VIOLATTE · TIKTOK SHOP COMPLIANCE

The TikTok Shop Violation Checklist

Three checklists: before you post, the first 24–72 hours after a notice, and what to gather before you appeal. Built from TikTok Shop's published rules.

1. Before you post

PRICE AND PROMOTIONS

- [ ] The price you say matches the showcase price right now. Round up, never down.
- [ ] No "lowest", "cheapest" or "best price on TikTok Shop".
- [ ] Say the conditions: coupon, bundle, new-customer only, the promotion dates.
- [ ] Mention a BOGO or gift-with-purchase only once the brand confirms it shows on the product page.
- [ ] Don't promote a deal before it starts or after it ends.

HEALTH, SUPPLEMENTS AND BEAUTY

- [ ] No prevent, cure or treat claims, and no disease or symptom words, including code words.
- [ ] No weight-loss numbers, "in X days" results, or body-size before-and-afters.
- [ ] No doctors, lab coats or clinic sets, real or AI.
- [ ] Disclaimers don't fix a bad claim. Fix the claim.
- [ ] Beauty filter off. Temporary effects say "temporary".

ORIGINAL, REAL FOOTAGE

- [ ] Your own footage, or footage you're authorized to use.
- [ ] At least 3 seconds of live action with your face and the real product. Screen recordings count as still frames.
- [ ] No re-cut reposts, stacked frames, or other apps' watermarks.

PRODUCT, DISCLOSURE AND AI

- [ ] The tagged product matches exactly: size, quantity, version.
- [ ] Free or gifted product? Say it in the video, spoken or on screen, plus the toggle.
- [ ] AI-made realistic content gets the AI label. Never fake results with AI.
- [ ] Run the in-app Video Pre-Check, and again after any edit.

2. The first 24–72 hours after a notice

- [ ] **Keep the video public.** Don't delete it, set it private, edit it or repost a "fixed" copy while the case is open.
- [ ] Screenshot the full violation ticket: name, violation ID, date, points and penalties.
- [ ] Screenshot your Creator Health Rating, Account Status page and point history.
- [ ] Note the deadline: appeals are usually due within 30 days of the notice. Check your own ticket.
- [ ] If commission is frozen, don't wait. Prepare the appeal now.
- [ ] Stop the pattern: repeating the same violation can remove Shop access no matter your points.
- [ ] Only trust notices inside the TikTok app. "Compliance" emails or DMs with appeal links are phishing.

3. Before you appeal

GATHER

- [ ] The video link, the full script or transcript, the caption and on-screen text.
- [ ] The product page and showcase price on the day you posted.
- [ ] Proof you filmed it: original camera files, setup photos, the product in hand.
- [ ] The brand's own claim wording (product page, packaging) if a claim was flagged.

WRITE

- [ ] Name the exact rule, then show what your video actually says next to it.
- [ ] Be short, factual and calm. Attach only relevant evidence.
- [ ] Appeal every violation, even one you think is fair. A denied appeal is what later escalation needs.
- [ ] Screenshot every decision. If denied, a support ticket asking for manual review is the next step.

Want a second pair of eyes? Get a free violation diagnosis in the Violatte Discord with **/diagnose**, or see guides at violatte.com/guides. We prepare your case; you submit it. No one can guarantee TikTok's decision, and we never ask for your password or login codes.

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