



Dame Caroline Dinenage DBE MP
Chair, Culture, Media and Sport Committee
House of Commons
Westminster
SW1A 0AA

September 19 2023

Dear Dame Caroline,

Thank you for your letter via email earlier today.

I was concerned to read the very serious allegations against Russell Brand reported by Channel 4 *Dispatches* and *The Sunday Times*.

We have strict Community Guidelines in place to protect our community. We are committed to providing a space that embraces gender equity, supports healthy relationships, and respects intimate privacy. Undermining these values can cause trauma and may lead to physical and psychological harm. We do not allow sexual exploitation, gender-based violence or sexual harassment of any kind. As stated in our Community Guidelines, we will also ban an account if we become aware that the account holder is proven to be a violent or hateful actor or has been convicted of a sexual crime or other serious offence against a young person. We may consider off-platform activity related to violence, hate, and child sexual exploitation and abuse to help make decisions about these account bans. Our Community Guidelines also prohibit anyone convicted of a sexual crime or other serious offence against a minor to hold a TikTok account.

As with all content on our platform, we continue to keep Mr Brand's content under review and will remain vigilant in this regard. Any violating content will be swiftly removed. As published in [our latest transparency report](#), we removed 96.7% proactively and 81% before a single view.

In response to your question regarding monetization, I should explain that monetisation on TikTok is different to the mechanism that your Committee may be more familiar with on YouTube. For example, we do not run advertising alongside or during specific pieces of content from which the creator may take a revenue share. Instead TikTok uses a programme called [the Creator Fund](#). I can confirm that Mr Brand has never been part of this programme.

Yours sincerely,

A handwritten signature in blue ink, consisting of a stylized 'T' followed by a horizontal line and a small flourish.

Dr Theo Bertram, Vice President, Public Policy Europe