



TikTok Information Technologies UK Limited
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4 Lindsey Street
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Dame Chi Onwurah MP
Chair of Science, Innovation and Technology Committee
House of Commons
London
SW1A 0AA
United Kingdom

7th November 2025

Dear Chi,

Thank you for your reply, dated 28th October, to our letter about changes to TikTok's Trust and Safety (TnS) moderation teams in the UK.

As I articulated in my original letter, the changes that TikTok has proposed are entirely in line with our ongoing desire to improve the speed and efficacy of our moderation both in the UK and around the globe in order to keep our users safe. It is also important to stress that these remain proposals only and that we continue to engage directly with potentially affected team members.

Our intentions in proposing these changes match the objectives set out in the Committee's *Social media, misinformation and harmful algorithms* report, and are not in conflict with TikTok's evidence to the Committee. Specifically, should these proposals be finalised:

- TikTok's TnS teams will still use a mix of AI and human review.
- TikTok will still have tens of thousands of safety professionals working on these issues on a global basis.
- TikTok will still be investing billions of dollars each year on our Trust and Safety activity.
- In relation to the examples I gave the Committee about our activity during the Southport protests, our approach to crisis response will remain unchanged, continuing to draw upon multiple cross-functional teams for escalations of this nature.

You ask a number of questions in your letter. Whilst my original letter of 20th October addressed many of these issues, I have sought to restate and, where appropriate, expand on these points below:

1. In the UK, there are approximately 430 roles at potential risk under this proposal. As set out previously, these are part of wider global changes not exclusively affecting the UK.

2. As set out in my letter of 20th October, the roles and responsibilities of these jobs are varied and the majority are not front line moderation roles. For example, as highlighted, a third of these roles are in teams involved in the labelling of data for AI model training. Progress in the development of these models has significantly decreased the need for this kind of manual labelling. Another significant proportion of those potentially affected are in ancillary roles, for example training teams, whose duties include activities such as training moderators on our Community Guidelines. Again, as the use of AI for many types of moderation processes increases, the need for generalised training, as opposed to training in specialist expertise, has reduced at a global level. Around a third of those impacted are front line moderation teams, but (as outlined below) the evidence suggests that the proposed changes would speed up and improve the efficacy of moderation through the use of AI, third parties and specialist teams.
3. TikTok analyses the impact of proposed changes across a broad range of areas of the business prior to making changes like this. This includes the potential impact on operations including user safety. Our analysis indicated that by utilising AI, third-party support and more closely localised expert teams, we could expect to see improvements in our moderation processes both in terms of the speed of moderation (i.e. how quickly a moderation decision is made), and the efficacy of moderation (i.e. how often the moderation decision is the correct one). In summary, the evidence suggested a positive impact on user safety and with the prospect of further improvements in future.
4. As confirmed in my previous letter, our proposed plan includes the use of third-party specialists. This is in keeping with the majority of other large platforms. The benefits of such an approach are driven by these specialist organisations' ability to scale more rapidly based on changing needed or high-profile events, the ability to draw on more wide-ranging language support, and to support moderation processes on a follow-the-sun basis. To be clear, this is not a like-for-like replacement of teams potentially at risk, but part of the new enhanced model described above involving AI, third parties and specialist clusters.
5. As you note, we informed Ofcom prior to these proposed changes being announced and to explain the positive impact we anticipate they will have on our speed and efficacy. This formed part of TikTok's ongoing and constructive relationship with the regulator. As you will be aware, TikTok has been regulated by Ofcom since 2021, firstly under the Video Sharing Platform regime, and now under the Online Safety Act. We have worked collaboratively over this period to help build an understanding of our approach to trust and safety, and how we continually invest, iterate and improve our measures. This continues to include regular regulatory meetings with Ofcom on a broad range of issues.
6. As set out above and in my previous letter, the changes we have proposed are part of global changes in how we approach moderation of content to ensure continuous improvements in how we keep users safe. One element of this new approach (alongside the role of AI and third-party specialists) is moving from a region-based structure of generalised moderators to one based on different types of products or types of risk, known as verticals. These risks - on issues such as harassment, misinformation, fraud and so on - are generally not confined to one

market, and as such there are benefits to be gained from having teams of specialists who understand the nuance and context of these types of harms. Having these more specialist moderation teams work in closer proximity means they can share expertise and skills, and can improve outcomes and decision making for users in the UK and elsewhere. For the avoidance of doubt, even after the changes we are proposing, we would still retain more specialist teams dedicated to and working in the UK to provide that expertise needed to help make decisions.

I hope that the above provides some further clarification for you and the Committee into the proposals we have made. We fully recognise the impact the proposals may have on affected employees and our priority is on supporting colleagues through these proposed changes. While these are difficult decisions, we believe they are the right ones to further protect our users, based on best practice and the utilisation of technology.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Ali Law', written in a cursive style.

Ali Law

Director of Public Policy and Government Affairs, Northern Europe, TikTok