TIKTOK

• **Do** opt out of personalized data. TikTok is owned by a company based in China, opting out helps prevent your data from being gathered and redistributed without your knowledge.
• **Do** ensure family members take similar precautions with their accounts. Their privacy settings can expose your personal data.
• **Do** use a picture of something other than yourself for your profile photo. Profile photos are publicly viewable.

• **Don't** provide any identifiable information (e.g., name, hobbies, job title, etc.) on your profile or in your videos.
• **Don't** link your TikTok account to any third-party applications such as Facebook, LinkedIn, Instagram, or Twitter.
• **Don't** use identifiable locations, backgrounds, or relatable images when posting videos.
• **Don't** participate or appear in other users' videos.

Privacy Settings

By default, all accounts are set to "Public" which means anyone can see what you post on TikTok. It is recommended you set your account to "Private" to ensure that all videos can only be seen by the creator and no one else on the platform. With a private account you can approve or deny users and limit incoming messages to "Friends" only.

Even with a Private account, your Photo, Username, and Bio are still visible to all users of the platform.

To make your account Private, go to "Privacy" under "Settings and privacy" and set the "Private account" toggle to "On."
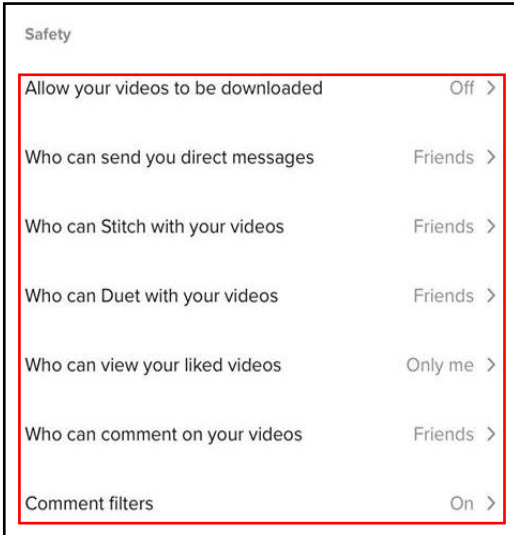
It is recommended you set "Suggest your account to others" to "Off," which will prevent others from being directed to your account.

It is also recommended that you do not allow TikTok or any other social media account to have access to your contacts. Toggle "Find your contacts" to "Off."

Next, review the "Personalization and data" section. Here you will toggle "Personalized ads" to "Off" which will minimize the amount of personal data collected by the application.
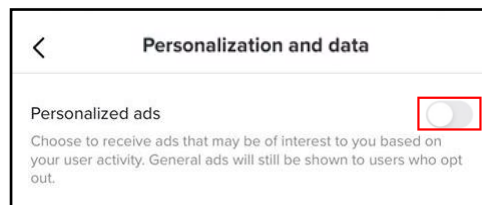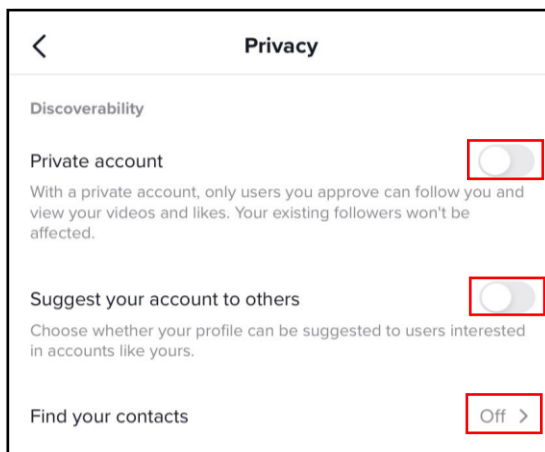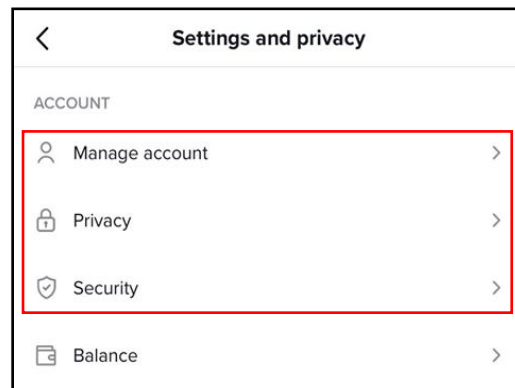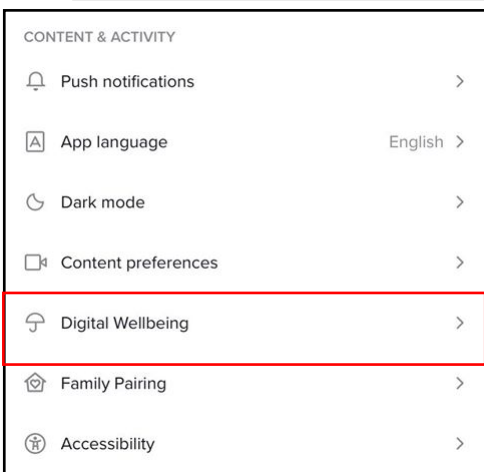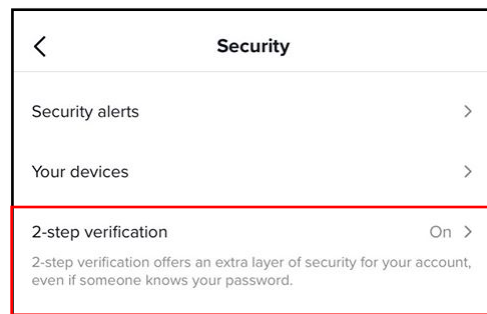
TikTok is owned by the Chinese company ByteDance. TikTok is influenced by the Chinese government, data created in the app is subject to Chinese censorship, and it is likely that personal data is collected on U.S. citizens who use the app.
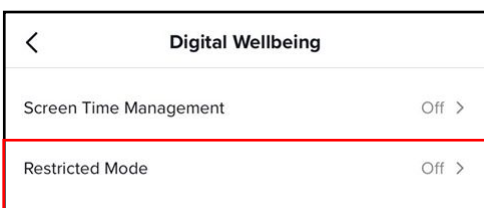
TIKTOK

Safety

Allow your videos to be downloaded	Off >
Who can send you direct messages	Friends >
Who can Stitch with your videos	Friends >
Who can Duet with your videos	Friends >
Who can view your liked videos	Only me >
Who can comment on your videos	Friends >
Comment filters	On >

The next group of settings falls under the "Safety" section within the "Privacy" menu. Here you will want to go through each section and set them according to your own comfort level. It is highly recommended that the lowest level of privacy is set to "Friends" and no setting is set to "Everyone." This will limit unknown profiles from being able to contact you and access your videos. In addition, it is strongly recommended that you do not allow others to download your videos, so that they are unable to share your TikTok videos on TikTok or other platforms.

Now, head back to the "Settings and privacy" and select "Security." Here you can check if there has been any suspicious activity on your TikTok account and set up 2-step verification. 2-step verification is an important additional security layer to help reduce unwarranted access and account fraud.

Security

Security alerts	>
Your devices	>
2-step verification	On >

2-step verification offers an extra layer of security for your account, even if someone knows your password.

CONTENT & ACTIVITY

🔔 Push notifications	>
🄰 App language	English >
🌙 Dark mode	>
🎞 Content preferences	>
☂ Digital Wellbeing	>
🏠 Family Pairing	>
♿ Accessibility	>

Much like YouTube, TikTok has a "Restricted Mode" for children whose parents want to limit the type of content they can see and follow.

To turn on "Restricted Mode," go back to the main menu, "Settings and privacy," and select "Digital Wellbeing." From there select "Restricted Mode" then choose "Turn on Restricted Mode" at the bottom of your screen. A passcode can be enabled to prevent "Restricted Mode" from being disabled.

Digital Wellbeing

Screen Time Management	Off >
Restricted Mode	Off >

It is recommended you do not link your TikTok account to any other social media platform (e.g., Twitter, Instagram, Facebook, etc.) If linked, TikTok will pull personally identifiable information (PII) and pictures from those platforms. You are not required to put any personal or biographical information in your TikTok profile; therefore, it is recommended you leave optional sections blank.