expose any sensitive body parts (genitals or nipples)

- **Getting the Right Product Image**

Lingerie, fetish wear, revealing, or risque clothing can be modelled on a plain white background without human models.

Don't skip these, pretty please!



Pictures of the product and packaging

Sellers must provide clear and legible photographs showing the physical product AND its packaging.

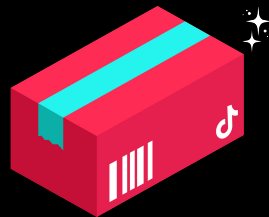


- Any information on the packaging **MUST** be visible, including the product description, warning logos, and other information.
- Photos must show all sides of the product.

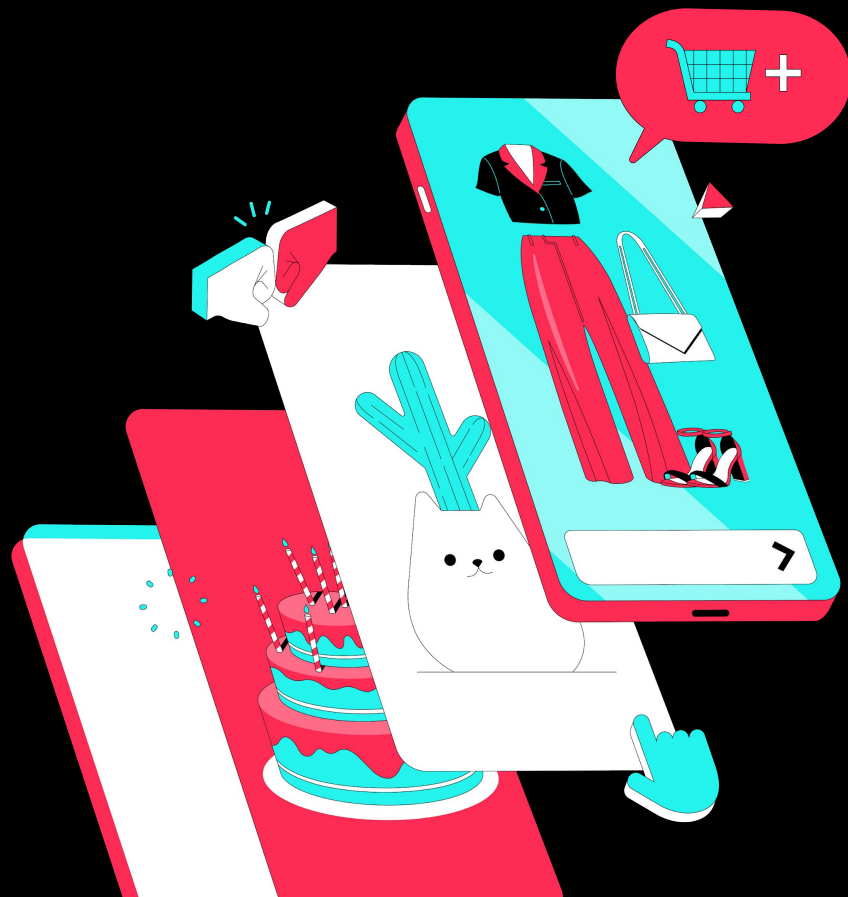
Tracking Labels

Tracking labels must be attached or affixed to the product and packaging and show:

- Manufacturer or private labeler name.
- Location and date of production of the product.
- Detailed information on the manufacturing process (i.e. "batch number" or "run number"), or other identifying characteristics.
- Other information that specifies the source of the product.



Tip #3: Avoid Intellectual Property Rights Infringement



Product Brands

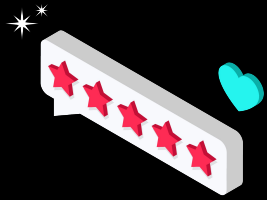


Don't Do This!

- Avoid blurring, partially covering, or hiding brand names, or logos on your products, any tags attached to them, or their packaging.
- Avoid shortening or misspelling brand names, adding or removing spaces in brand names, repeating characters in brand names, or using numbers or symbols to replace letters in brand names.
- Avoid product listings or promotional content that imply the sale of counterfeit products.

Do This Instead!

- If your products or their packaging have tags or labels that contain brand names or logos, ensure they are visible and not hidden or blocked in the product images.
- Remove any stickers, smears, paper, and tape from your product and its packaging.
- Product brands in any promotional content should be consistent with the brand in the product listing.
- When uploading images of your product, ensure they cover the front, back, lid, and bottom of your product and its packaging.



✧ Counterfeits and Knockoffs Violations



Counterfeits are copies or replicas of actual branded products.

Knockoffs closely resemble the branded products that inspire them, but unlike counterfeits, they are not copies or replicas. Knockoffs are typically lower quality or priced lower than the branded products they imitate.

Counterfeits and Knockoffs Guidelines



Don't Do This!

- Avoid listing any product that features a brand logo, slogan, symbol, design, expression, or monogram if you don't have the brand owner's consent or you aren't certain your supplier has obtained the brand owner's consent.
- Avoid listing any product whose selling point is its close similarity to an authentic branded product. Other descriptors include "replica, forged, mirror, copy, alike, duplicate, dupe, clone, like the original, as the original, imitation, high imitation, 1:1, mirror, quality, lushentic grade, factory leakage".

Do This Instead!

- If you're not the manufacturer of a product, review the following before listing it:
 - The product's overall design, composition, and appearance.
 - Any logos, slogans, symbols, designs, expressions, or monograms on the product or its packaging.
- Ensure there is no similarity to any branded products. Even a 50-60% similarity is not allowed.

Intellectual Property Infringement ✨

Intellectual Property Characters

- Characters from Marvel, Disney, Pixar, Hasbro, DC Universe, Sanrio, etc.

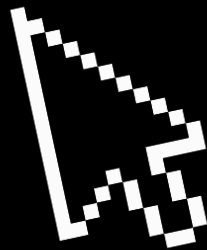
Controlled Sports Teams or Sports Leagues

- NFL, NBA, NHL, MLB, WNBA, F1, etc., their teams, and international soccer teams



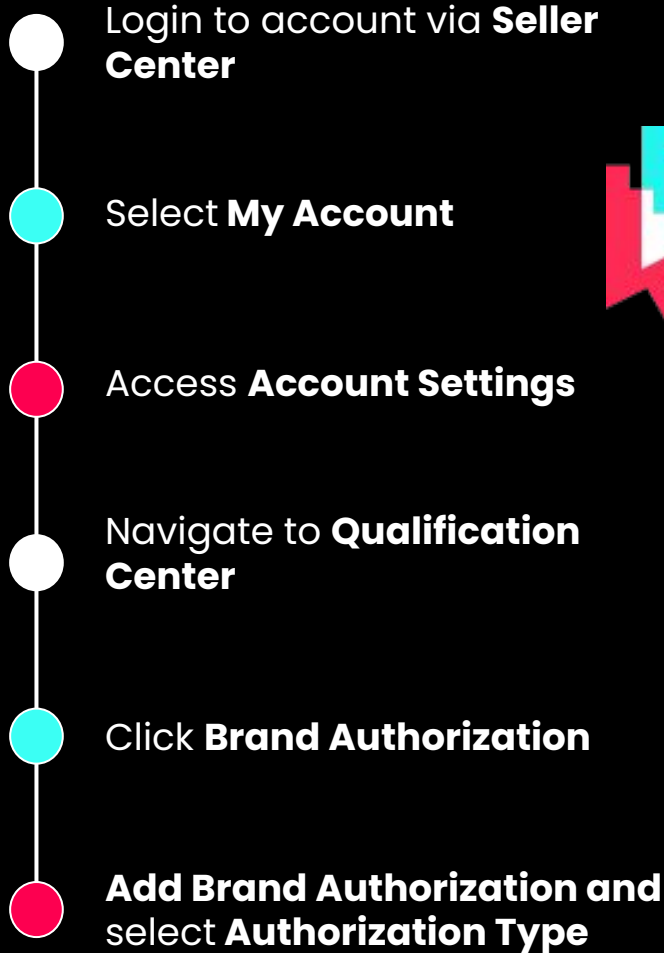
✦ Securing Brand Authorization ✦

In order to sell products owned by brands, sellers must submit a brand authorization request via Seller Center.



Submitting a Brand Authorization Request

The information gathered from trademark certificates, letters of authorization, or invoices **must match** the information submitted via Seller Center.

- 
- Login to account via **Seller Center**
 - Select **My Account**
 - Access **Account Settings**
 - Navigate to **Qualification Center**
 - Click **Brand Authorization**
 - **Add Brand Authorization and select Authorization Type**

Luxury Brands



Alexander McQueen

Valentino



Bottega Veneta

Balenciaga

Yves Saint Laurent (YSL)

Burberry

Bvlgari

Cartier

Jimmy Choo

Chloé

Celine

Miu Miu

Chanel

Prada

Loewe

Dior

Dolce & Gabbana

Fendi

Gucci

Omega

Givenchy

Louis Vuitton

Hermès

CONFIDENTIAL & PROPRIETARY

Brand Authorization Best Practices



Trademark Owners

- Provide a **legible trademark certificate** officially registered and active in the United States.
 - The certificate must be issued by the US Patent and Trademark Office (USPTO).
- Ensure the trademark has been **officially registered** at the time of submission. Pending applications will not be accepted.

Authorized Sellers

- **1st Level Authorized Sellers** must submit a Letter of Authorization issued by the trademark registrant.
- **2nd Level Authorized Sellers** must submit two Letters of Authorization – One from the trademark registrant and one for the 1st Level Authorized Seller.
- The Letter of Authorization must not have **expired**.

Note: Products containing controlled intellectual property characters without authorization will be rejected. Products associated with controlled sports teams, or sports leagues, or international soccer teams, without authorization, will be rejected.



TikTok Shop IP Protection Centre (IPPC)

What is IP Protection Centre (IPPC)?

IPPC is a platform for rights owners to protect their Intellectual Property (IP) rights across TikTok Shop products.

Why is it beneficial to utilize IPPC?

The IPPC enables rights owners to submit their IP rights (IPR), search products, e-commerce videos and lives to identify possible IP infringement(s), submit take down complaints and track the progress of complaints.

Who reviews complaints?

Complaints are reviewed by specialized IP professionals from the TikTok Shop IPR team.



Overview: Tips to Avoid Violations



TIPS TO AVOID TOP FASHION LISTING VIOLATIONS

NICE

Submit Children's Product Certificate (CPC)

Ensure that your CPC meets all the following requirements:

- Dated within the last 365 days (1 year).
- List all safety standard tests performed, with clear Pass/Fail indicators.
- Name and address of each accredited laboratory that conducted testing.

Submit Children Product Test Reports

Test Reports that correspond to the safety standard tests mentioned in the CPC:

- Dated within the last 365 days (1 year).
- Matches the product category you are applying to sell.
- Any provided images match the product being sold.
- All relevant safety standards relevant to the product are present.

Follow Pictures of Products & Packaging

Sellers must provide clear and legible photographs showing the physical product AND its packaging.

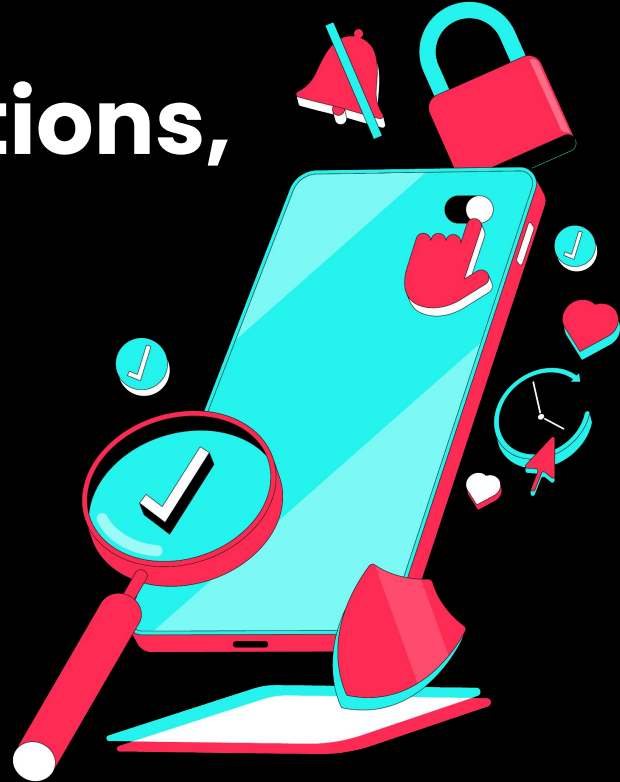
- Products & cannabis ingredients medical products
- Skin whitening products
- Medical devices
- Medical products

Submit Tracking Labels

Tracking labels must be attached or affixed to the product and packaging and show:

- Manufacturer or private labeler name.
- Location and date of production of the product.
- Detailed information on the manufacturing process.

Tip #4: Manage Violations, Milestones & App



Violation Points are penalty points issued to sellers who violate our policies.



Violation Points Assignment

TikTok Shop will assign between 1-48 violation points.



Milestone Enforcement Threshold

When sellers accumulate a certain number of violation points and reach a milestone enforcement threshold, enforcement actions will be taken against the seller.



Enforcement Actions

Violation points are reset every 180 days from the initial issuance date. If a seller accumulates a total of 48 points, their shop will be deactivated.

Seller Milestone Enforcement Thresholds

attention!



A formal violation warning message will be sent to the seller when they are 5 points from reaching the milestone enforcement threshold.

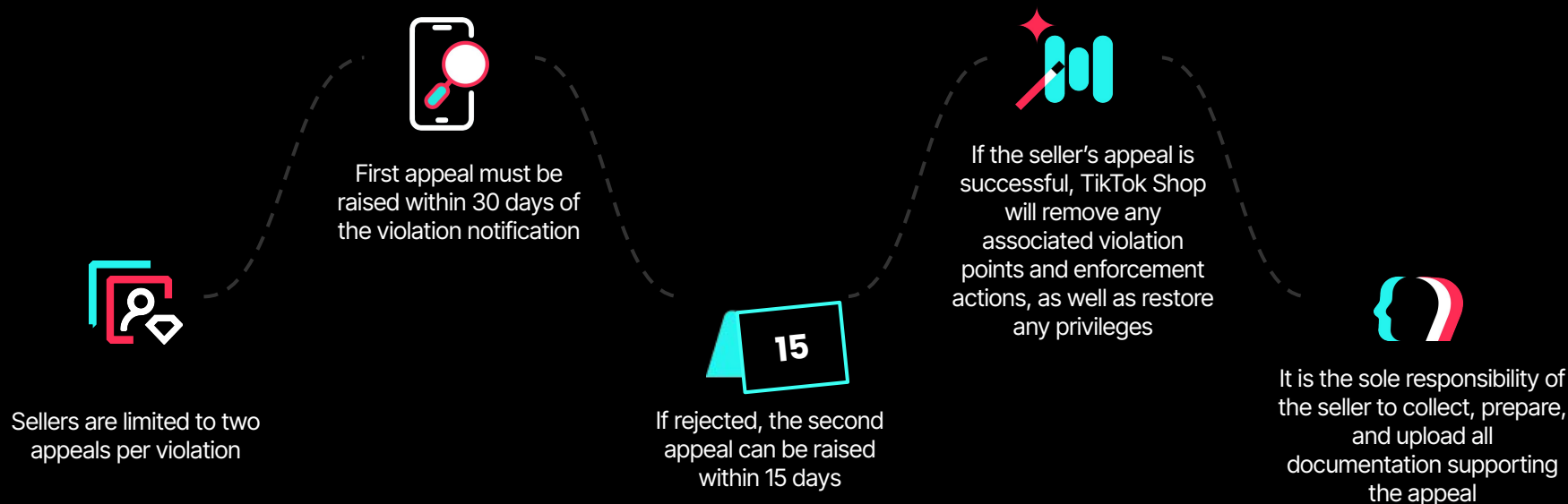
Enforcement Actions	Violation Point Threshold
- Sellers will not be able to enroll in new mega campaigns for 7 calendar days - Suspension of new listing creation and updates for 7 calendar days	12
- Sellers will not be able to enroll in new mega campaigns for 14 calendar days - Suspension of new listing creation and updates for 14 calendar days	24
- Sellers will not be able to enroll in new mega campaigns for 28 calendar days - Suspension of new listing creation and updates for 28 calendar days	36
- Seller's account will be deactivated permanently - The decision to reactivate a seller account is made at TikTok Shop's sole discretion	48

Appeal Process



If a seller believes that an enforcement action was taken against them in error, an appeal can be filed through Seller Center by raising an appeal ticket.

TikTok Shop will investigate the case and take corrective actions where applicable.



Seller Center Appeals

Account Health

Violation Records

Select Violation

Appeal

The screenshot shows the TikTok Shop Seller Center interface. On the left is a sidebar menu with options: Home, Orders, Products, Marketing, Affiliate, Sell with video & LIVE, Growth, Apps & services, Analytics, Account Health, and Finances. The main content area features a top navigation bar with a search bar, customer messages, and help icons. Below this is a 'Last 7 days' summary card showing GMV (\$0.00), Buyers (0), Ordered SKUs (0), and Visitors (6, 100%). To the right is a 'Shop performance' card with a score of 4.6/5.0. A 'To-do list' section follows, displaying tasks like 'Orders to ship' (54), 'Pending returns' (1), 'Unread buyer messages' (0), 'Low stock' (524), and 'Address negative reviews' (0). Below the to-do list is a section titled 'Proven strategies to grow your business' with a sub-header 'Meet LIVE Manager, your LIVE Shopping Co-Pilot' and an image of a person in a LIVE shopping environment. The bottom section is 'Learn how shoppable videos can help you sell more', featuring three cards: 'Shoppable Video Center' (with a thumbnail of a video player), 'On average, 3 out of 5 shoppers click on a shoppable video' (with a thumbnail of a woman), and 'Use our AI tools to create shoppable videos for your products' (with a thumbnail of a person in a dynamic pose).

TikTok Shop | Seller Center

Search for features and help content 𠄎+K Customer messages 3 ? Help 𠄎

Home

Orders

Products

Marketing

Affiliate

Sell with video & LIVE

Growth

Apps & services

Analytics

Account Health

Finances

Last 7 days Updated Sep 3, 07:00 (GMT+00:00)

GMV > \$0.00

Buyers > 0

Ordered SKUs > 0

Visitors > 6 + 100%

Shop performance

4.6/5.0

Keep up your excellent work to earn more benefits.

To-do list

These are the key daily tasks for your shop.

Orders to ship > 54 Urgent: 12

Pending returns > 1

Unread buyer messages > 0 All caught up!

Low stock > 524 Out of stock: 521

Address negative reviews > 0 All caught up!

Proven strategies to grow your business

Looking for guidance on growing your shop? Explore a range of strategies and customized suggestions just for you.

Meet LIVE Manager, your LIVE Shopping Co-Pilot

Learn how shoppable videos can help you sell more

Shoppable Video Center

Explore all the ways shoppable content can help you grow your business and more.

Overview Get Inspired Create content Content data

Welcome to Short Video Center!

Follow your personalized checklist for tips on getting the most out of your shoppable page.

Create video Bulk account

Tips for creating videos

Learn how to optimize shoppable video content that entertains and sells.

Learn why shoppable videos are the most powerful way to sell on TikTok

On average, 3 out of 5 shoppers click on a shoppable video

Use our AI tools to create shoppable videos for your products

Thank You!

Join TikTok Shop **seller community** on Facebook.



Group Name: TikTok Shop US-Seller

Need TikTok Shop Code to Join!