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Dame Chi Onwurah MP
Chair of Science, Innovation and Technology Committee
House of Commons
London
SW1A 0AA
United Kingdom

10th April 2026

Dear Dame Chi,

Thank you and the Committee again for the invitation to give evidence on TikTok's continued investments and efforts to protect our community, especially from harmful misinformation. We hope that TikTok's evidence was beneficial to the Committee, and built on information shared in last year's sessions, alongside our written submission and exchange of letters.

During the hearing, we discussed several issues and the Committee had some detailed questions to which I said I would return with further information having checked with internal colleagues. I wanted to take this opportunity to share some additional context to supplement the answers I provided during the session itself.

Misinformation

The Committee asked whether there was more or less misinformation on TikTok, compared to a year ago. Every quarter we publish our Community Guidelines Enforcement Report. Not only does this report share the number of videos removed from our platform across the globe, but provides a breakdown of the specific policy violation as well as statistics on speed of removal, proactivity, and exposure to users.

Having cross referenced this information, I can confirm in our most recent reporting period (Q4 2025) we removed more videos for misinformation than the same period a year before. A higher proportion of these videos were removed proactively than a year before, with more removed within 24 hours, and before a user could view them. We know bad actors continue to target any potential avenue through which they believe they can achieve their goals, and we remain committed to ensuring we improve in identifying and removing anything as fast as possible, as demonstrated by our continuous improvement.

There are many reasons why removal figures may increase or decrease in any given quarter, for example the deployment of new tools and technologies, or higher risk events and which are potentially more likely to attract specific types of violative behaviour, such as elections or global conflict.

These are complex and technical issues and, as such, we would like to again extend the invitation made during the session and to the Clerks for the Committee to visit our Transparency and Accountability Centre in Dublin, Washington D.C., Singapore or Los Angeles. The Transparency and Accountability Centre enables deeper technical discussion into how TikTok goes about the work of enforcing its policies and keeping its community safe, including the recommendation systems.

	Q4 2025	Q4 2024
Total videos removed	175,302,085	153,062,903
Violative videos as a percentage of total published videos	0.5%	0.7%
Misinformation videos removed (approx.)	2,804,833 (1.6% of total removals)	1,295,371 (0.85% of total removals)
Removed proactively	99.2%	98.8%
Removed within 24 hours	93.7%	87.8%
Removed with 0 views	93%	80.1%

Governance

The Committee also asked for more details on our internal governance systems, particularly in reference to decisions on safety. TikTok's Trust and Safety team is an independent department, led by Sandeep Grover in San Jose. As Global Head of Trust and Safety, Sandeep reports directly into our CEO, Shou Chew.

Decisions over what is permitted on the platform, and the enforcement of them, are the sole responsibility of the Trust and Safety team. However, they do not do this work in isolation. Our Trust and Safety philosophy is grounded in internationally recognised human rights standards, and we constantly review our Community Guidelines to ensure alignment with TikTok's eight core [community](#)

[principles](#) which embed the importance of preventing harm, supporting free expression and protecting privacy.

This is informed not only by our in-house experts with deep knowledge of safety matters, but also by the latest academic research, external partners, and several [key international human rights frameworks](#) TikTok is committed to, including:

- The International Bill of Human Rights (which includes the Universal Declaration of Human Rights, the International Covenant on Civil and Political Rights, and the International Covenant on Economic, Social and Cultural Rights)
- The International Labour Organisation Declaration of Fundamental Principles and Rights at Work
- The Convention on the Rights of the Child
- The United Nations Guiding Principles on Business and Human Rights

TikTok has long valued the external perspectives that different representative groups can provide, and established dedicated worldwide councils to understand and implement expert opinion from different representative groups. For example, in line with the UN Guiding Principles of Business and Human Rights, TikTok has partnered with Article One, a business and human rights consultancy, to conduct a human rights impact assessment of our trust and safety operations.

Further to these frameworks, TikTok operates several forums to seek expert input, including our Content Advisory Council, which has experts on youth safety and well-being, bullying, and harassment, our regional Safety Advisory Councils, which allows us to better understand unique local context and cultures, and our Global Youth Council, which ensures we are directly reflecting the youth experience in our product development.

In addition, the Online Safety Act introduces a number of specific governance requirements for matters relating to the UK, for example requiring regular risk assessments and record-keeping of safety decisions. As a company that has been long-regulated by Ofcom, we have been heavily engaged in these matters to demonstrate the effectiveness of our governance structures as well as their compliance with the Online Safety Act.

We believe that the structures and processes described above enable us to strike the correct balance between empowering our Trust and Safety teams to act swiftly to make decisions that protect our users and ensuring both internal and external accountability both for the development of policies on which decisions are based and how those policies are then applied.

Monetisation

The Committee also expressed further interest on our approach to monetisation, particularly with minors. TikTok has strict policies relating to minors and monetisation. To enhance the safety and privacy of younger audiences we have put in place measures that restrict ad targeting and delivery for

users under the age of 18. In practice, this means that we do not deliver personalised ads to users under the age of 18 in the UK.

Advertising on TikTok works differently than on some other platforms due to the nature of the For You Feed. Unlike other platforms, TikTok does not rely on "pre-roll" advertising - e.g. unskippable videos that play before you can access a video, with creators taking a share of the revenue for this advertisement. Instead, adverts feature as part of the videos served as part of their general experience, and are fully skippable.

In addition, we heavily restrict other forms of monetisation relating to under 18s. We prohibit under 18s from sending or receiving gifts on TikTok LIVE, they are not allowed to make purchases on TikTok Shop, and we make them ineligible for entry into TikTok monetisation programmes, which reward users for their posts.

In effect, this means that the only adverts that would be visible to under 18s (and therefore any revenue gained) are those that are non-personalised and permitted to be served to all TikTok users. These advertisements have the highest eligibility and safety standards to ensure they are appropriate for audiences of all ages. While the nature of this advertising, and the lack of targeting available to under 18s, makes attributing specific revenue figures to a specific audience segment difficult, any associated revenue for the share of audience under 18 would be minimal compared to the overall income.

Regardless of our monetisation framework, TikTok remains committed to providing the safest and most age appropriate experience for our users. In 2025, we spent \$2bn on Trust and Safety, and we are committed to continued investment and improvement in our tools and technologies to improve safety outcomes.

Research API

Since 2022 TikTok has offered a dedicated API for accredited academic researchers, enabling them to carry out research on users in a privacy-preserving way, and helping to provide important insight into the impact of our platform and the experiences of our users.

As part of our continued investments in transparency, we have built Research Tools to make public data on TikTok content and accounts available for research purposes. More than 1,000 research teams now use TikTok's Research Tools, with each team able to be made up of cohorts of academics from different institutions working in collaboration on these key issues.

Currently, qualifying researchers who conduct research on a not-for-profit basis in the US and Europe can apply to study available public data through both our [Research API](#) and [Virtual Compute Environment](#), a robust technical solution which is subject to strict security and privacy controls.

The Research Tools include public data on content and accounts (video metadata, comments, account bios, etc.). By facilitating queries on this data, it enables a range of research activities on topics ranging from trends and marketing to trust and safety issues. Generally, researchers can:

- Conduct sentiment analysis (for example, analysing comments on videos with a specific hashtag to extract sentiment about that trend),
- Investigate causality (for example, identifying content linked to a certain issue and analysing what aspects of the content make it more or less popular), and
- Work to understand the information ecosystem that TikTok is part of (such as trying to identify how information is spread during or after a certain event)

I hope this information is helpful and addresses the Committee's further questions. My team will be in touch with the Committee in the coming weeks to discuss the opportunity for visits to the Transparency and Accountability Centre in the future.

Yours sincerely



Ali Law

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