



OFFICE OF THE
INFORMATION &
PRIVACY COMMISSIONER
FOR BRITISH COLUMBIA



TikTok Investigation

Report of Findings

The privacy commissioners for Canada, Quebec, British Columbia and Alberta jointly investigated TikTok's privacy practices, with a particular focus on the personal information of children under 13.

The issues under investigation included whether TikTok collected and used personal information:

- for an appropriate purpose; and
- with meaningful consent.

THE OIPC

Established in 1993, the Office of the Information & Privacy Commissioner provides independent oversight of BC's access and privacy laws.

BC LEGISLATION

The *Personal Information Protection Act* applies to any private sector organization that collects, uses and discloses the personal information of individuals in BC.

READ MORE



Check out *Report of Findings: Joint investigation of TikTok Pte Ltd.* to learn more.

<https://www.oipc.bc.ca/reports/investigation-and-audit-reports/>

Do you know what TikTok collects about you?

TikTok collects personal information to target advertising and personalize content.



Was TikTok's collection and use appropriate?



No, TikTok had no legitimate need for its collection and use of the sensitive personal information of children under 13

- Children's personal information is inherently sensitive.
- TikTok bans children under 13 from the platform, so has no need to collect or use their information.
- TikTok did not have reasonable measures to prevent children from signing up, and ultimately collected and used their information.

As a result, TikTok's collection and use of children's information was not appropriate and was done without authorization.

Did TikTok get meaningful consent?

No, individuals can't consent to something they don't understand

- TikTok did not prominently emphasize its privacy practices up front when individuals create an account.
- Privacy practices are found in TikTok's Privacy Policy and associated documents but are lengthy, and few users are likely to read them.
- TikTok explains its privacy practices and complex technologies (e.g. AI machine learning) in a cursory way that does not allow users to meaningfully understand.

Because TikTok did not explain its practices in a sufficiently clear or accessible way, it did not obtain meaningful consent from platform users, including youth.



TikTok has committed to:

1

Enhance age assurance mechanisms to keep underage users off the platform.

2

Expand privacy communications related to targeted advertising and content personalization.

3

Restrict advertiser targeting of users under 18.

4

Highlight privacy practices for teens in plain-language policies and videos.

5

Communicate about the collection and use of biometric information, and the potential for data to be processed in China.

6

New “Privacy Settings Check-up” mechanism for all Canadian users.

The OIPC BC and counterparts will monitor TikTok’s implementation of these commitments.

A MESSAGE FROM THE COMMISSIONER



INVESTIGATION REPORT

TikTok



oipc.bc.ca

WATCH



Check out the full video overview:

<https://youtu.be/OlfqCFbgcfE>