

TikTok - DMA Workshop

22 March 2024

TikTok





Steve Reeder
*Head of
Antitrust*



Amaryllis Muller
*Senior Legal
Counsel Antitrust*



Caroline Goulding
*Head of DMA
Compliance*



Alex Abrahams
*Senior Privacy
Counsel*

We are an
Entertainment
Platform



powered
by the



community



TikTok is built around a “content graph” rather than a “social graph”

Books



Entertainment



Food



Sports



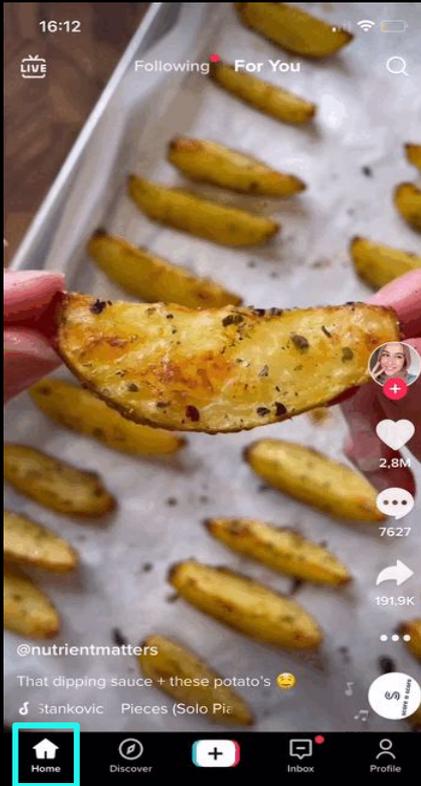
Fashion



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



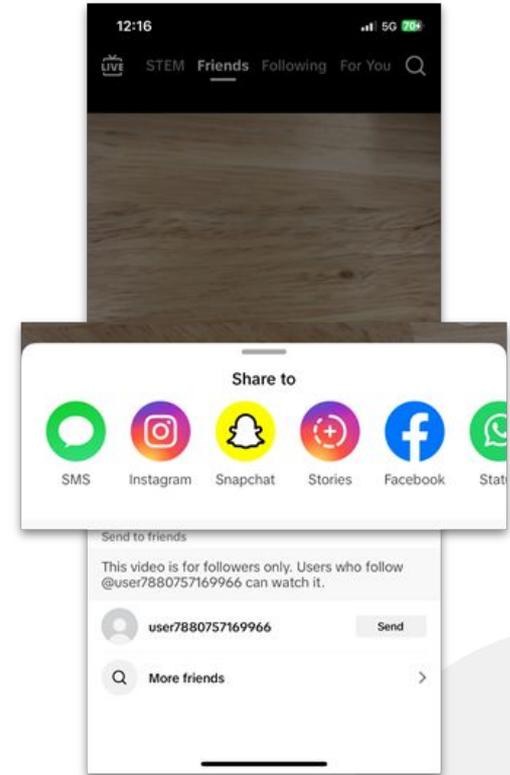
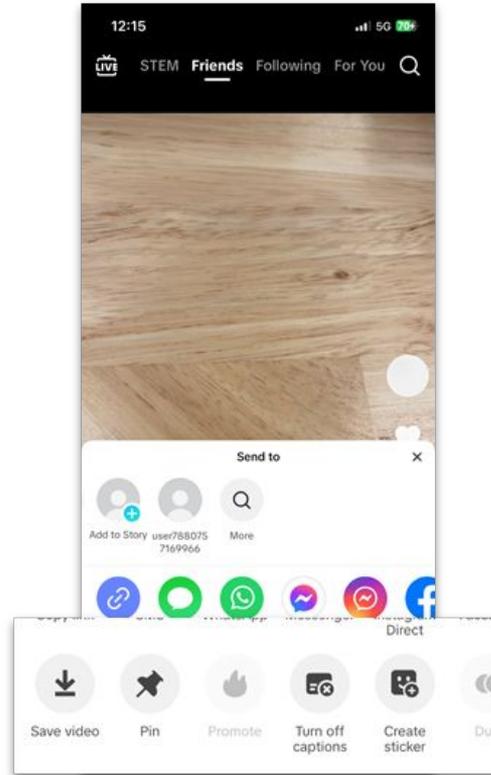
Article 6.9 – Data portability

TikTok



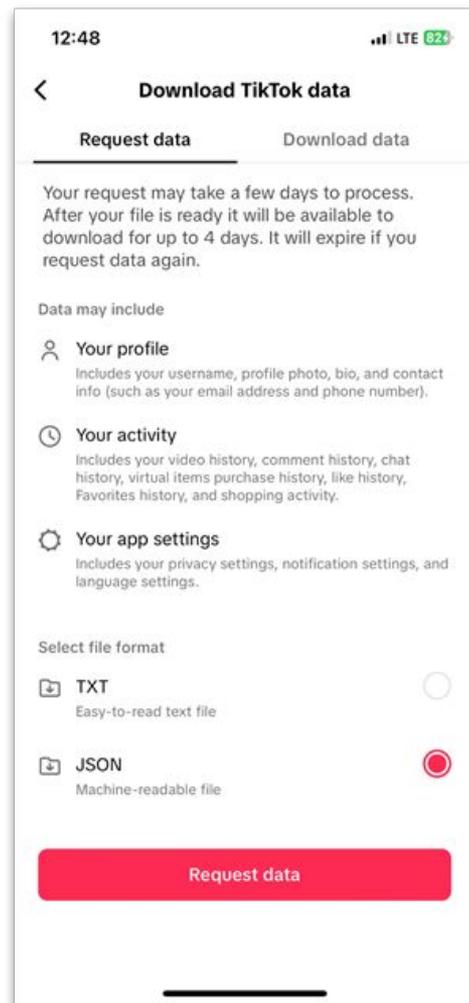
Downloading and Sharing Videos

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



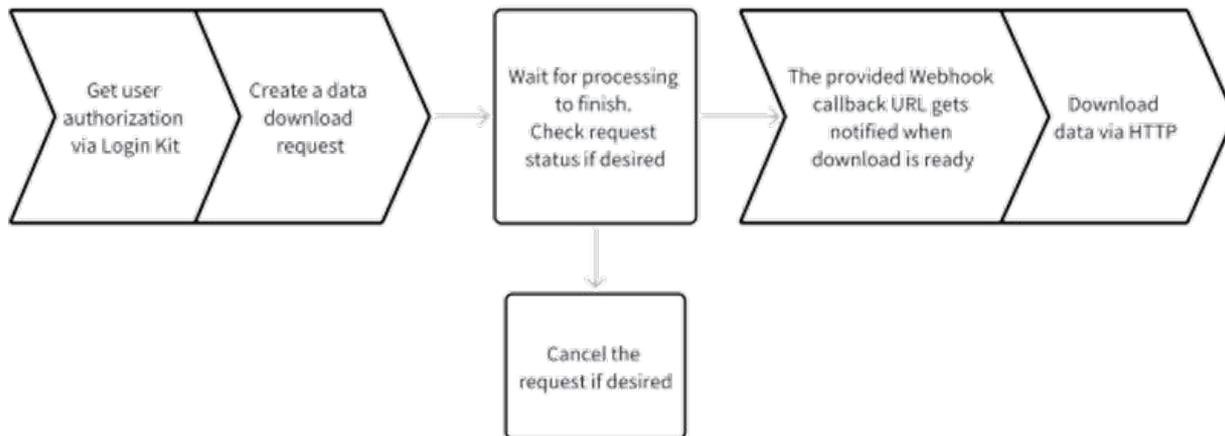
Article 6.9 DMA: Improved Data Portability

1. Data Portability API
2. Granular selection of data
3. Improved data access speeds

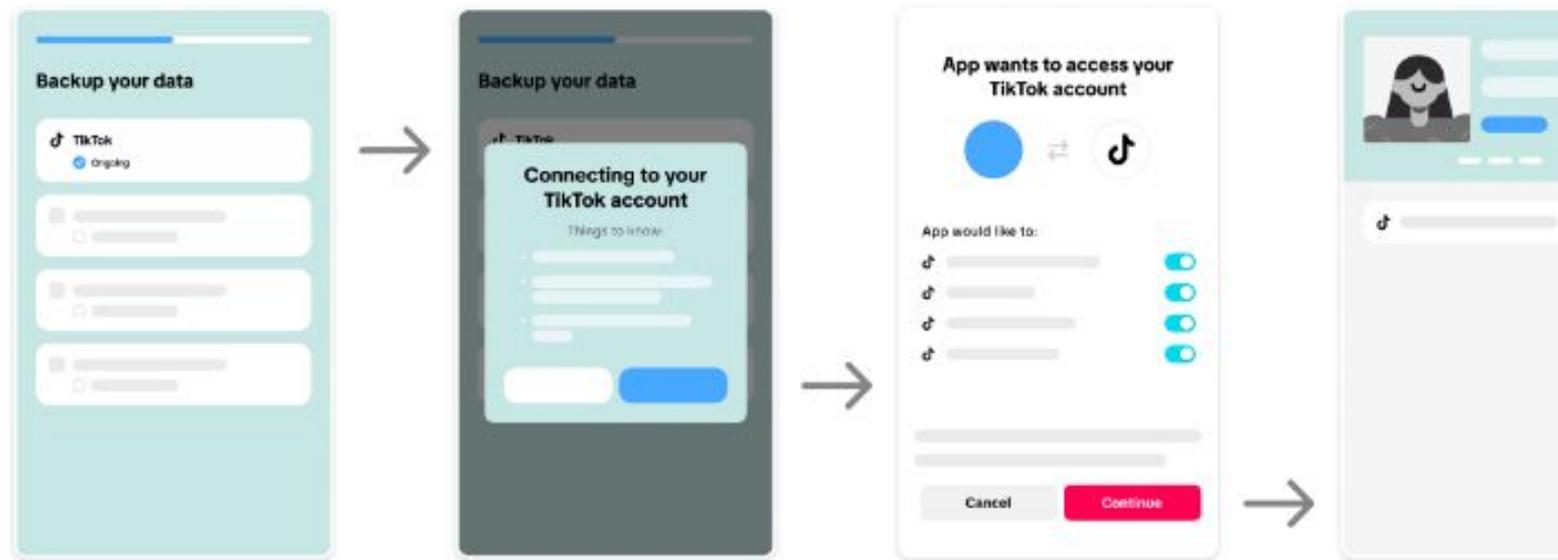
Data Portability API

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

The image shows a screenshot of the TikTok Developer Portal interface. On the left, a sidebar menu is visible with the following items: Manage apps, Test.xyz, App details, Configuration, History, URL properties, and Products. The 'Products' section is highlighted, and a red box around the '+ Add products' button has a red arrow pointing to the 'Add products' modal window.

The 'Add products' modal window is titled 'Add products' and contains three product options, each with a description and an 'Add' button:

- Content Posting API**: Share videos from your app either as a draft or a direct post to TikTok. Requires Login Kit.
- Webhooks**: Get real-time notifications for events on TikTok with lightweight subscriptions integrated to your app or website. Requires Login Kit.
- Data Portability API**: Allow users to transfer data from TikTok to your app. Available only to TikTok users in the European Economic Area. Requires Login Kit.

The background shows the 'App details' page for 'Test.xyz', with the 'App ID' field containing the value '7347...'. A notification at the top of the app details page says 'Please submit your changes'.

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

The screenshot shows a web form titled "Data Portability API Application" for TikTok for developers. The form is divided into five steps: 1. Application details, 2. Data scope & use case, 3. GDPR & Data subject requests, 4. Data protection policy and processes, and 5. Review. The first step is active, showing fields for Applicant Name, Applicant email address (with a note "Must be from organizational domain"), Organization name, and Organizational website. The form is styled with a dark header and a light body.

TikTok for developers Products Docs Support Blog

Data Portability API Application

- 1 Application details
- 2 Data scope & use case
- 3 GDPR & Data subject requests
- 4 Data protection policy and processes
- 5 Review

Application details

Applicant Name *

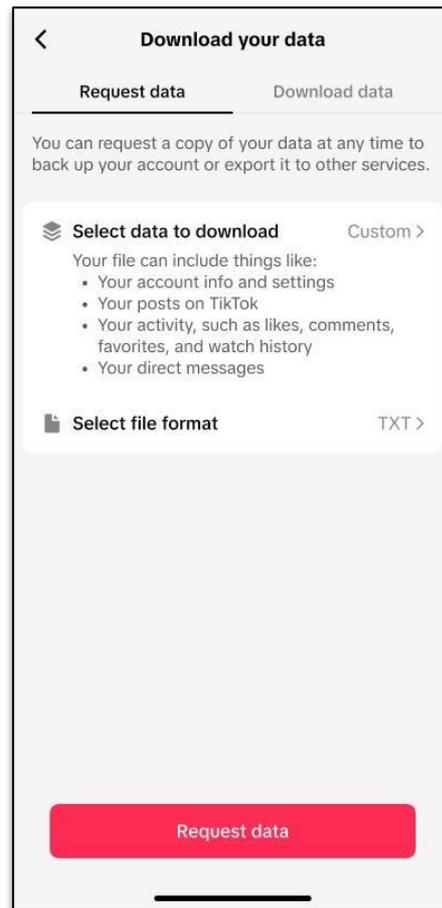
Applicant email address *
Must be from organizational domain

Organization name *

Organizational website *

Granular selection of data

- Full data package **or**
- Specific categories of data:
 - Posts and profile
 - Activity
 - Direct messages



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

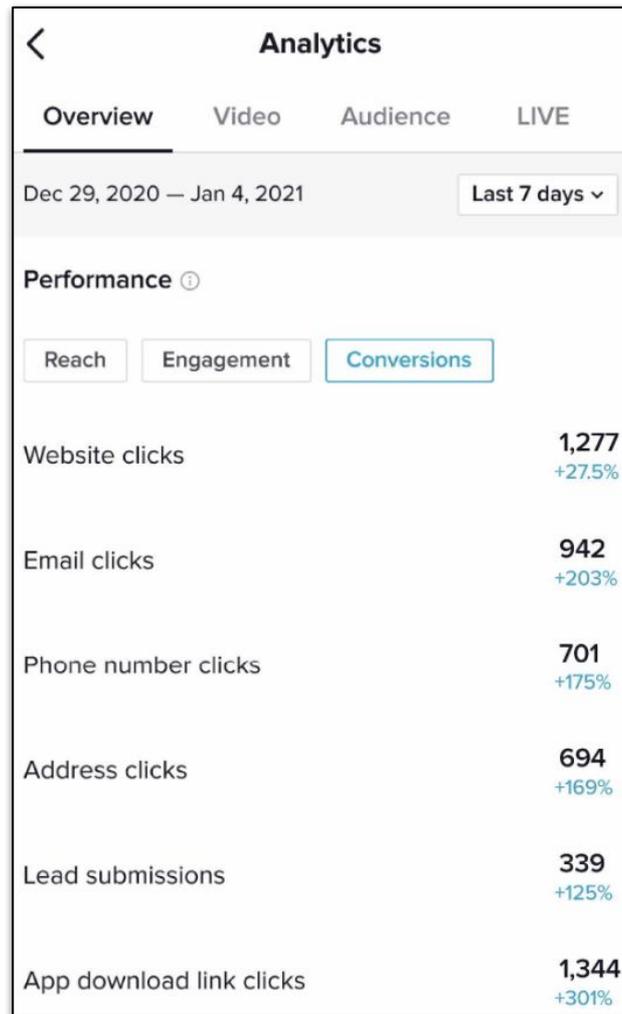
TikTok offers access to relevant data via:

- Download your data tool and Data Portability API
- Business Analytics
- In-app user engagement

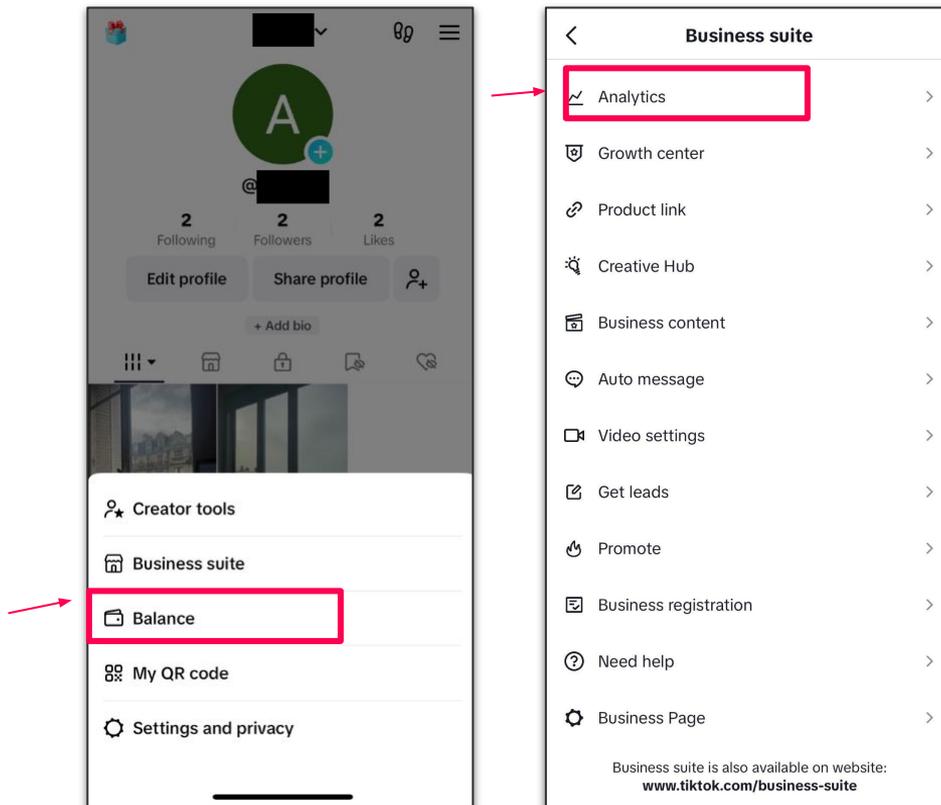
TikTok Business Analytics

Business Analytics provide insights on:

- Business account performance metrics
- Audience

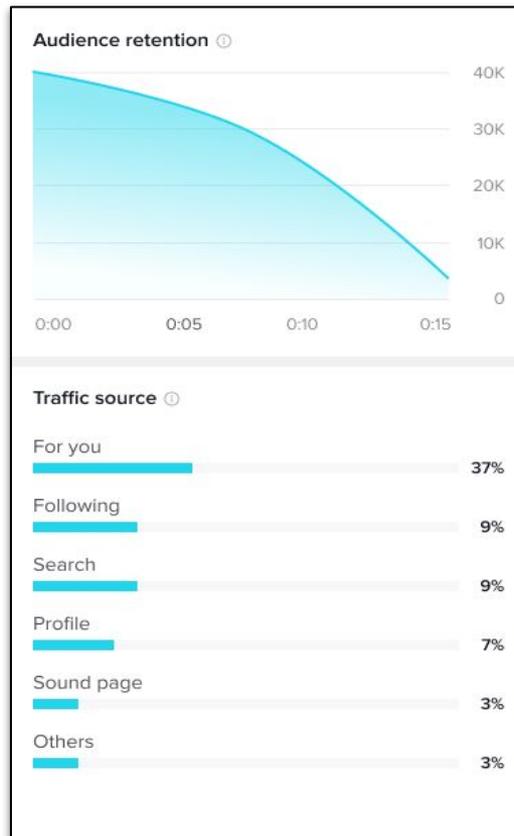
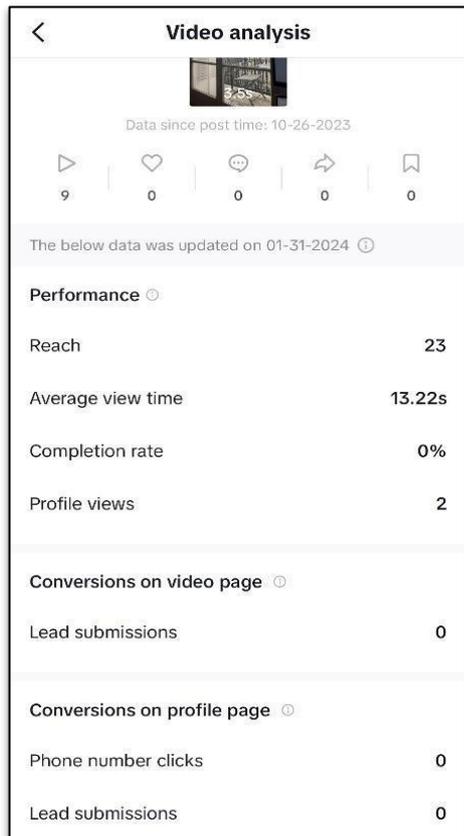


TikTok Business Analytics - in-app



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

Data processing and consumer profiling

TikTok



Article 5.2 DMA – Data processing

TikTok



Recap

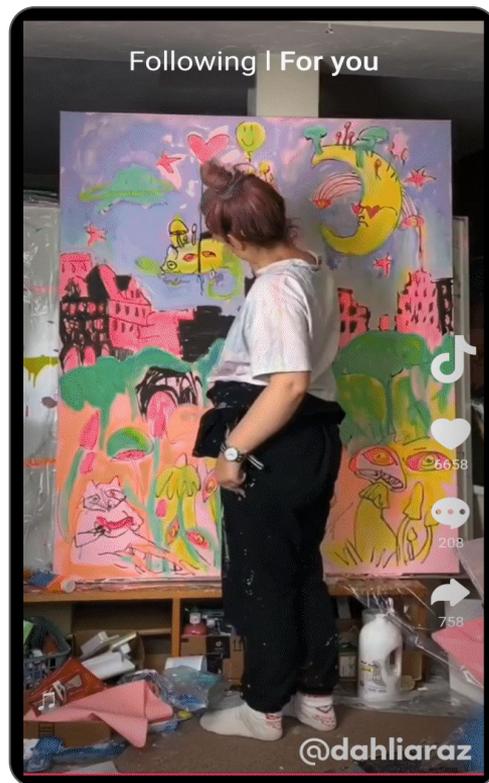
TikTok – an entertainment platform

- Users can engage with video content
- Brands can advertise to users

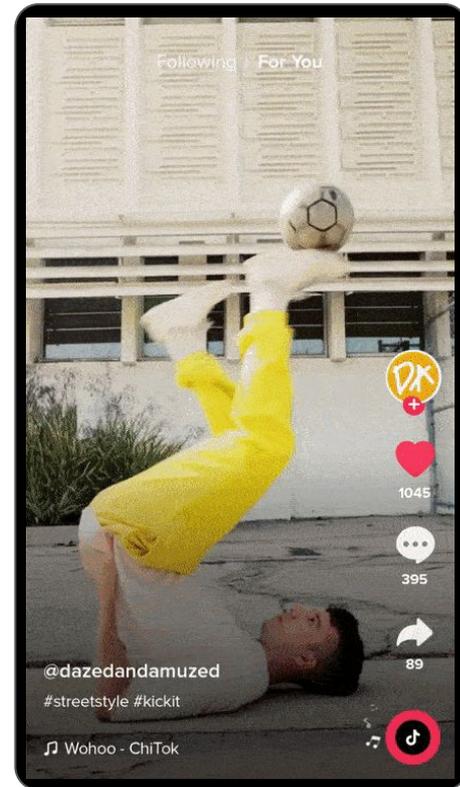
CapCut – a standalone video editor and graphic design tool

- 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



TikTok Consent Flow



Choose how ads are shown

Allow us to use your data to show you relevant ads, which helps keep TikTok free. **Learn more.** You can also see how we use and protect your data in our [Privacy Policy](#).

Personalized ads

Ads shown will be personalized based on your activity on TikTok. We also use data from third parties, but only if you've enabled tracking on your device.

Select

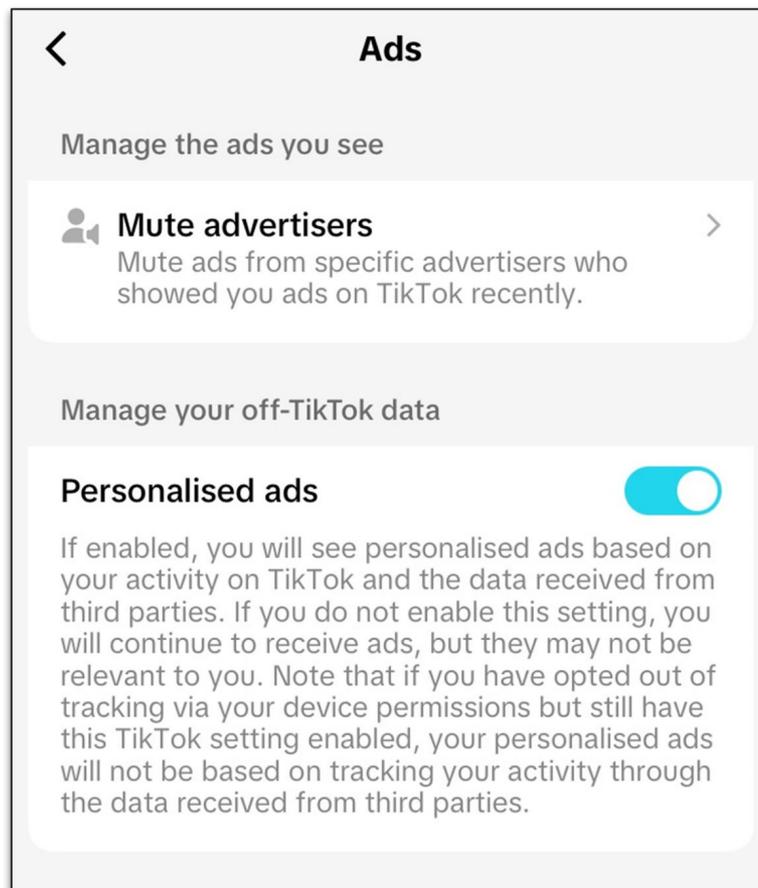
Generic ads

The ads you'll be shown may be less relevant to you.

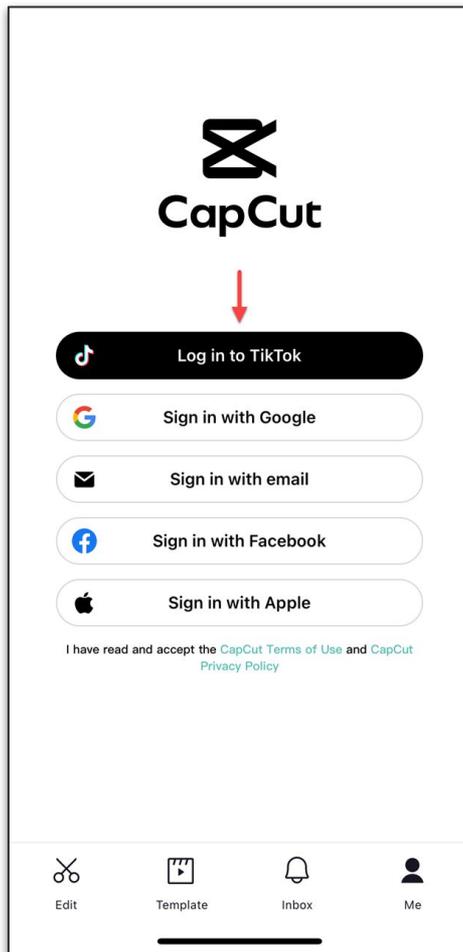
Select

You can update this at any time in your "Ads" settings.

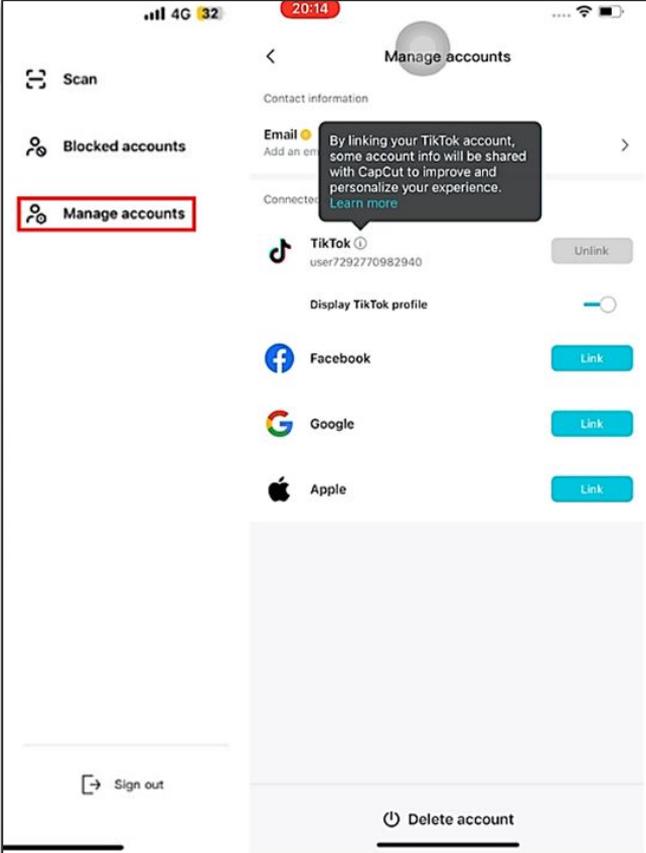
Withdrawal of Consent



CapCut Consent Flow



CapCut Consent Flow



Account linking help page – P&C

Linking your CapCut and TikTok accounts

You have the choice to link your CapCut and TikTok accounts. By linking accounts, you consent to TikTok providing certain information about your TikTok account to CapCut to combine it with data from your CapCut account and personalise and improve your CapCut experience in accordance with the [CapCut privacy policy](#). For example, your TikTok username and avatar may be used for your CapCut account, and you may receive personalised offers for CapCut services such as CapCut Pro.

Manage account linking

To review or change your choice to link your CapCut and TikTok accounts, open the TikTok app, go to Settings and privacy, tap Security, and then Manage app permissions.

What data is shared

Your TikTok username and avatar are always shared if you link your CapCut and TikTok accounts. In some cases, you also have the choice to share other types of data, such as the number of users who follow you on TikTok.

How CapCut uses this data

When linked, CapCut can use the data you have chosen to share from your TikTok account in accordance with [CapCut's Privacy Policy](#), including:

- To provide you with tailored or personalized information or content that may be of interest to you, such as marketing communications in accordance with your preferences;
- To improve and develop the Services by ensuring tools on the Services are presented in the most effective manner for you and your device, and by improving our technology, such as our machine learning models and algorithms; and
- To administer the Services and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes.

For more information on how your personal data is processed by CapCut, including the lawful basis for further processing of your personal data, see the [CapCut Privacy Policy](#). For information on how your personal data is processed by TikTok, including the lawful basis for sharing of your personal data with CapCut, see the [TikTok Privacy Policy](#).

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

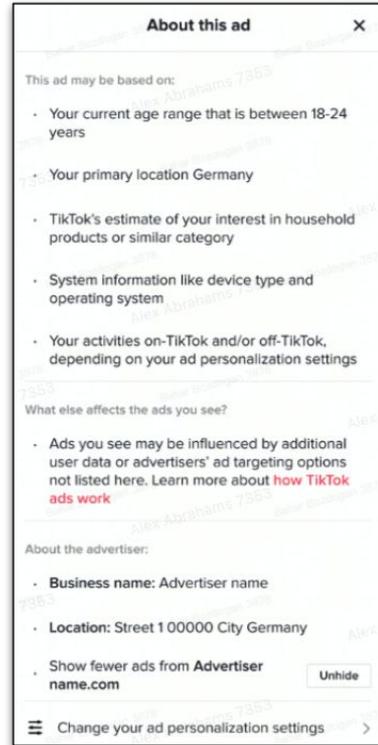
Purposes of Profiling

- 1 Content Recommendation
- 2 User Recommendation
- 3 Content Creation
- 4 Platform & User Safety
- 5 Ad Optimisation & Targeting

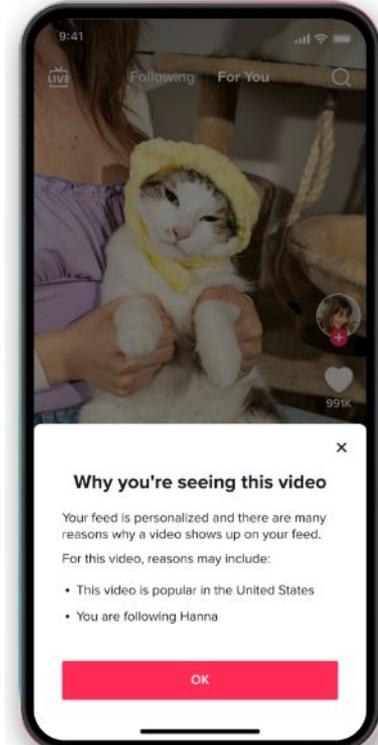
Transparency to Consumers

- Privacy Policy
- Privacy Centre
- Help Centre

About this ad



Why this video



DMA Public Overview Reports



Digital Markets Act

Under the European Union's Digital Markets Act (DMA), designated companies must publish reports outlining their compliance efforts on an annual basis. You can learn more about the DMA and its provisions [here](#).

TikTok has been designated in the DMA's "online social networking services" core platform service. Building on our proactive approach to transparency and as part of our obligations under the DMA, we will publish annual reports on our compliance with relevant obligations here.

Reports

1. Compliance Report Public Overview
2. Consumer Profiling Techniques Public Overview – Coming Soon

[Download](#)

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

