



October 26, 2023

Dear Isobel Archer and Natalie Swan,

Thank you for your email dated October 12, 2023, in which you invite TikTok to respond to an article by *The Guardian* alleging that TikTok has hosted advertisements from domestic worker agencies in the United Arab Emirates that are severely exploiting migrant workers. We appreciate the opportunity to respond to this article and to provide more detail on our advertising policies and enforcement surrounding domestic servitude.

TikTok is committed to respecting the human rights of all people impacted by our platform. That includes working to protect against our platform being used for human exploitation. Our [Advertising Policies](#) and [Community Guidelines](#) expressly prohibit human trafficking, including for the purposes of labor. Ad content passes through multiple levels of verification before receiving approval, and we remove violative content. We continue to invest in measures to improve our ability to identify and remove ads and content that violate our policies, and we value feedback from NGOs, academics and other experts, which helps us continually strengthen our processes and policies. We are working with external partners, including Stop the Traffik, to ensure we have a robust approach to potentially violative content on the platform, including that which seeks to perpetrate human exploitation.

We have conducted an internal review and have taken action on 200 ads. We are continuing to monitor for violations and are reviewing our Ad policies. More information on how we enforce our Community Guidelines and Ad Policies can be found in our [transparency reports](#).

Thank you again for the opportunity to address this important issue and provide more information on our commitment to upholding human rights.

Sincerely,

Mike Manco
Global Head of Ad Policy