

**External TikTok Guidelines For Agencies/Third Parties
(as of May 30, 2023)**

TikTok Guidelines

As of May 30, 2023 – only brands greenlit for *channels*: Nerf, My Little Pony, Monopoly, Play-Doh, Peppa Pig, Furby and Transformers. All brands may use *paid media* and *influencers*. Use of channels, paid media and influencers subject to risk parameters below.

- **Products:** preference for 14+ product, however, certain campaigns if approved by Hasbro management may be allowed to include under 14+ product if it makes sense for the brand, the content is clearly adult directed, and all other parameters are followed.
- **Adult-directed Content:**
 - 18+ talent and influencers with adult audiences
 - Only re-use content on other adult-targeted accounts and platforms (FB, TW and IG allowed; but not YouTube except Pulse), and in accordance with platform guidance
 - Copy and audio should speak to adults and be about adult themes (e.g. work, working out, parenting)
 - Use of children in content:
 - Minimize the appearance of children alone while focusing on adults
 - The beginning of the content should focus on the adult alone or adult with the child
 - If children appear in the content the adult in the content should be the child's parent or caregiver
 - Use of Family Influencers:
 - family influencer channels historically have adult-themed/targeted content
 - family influencer content produced for us is directed to adults such as speaking to parents or caregivers etc.
 - Examples of content that typically appeals to kids in terms of subject matter, visual or audio content:
 - child-oriented characters
 - child-friendly format (e.g. animation*)
 - child-oriented activities
 - celebrities who appeal to children

* except approved use of show-based animated clips on the Peppa, MLP and Transformers channels as well as in connection with Kiya paid media/influencers, so long as all other guidance here including that content is directed to adults is followed. Stop Motion animation may be used for all brands if the content when taken as a whole does not appeal to kids.

- **No UGC Calls to Action (CTAs), including Duet and Stitch functions:** Duet and Stitch functions must be disabled/turned off for all videos (whether created/posted by Hasbro or paid influencer).
- **Maximize Privacy Controls:** no personal data may be collected in connection with the content or the channel, nor shall any existing security controls established by Hasbro be modified without the prior written permission of the Hasbro Legal Department. Controls shall be put in place to secure all channel credentials. Such credentials may only be used for the purposes permitted in the relevant SOW or agreement with Hasbro and access to all such credentials shall terminate upon the expiration or termination of such SOW or agreement.
- **[Shall implement any other requirements or guidelines implemented by Hasbro from time to time]**