TikTok - DMA Workshop

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TikTok

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TikTok
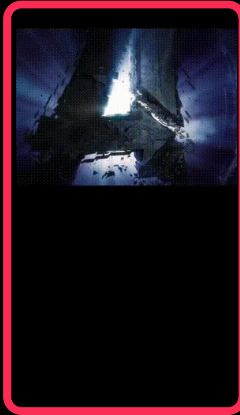
We are an **Entertainment Platform** powered by the community

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TikTok is built around a "content graph" rather than a "social graph"

Books
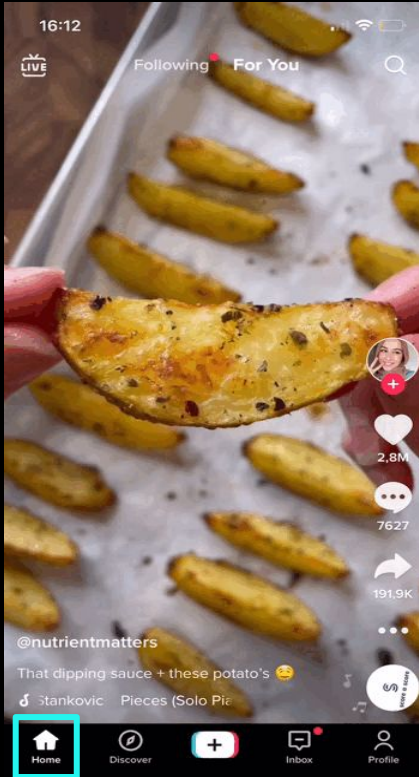
Entertainment

Food

Sports

Fashion

Gaming

For You Feed: where it all happens

- The **For You Feed** is the TikTok homepage where users watch content. Each user receives a personalised feed based on their interests

- The **Following Feed** suggests videos to the user from accounts that the user chooses to follow

Advertising on TikTok

- TikTok offers brands the ability to advertise video content to users

- The ads are marked as sponsored

- Users can instantly swipe past ads as they can any other content
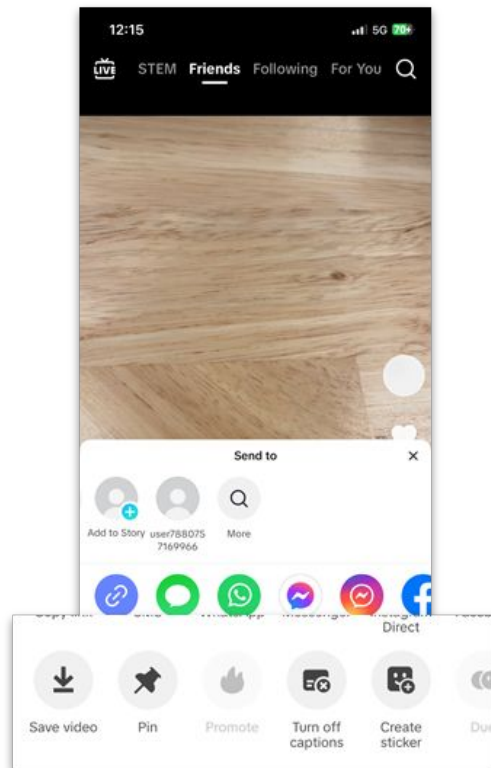
Data portability and access to data

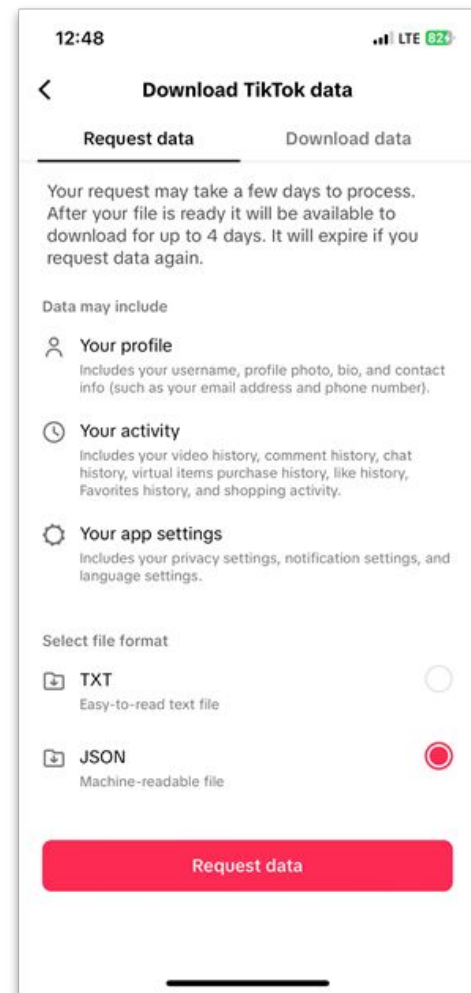**TikTok**

Article 6.9 – Data portability

TikTok

Downloading and Sharing Videos

Users can download videos and share them on other platforms from the app
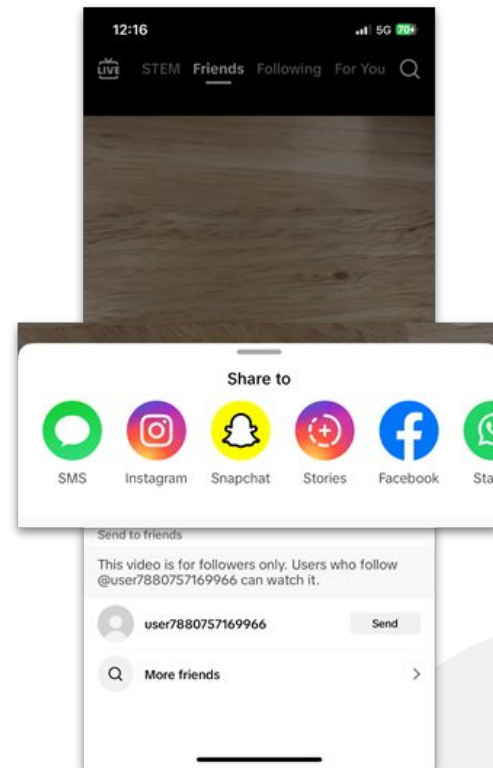
Download Your Data ("DYD") Tool

- Allows users to download their information through the app

- Covers both user-provided and activity data

Article 6.9 DMA: Improved Data Portability

1. Data Portability API

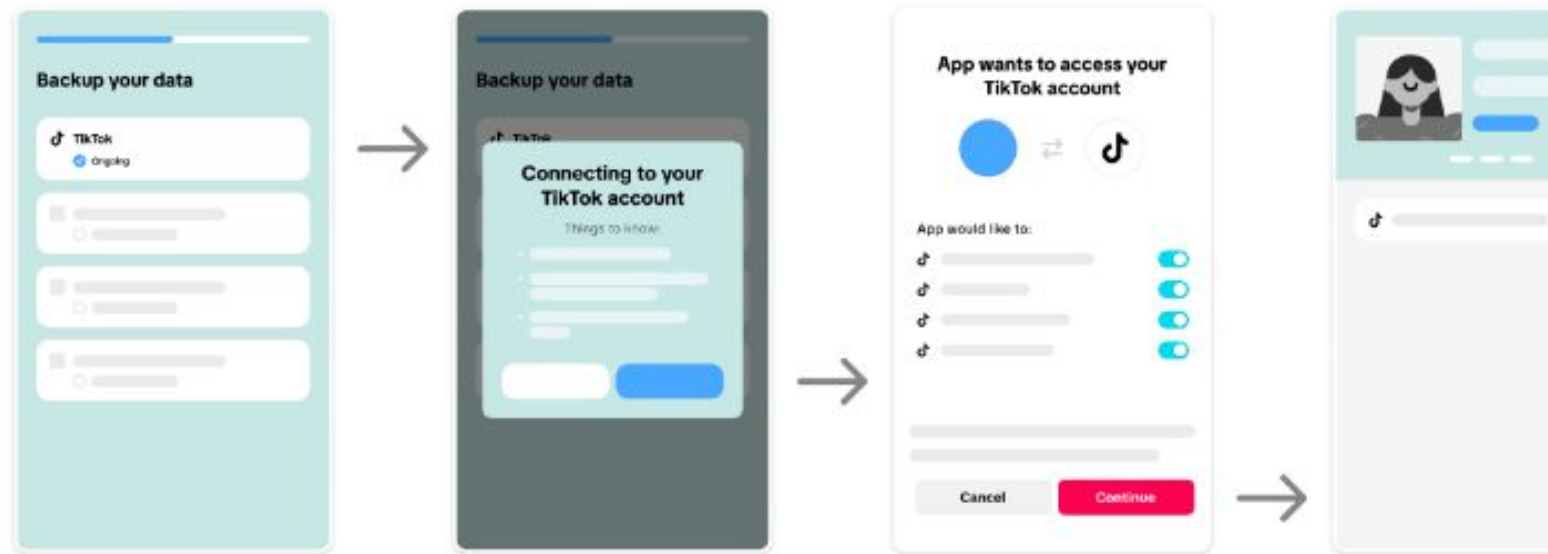2. Granular selection of data

3. Improved data access speeds

Data Portability API

Users can authorise a developer app to port their TikTok data:

- One-off porting or a recurring request

- Users provide authorisation through the developer's app
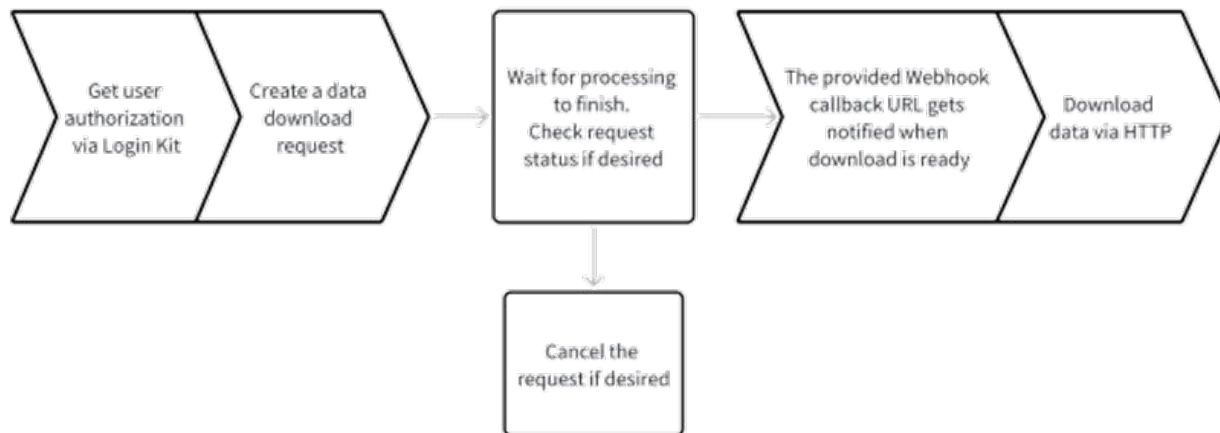
Data Portability API: User Flow Example

Data Portability API: Developer Application
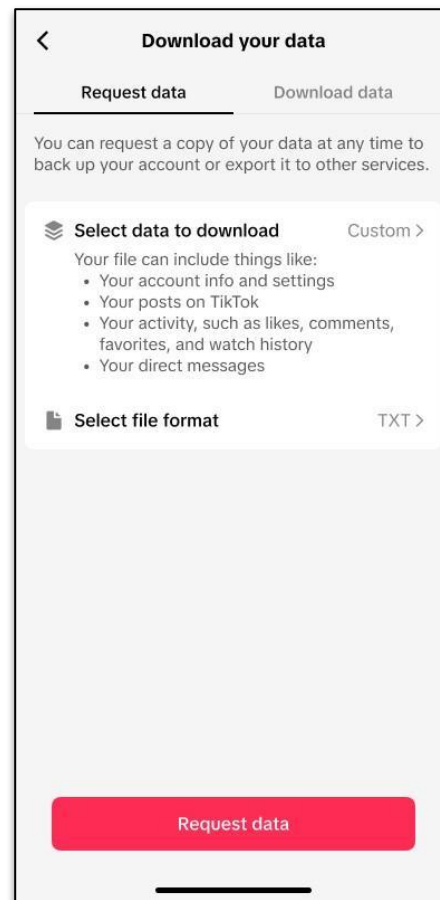
Data Portability API: Developer Application

- Provide basic contact information

- Specify data-scope and use case

- Provide UX mockups

- Information on data privacy and security policies

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Granular selection of data

- Full data package **or**

- Specific categories of data:

  - Posts and profile

  - Activity

  - Direct messages

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Improved data access speeds

- An estimated **seconds or minutes** for subsets of data (posts, profile data, activity data, and direct messages data)

- An estimated **minutes or hours** for a full data package

Article 6.10 — Data access

TikTok

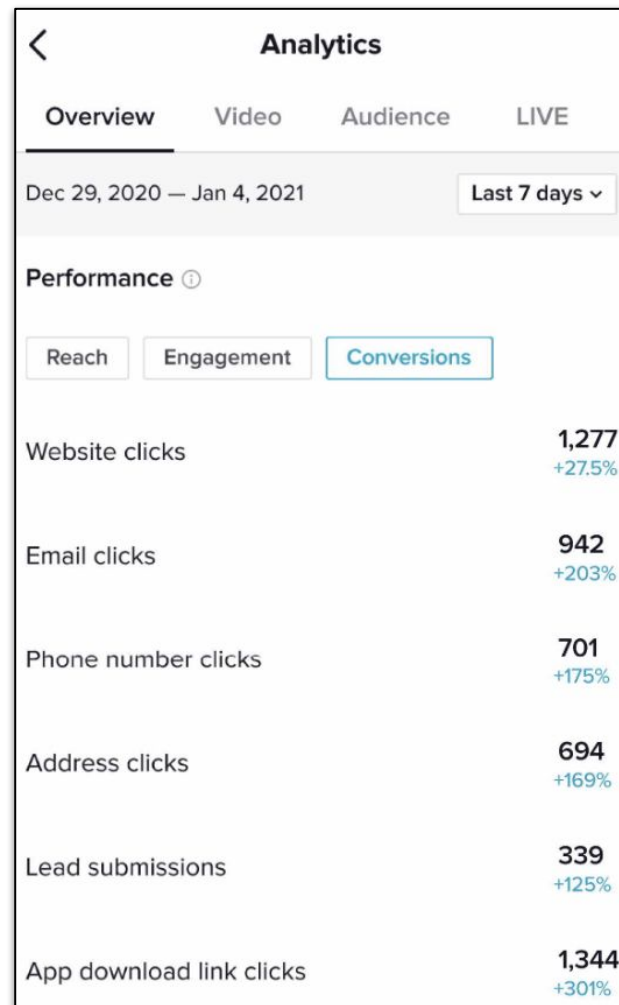# Providing business users access to relevant data

TikTok offers access to relevant data via:

- Download your data tool and Data Portability API

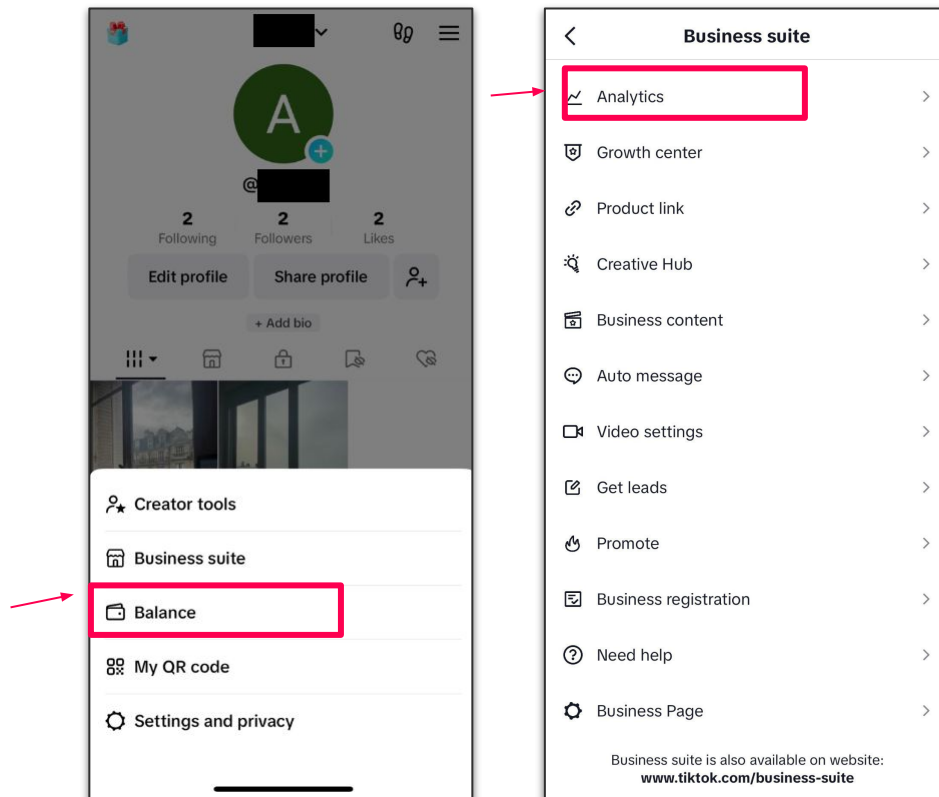- Business Analytics

- In-app user engagement

TikTok Business Analytics

Business Analytics provide insights on:

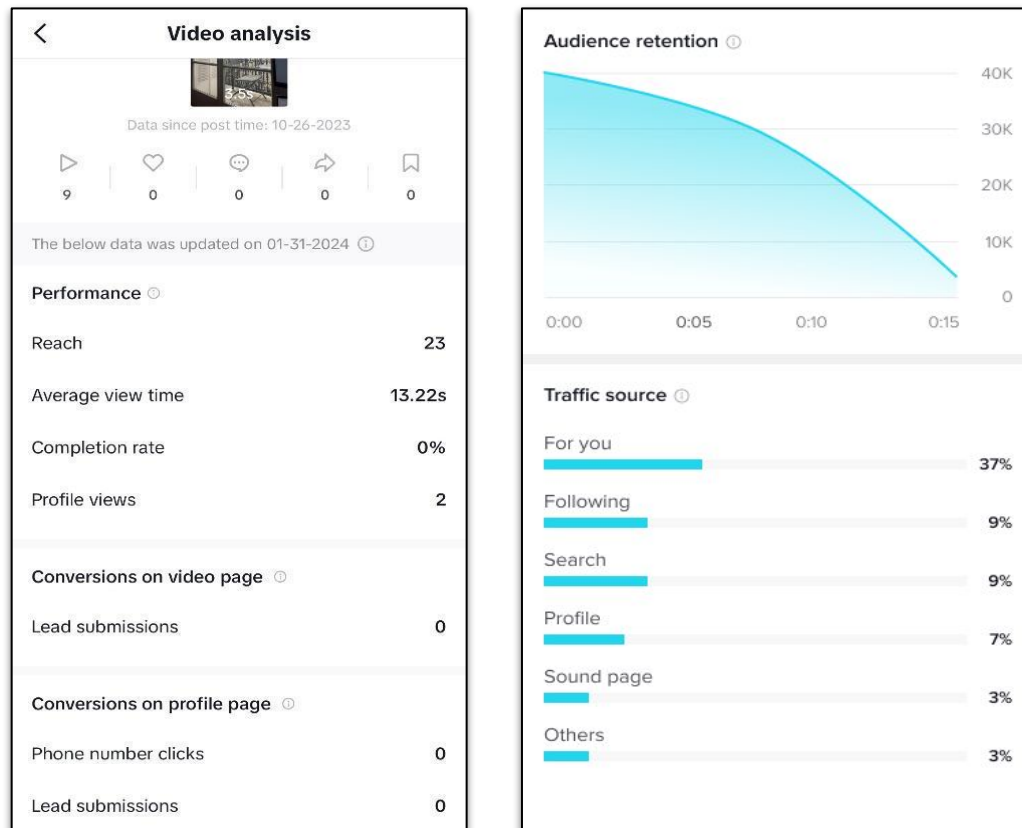- Business account performance metrics

- Audience

TikTok Business Analytics - in-app

TikTok Business Analytics - in-app

Example of available metrics - Video analytics

TikTok Business Analytics API

- Business Analytics data is also accessible through the Accounts API

- Registration for developers

- Easy authorisation through the TikTok app

In-app user engagement

Business users have access to users engaging with their content, such as:

- List of followers

- List of users who liked videos

- Ability to receive users' comments

- Ability to direct message

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Data processing and consumer profiling

TikTok

Article 5.2 DMA – Data processing

TikTok

Recap

TikTok – an entertainment platform

- Users can engage with video content

- Brands can advertise to users

CapCut – a standalone video editor and graphic design tool

- Users can create and edit videos and post to multiple platforms

Display of content on the "For You" Feed
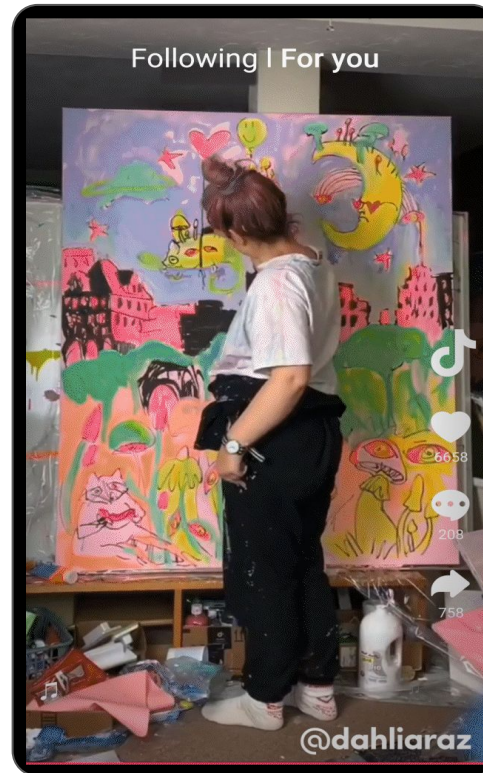
Display of ads on the "For You" Feed
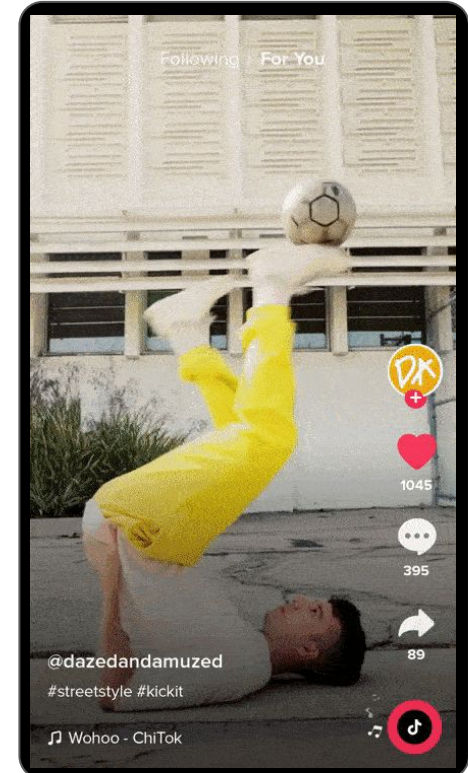
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TikTok Consent Flow

Withdrawal of Consent
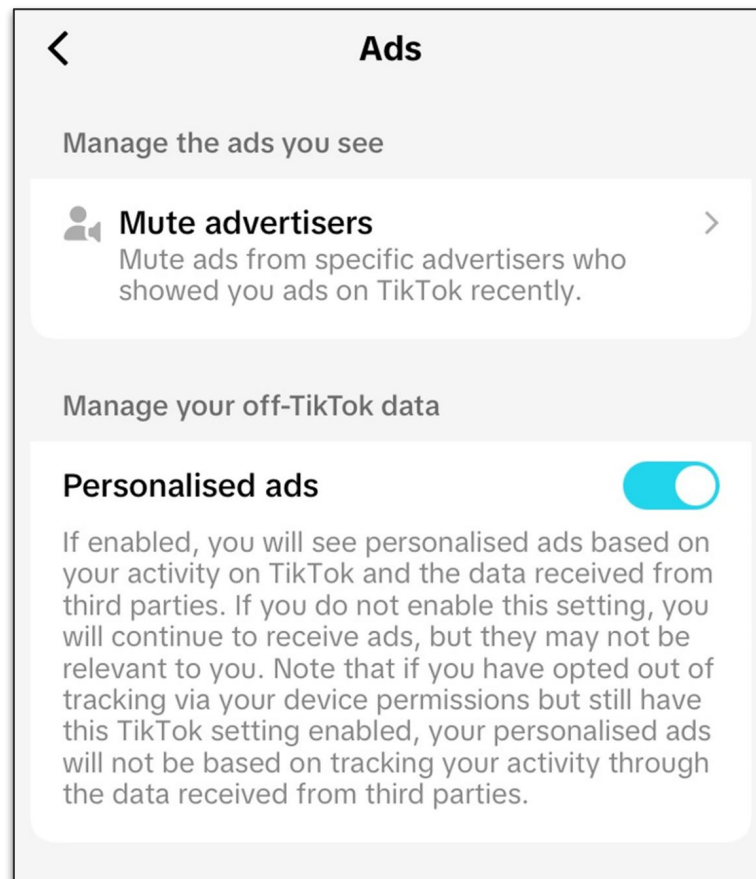
CapCut Consent Flow

CapCut Consent Flow

Article 15 DMA – Audit: Consumer Profiling Techniques

TikTok

Article 15 DMA

Requirement to submit independently audited report

TikTok report follows Commission template

Finalising overview of report - will be available on our website shortly

Audit Methodology

1 Audit Process

2 Significant input from internal stakeholders

3 Data sources / model identification

4 Preparation of report

Auditor's Assessment

Carried out analysis of environment

Assessed methodology

Designed further assurances procedure

Profiling Overview

- Entertainment platform

- Generate predictions about consumers to improve experience (e.g. personalisation and security)

Overview of Profiling Techniques

1 Demographic data

2 Interest data

3 Location data
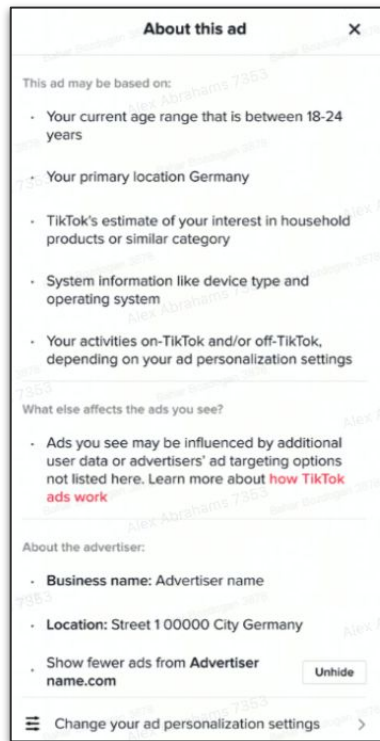
4 User Interaction data

5 Platform safety data

Purposes of Profiling

1. Content Recommendation

2. User Recommendation

3. Content Creation

4. Platform & User Safety

5. Ad Optimisation & Targeting
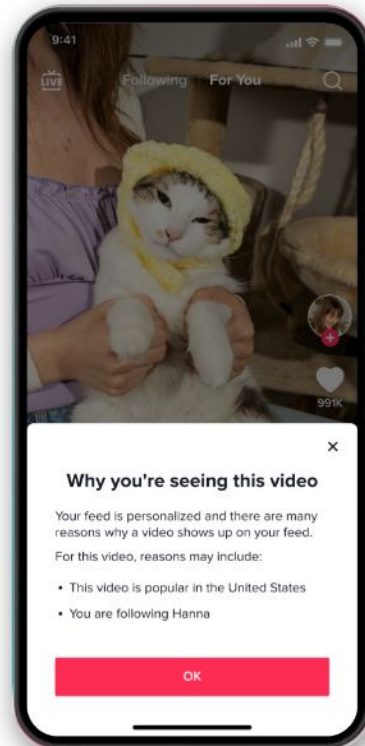
Transparency to Consumers

About this ad

Why this video

- Privacy Policy

- Privacy Centre

- Help Centre

DMA Public Overview Reports

Preliminary Audit Findings

- KPMG carried out a thorough assessment
- Audit report substantially complete
- Expecting to share with Commission in coming days

Thank You & Questions?

TikTok