

Joint Select Committee on Social Media and Australian Society – Responses to Questions on Notice – Batch B (Questions from Kate Thwaites MP)

Batch	Question	TikTok Australia's Response
B	1. Do you have an anti-scam strategy?	<p>Yes. TikTok's approach to combatting scams is multi-faceted. It is aimed at taking action where we detect scams, as well as informing users about the risks posed by scams, so that they can better protect themselves. Some of the key elements of this strategy are:</p> <p>(1) Clear policy. We make clear our approach to frauds and scams, and the type of content that we do not allow, via our public-facing Community Guidelines that state: "[w]e do not allow attempts to defraud or scam members of our community."</p> <p>(2) Proactive enforcement. Using both machine and human moderation of content, we remove content where it breaches our Community Guidelines. We also receive, and assess, reports from users themselves, where they might consider content to be in violation of our Frauds and Scams policy.</p> <p>(3) Making information readily available to users to alert them to the nature of frauds and scams, including via a dedicated Safety Centre page.</p> <p>Finally, as part of our commitment to platform integrity, we remain vigilant in our efforts to detect external threats and safeguard the platform from fake accounts and engagement. In Q1 2024, we removed 353,272,604 accounts for this reason alone.</p>
B	2. How do you handle scam complaints?	<p>Users can report suspected scams in-app, via the user report function. These are then reviewed by members of our Trust and Safety team. In Q1 2024, as disclosed in our Community Guidelines Enforcement Report, a majority of user reports were assessed within 2 hours. In addition, we may also receive referrals of accounts suspected of engaging in scam behaviour from community partners or government agencies, which results in assessment and action if the content is found to breach our Community Guidelines.</p>
B	3. How quickly do you take down scam content?	<p>Between January and March 2024 in Australia, 73,112 TikTok videos were removed for violating our Frauds and Scams Policy. The vast majority of these (72,009 videos, or 98.49%) were removed proactively (i.e. before any user reports). Of the remaining 1,103 videos that were removed reactively (i.e. following a user report), the vast majority (1,021 videos, or 92.57%) were removed less than 2 hours after receiving a user report.</p>
B	4. What resources do you put in to combatting scams in Australia?	<p>This year TikTok will invest more than US\$2 billion in our Trust and Safety work globally. This supports the employment of more than 40,000 Trust & Safety experts, whose work includes keeping our platform safe from fraud and scams. In addition to proactively moderating content at-scale, we make information and support resources available online for users, via a dedicated Safety Centre page. This is aimed at improving users' understanding of the potential impact of fraud and scams, as well as the ways in which these scams might present in online settings.</p>

B	5. How much are scams costing your users?	We acknowledge that many Australians are concerned about scams, including those perpetrated online. We remain committed to being part of the solution, including through our industry-leading Trust & Safety investments and enforcement efforts.
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