

Since September, for everything that is happening on streams in Tiktok, the authors will be responsible

Tiktok introduced the updated community rules that will enter into force on September 13, 2025. Most of the changes concern the simplification of the text, but there are several important innovations.

Firstly, the new rules clarify the requirements for authors leading online broadcasts. Now they are fully responsible for everything that happens on the air, even if they use third-party tools - for example, automatic translation or voice acting of comments. Tiktok recalls that such services can also violate the rules, and they "need to be controlled".

The rules for advertising content have also been updated. Now the authors are required to indicate that the video is commercial. In addition, Tiktok will reduce the coverage of videos that call to buy goods outside Tiktok Shop in the countries where this store works.

The company has strengthened the personalization of the platform. Now not only the "for you" tape, but also the search results, recommendations and even comments will look different among different users-depending on their activity.

In the section on AI content, the formulations became shorter. Video is prohibited that are misleading on important public issues or harm people.