

Supplementary Information File 1. TikTok Community Guidelines, Advertising Policies, & Branded Content Policies Related to Alcohol

Community guidelines:

- Content that suggests, depicts, imitates, or promotes the possession or consumption of alcoholic beverages, tobacco, or drugs by a minor
- Content that offers instruction targeting minors on how to buy, sell, or trade alcohol, tobacco, or controlled substances
- We do not allow the depiction, promotion, or trade of drugs or other controlled substances. The trade of tobacco and alcohol products is also prohibited on the platform.
- Do not post, upload, stream, or share: Content that offers the purchase, sale, trade, or solicitation of drugs or other controlled substances, alcohol or tobacco products (including vaping products, smokeless or combustible tobacco products, synthetic nicotine products, E-cigarettes, and other ENDS [Electronic Nicotine Delivery Systems])
- TikTok is deeply committed to protecting the safety of minors on our platform. Content promoting, mentioning, or depicting alcohol products consumed by persons of legal drinking age but done so in a dangerous fashion may not be eligible for recommendation. Content depicting the use of tobacco products by adults or mentioning controlled substances is not eligible for recommendation. Please remember that content which suggests, depicts, imitates, or promotes the possession or consumption of alcoholic beverages, tobacco, or drugs by a minor is prohibited. Content that offers instruction targeting minors on how to buy, sell, or trade alcohol, tobacco, or controlled substances is prohibited per our Community Guidelines as well.

Advertising Policies:

Country	Advertising Policies
Canada	Prohibited: Ads promoting alcoholic beverages (wine, beer, spirits, etc.), alcohol clubs/subscription services, alcohol making kits, or alcohol sponsored events.
United States	Prohibited: Ads promoting alcoholic beverages (wine, beer, spirits, etc.) alcohol clubs/subscription services, alcohol making kits, or alcohol sponsored events.
Brazil	<p>Prohibited: Ads selling, or facilitating the online or offline sale of any kind of alcoholic beverage other than beer (wine, liqueur or spirits)</p> <p>Prohibited: Ads promoting alcohol clubs/subscription services or alcohol making kits.</p> <p>Restricted: Ads selling, or facilitating the online or offline sale of beer; and ads promoting alcohol sponsored events. In order to be approved, the advertiser must be actively working with a TikTok Sales Representative. Advertisers are responsible for complying with applicable federal and local laws and regulatory guidelines, including age gating where necessary. Besides the rules established in such laws and guidelines, pre-approved Advertisers must not:</p> <ul style="list-style-type: none"> - target persons under the age of 18

	<ul style="list-style-type: none"> - use or depict persons under the age of 25 years old - use pregnant women as models in advertising - belittle abstinence from alcoholic beverages - promote excessive consumption - suggest that drinking is beneficial, or that alcohol has therapeutic qualities either as a stimulant or relaxant - associate the consumption of alcohol to enhanced physical performance, improved social standing or better sexual success - depict persons under the influence of alcohol, or associate drinking with activities that are risky (such as driving, operating heavy machinery), antisocial or illegal (e.g., drugs) - emphasize high alcoholic content as a positive quality
Mexico	<p>Prohibited: Ads promoting alcoholic beverages (wine, beer, spirits, etc.), alcohol clubs/subscription services, alcohol making kits, or alcohol sponsored events.</p> <p>Restricted: Ads promoting food and beverages cannot promote eating habits that are harmful to a person's health, cannot make comparisons to the detriment of the properties of natural food, and cannot imply that the product provides people with extraordinary characteristics or abilities. Ads for food or beverages may not be associated with the consumption of alcoholic beverages or tobacco. Ads promoting food may be required to file a notice with the local regulatory authority. Ads promoting infant formula must comply with local laws and regulations.</p>
Austria Belgium Czech Republic Denmark Finland France Germany Greece Hungary Ireland Israel Italy Netherlands Norway Poland Portugal Romania Spain Sweden Switzerland United Kingdom	<p>Prohibited: Ads promoting alcoholic beverages (wine, beer, spirits, etc.), alcohol clubs/subscription services, alcohol making kits, or alcohol sponsored events. This includes low-alcohol, alcohol-free, 0% alcohol beverages and soft drinks presented as no-alcohol alternatives or as mixers for alcohol.</p> <p>Note: In addition to A: -Ads promoting adult drinking establishments such as strip clubs. -Ads promoting the following alcohol accessories: Alcohol branded merchandise/products, drinking games, home brewing kits, alcohol club/subscription services, cocktail making courses/classes, products that facilitate binge drinking</p> <p>Alcohol accessory products, drinking establishments and alcohol brands: i) Ads promoting alcohol accessory products (eg corkscrews, wine glasses or other products presented to be used with alcohol products). Ads for these products will not be allowed if they are coming from an alcohol brand or if they feature alcohol branding. ii) Ads promoting pubs, bars and other drinking establishments. iii) Ads promoting events/nights/festivals/parties which are for over 18s only. If sponsored by alcohol brands this is not allowed.</p>
Belarus	Prohibited: Ads promoting alcoholic beverages
Kazakhstan	Prohibited: Ads promoting alcoholic beverages

Russia	Prohibited: Ads promoting alcoholic beverages, bars and any other alcoholic products or services.
Ukraine	Prohibited: Ads promoting tobacco or alcohol products, or ads promoting goods and services that use trademarks or other intellectual property associated with tobacco or alcohol products
Bahrain Iraq Egypt Jordan Kuwait Lebanon Morocco Oman Qatar Saudi Arabia Turkey United Arab Emirates	Prohibited: Ads promoting alcoholic beverages (Wine, beer, spirits, etc.), alcohol clubs/ subscription services, alcohol making kits, or alcohol sponsored events.
Pakistan	Prohibited: Ads promoting alcohol, bars and any alcohol recycling services.
South Africa	Prohibited: Ads promoting alcoholic beverages (wine, beer, spirits, etc.), alcohol clubs/subscription services, alcohol making kits, or alcohol sponsored events.
South Korea	Prohibited: Ads promoting over 17% ABV Alcohol. Restricted: Ads that promote low degree alcoholic beverages must not target to underage groups and warning messages should be included. Ads for high degree alcoholic beverages are prohibited. Ads that promote high sugar carbonated food or beverages please note providing non-food toys or other goods stimulating children's consumption are prohibited.
Taiwan	Restricted: Ads that promote alcoholic beverages must target 18+ only. Warning message should be included.
Cambodia Indonesia Malaysia Philippines Singapore Thailand	Prohibited: Ads promoting alcohol, bars and any alcohol recycling services.
Vietnam	Restricted: Ads that promote alcohol can be allowed only for products with alcohol content lower 15 degrees for 18+ and should comply with the local laws and applicable disclaimers.
Australia New Zealand	Prohibited: Ads promoting alcoholic beverages, (wine, beer, spirits etc) alcohol clubs/subscription services and alcohol making kits.

[Branded Content Policies:](#)

Country	Branded Content Policies
---------	--------------------------

Global (exceptions below)	<p>Prohibited: Creators and brands cannot promote products from</p> <ul style="list-style-type: none"> ⊘ Prohibited Industries through any TikTok advertising product or branded content... ⊘ Alcohol - Alcoholic beverages (wine, beer, spirits, etc.), alcohol clubs/subscription services, alcohol-making kits, or alcohol-sponsored events. This includes alcohol-free or no-alcohol alternatives and soft drinks presented as mixers for alcohol.
Brazil	Prohibited in branded content and restricted in paid ads: Alcohol - Beer is permitted only if targeted to 18+ users through paid ads
Russia	Prohibited completely or prohibited in branded content and restricted in paid ads: Alcohol - Alcoholic beverages (wine, beer, spirits, etc.), alcohol-containing foods, alcohol clubs/subscription services, alcohol making kits, or alcohol sponsored events, as well as non-alcoholic drinks from alcohol brands, are also prohibited.
Ukraine	Prohibited in branded content, restricted in paid ads: Non-alcoholic drinks from alcohol brands
Belarus	Prohibited in branded content, restricted in paid ads: Non-alcoholic drinks from alcohol brands
Kazakhstan	Prohibited in branded content, restricted in paid ads: Non-alcoholic drinks from alcohol brands
Uzbekistan	Prohibited in branded content, restricted in paid ads: Non-alcoholic drinks from alcohol brands
Australia	Prohibited: Non-alcoholic drinks from alcohol brands
New Zealand	Prohibited: Non-alcoholic drinks from alcohol brands

*All information retrieved April 4 2022.