

TikTok's Response to the Situation in Ceuta

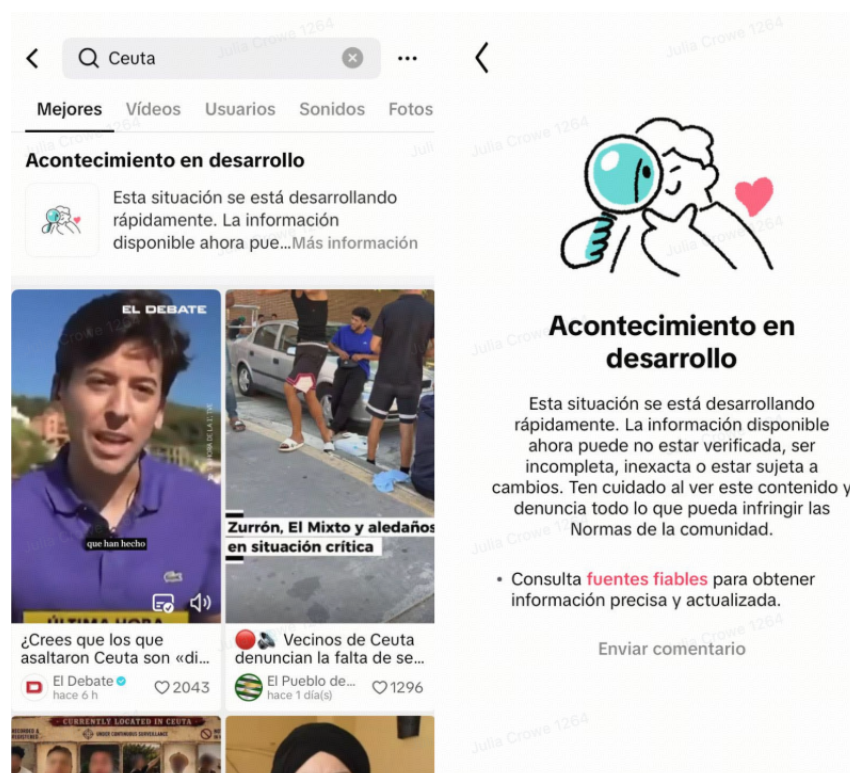
Following developments in Ceuta, TikTok activated its established global protocol for responding to emerging events. A dedicated Trust & Safety team monitored activity on the platform to identify potential risks and help inform TikTok's response as the situation developed.

Monitoring and enforcement

TikTok monitored the platform for potential risks, including deceptive behaviour and coordinated activity. We applied our policies to content and accounts which violated our harmful disinformation policies. In addition, due to the nature of the crisis, we applied relevant additional policies, such as policies prohibiting the promotion or facilitation of human smuggling and illegal border crossings. TikTok combines automated detection technology with expert human review to identify and remove content and accounts that may violate our policies. Where content relating to the situation could not be verified or was undergoing fact-checking, it was made ineligible for recommendation in the For You feed to limit its potential reach.

Access to reliable information

TikTok also took proactive steps to help people find reliable information about the situation. Users searching for relevant terms were directed towards information from trusted sources, including our fact-checking partner and ICFN-accredited Newtral in Spain and MapExpress in Morocco. We also encouraged users to remain vigilant when assessing information and to consult multiple reliable sources, particularly given the rapidly developing nature of the situation.





Monitoring for coordinated deceptive activity

As part of its broader monitoring, TikTok assessed activity on the platform for potential covert influence operations and other forms of coordinated deceptive behaviour. Information about covert influence operations identified by TikTok is published regularly in our [Transparency Center](#).

Information sharing and cooperation

TikTok engaged with the European Commission and civil society partners to share information and support coordination during the response, including through meetings with the European Commission on 7 and 10 August. Following these discussions, the European Commission coordinated the establishment of an **Enhanced Information Exchange and Cooperation Mechanism** involving TikTok, Meta and fact-checking partners. The mechanism provided a dedicated channel for sharing information on emerging disinformation trends and developments related to the situation, as well as relevant insights to support a shared understanding of emerging risks. It operated as a voluntary framework for collaboration under the Code of Conduct on Disinformation.

Our broader approach to emerging events

TikTok's response to the situation in Ceuta forms part of our established global approach to emerging events. This approach enables TikTok to bring together relevant teams to monitor rapidly developing situations, assess potential risks, enforce our policies and support access to reliable information. The same approach has been used in response to other emerging events and crisis situations, including natural disasters and major geopolitical events. While this protocol was not activated as a formal requirement under the Code of Conduct on Disinformation, the measures taken as part of TikTok's response are consistent with its objectives, including addressing harmful or misleading information, supporting access to reliable information and tackling coordinated deceptive activity.